



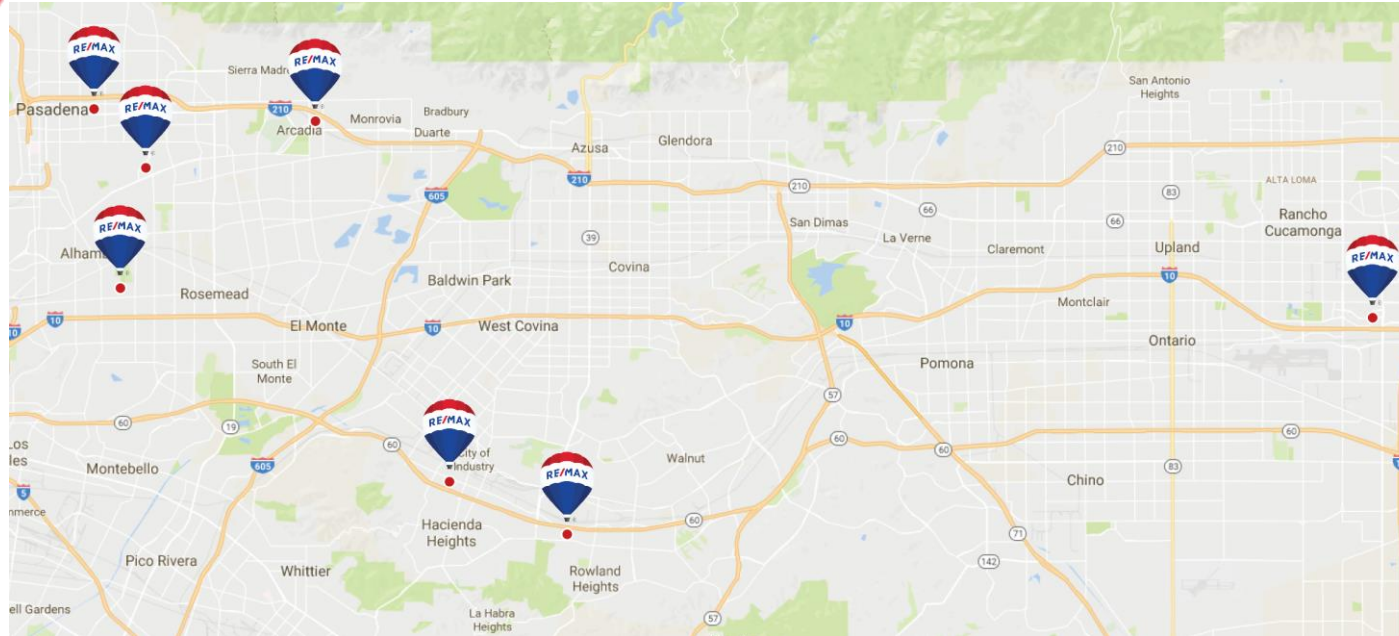
**<AGENT NAME>**

**BRE:**

**Cell:**

**Email:**

**Website:**



**Alhambra Office**  
1024 E. Valley Blvd.  
Alhambra, CA 91801



**Arcadia Office**  
233 N. 1<sup>st</sup> Ave.  
Arcadia, CA 91006

**San Marino Office**  
2375 Huntington Dr.  
San Marino, CA 91108

**Pasadena Office**  
913 E. Walnut St.  
Pasadena, CA 91101



**Rowland Heights Office**  
17843 Colima Rd.  
Rowland Heights, CA 91748

**Hacienda Heights Office**  
1221 S. Hacienda Blvd.  
Hacienda Heights, CA 91745

**Ontario Office**  
790 Ferrari Lane  
Ontario, CA 91764



## 2017 RE/MAX vs. THE INDUSTRY



# 1 MILLION+

## U.S. RESIDENTIAL TRANSACTION SIDES

NOT  
RELEASED

NOT  
RELEASED

727,415

420,184

128,812

70,980

977,603\*

111,950



Sotheby's

\* Keller Williams reports all transaction sides and does not itemize U.S. residential transactions.

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Coldwell Banker, Century 21, ERA, Sotheby's and Better Homes and Gardens data is as reported by Realogy Corporation on SEC 10-K, Annual Report for 2016; Keller Williams, Realty Executives and Berkshire Hathaway HomeServices data is from company websites and industry reports.

# 2017 RE/MAX vs. THE INDUSTRY



# 17.2

## TRANSACTION SIDES PER AGENT

LARGE BROKERAGES ONLY \*

11.0

9.2

8.4

8.2

8.2

6.9

6.8

6.5



Sotheby's

\* Transaction sides per agent calculated by RE/MAX based on 2017 REAL Trends 500 data, citing 2016 transaction sides for the 1,705 largest participating U.S. brokerages. Coldwell Banker includes NRT. Berkshire does not include HomeServices of America.

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# 2017 RE/MAX vs. THE INDUSTRY



# 27.6%

BRAND AWARENESS  
(UNAIDED)\*

0.5%



4.3%



14.2%



19.7%



1.1%



0.6%



7.3%



2.1%

Sotheby's

\* MMR Strategy Group study of unaided awareness among buyers, sellers, and those planning to buy or sell; asked, when they think of real estate brands, which ones come to mind? 17\_166094MM

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# 2017 RE/MAX vs. THE INDUSTRY



100+  
COUNTRIES AND TERRITORIES

11

1

49

77

31

3

16

66



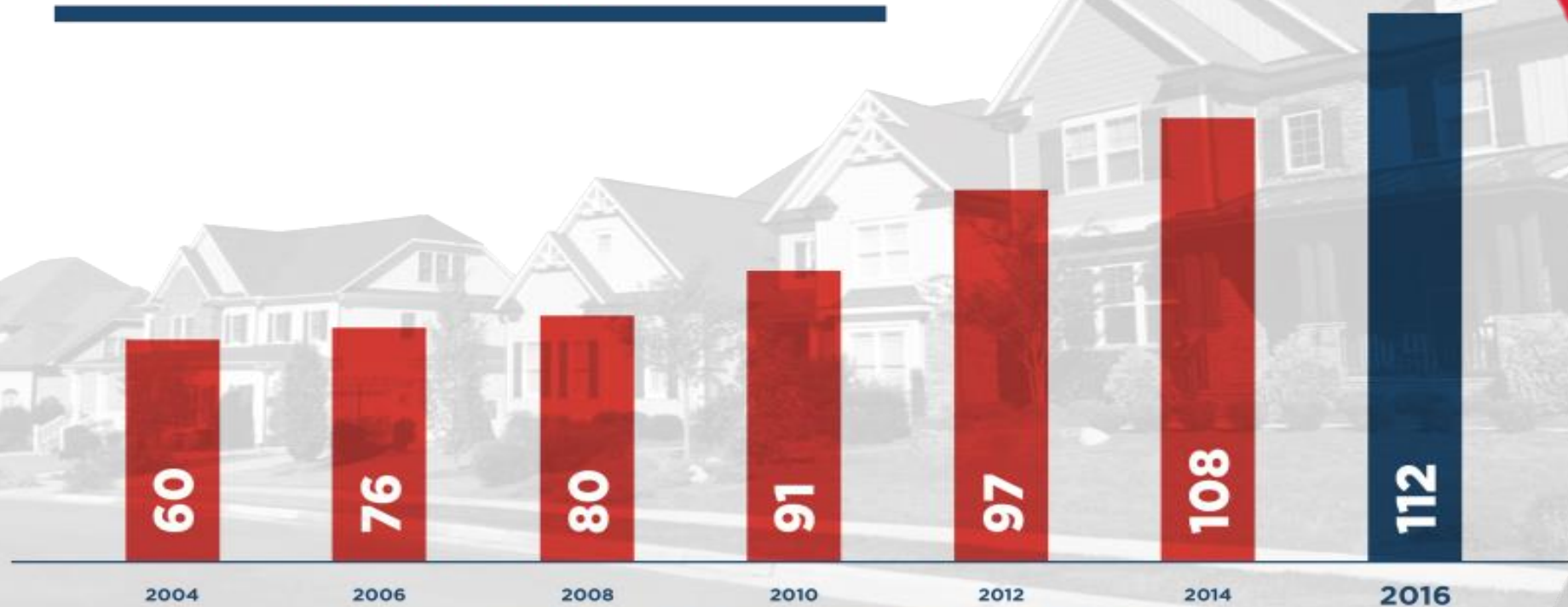
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OVER **100** COUNTRIES & TERRITORIES

# THE LARGEST GLOBAL PRESENCE

IN REAL ESTATE



COUNTRY & TERRITORY COUNT



# 2017 RE/MAX vs. THE INDUSTRY



# 7,343

## OFFICES WORLDWIDE

500



1240



3000



7300



2300



300



800



850

Sotheby's

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Keller Williams, Realty Executives and Berkshire Hathaway HomeServices data is from company websites and industry reports.





# MORE OFFICES WORLDWIDE THAN EVER



Each office is independently owned and operated. 17\_155135

# 2017 RE/MAX vs. THE INDUSTRY



# 111,915

## AGENTS WORLDWIDE

8000

42,747

88,400

110,800

37,900

10,900

154,979

20,300



Sotheby's

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# 5 CONSECUTIVE YEARS

OF WORLDWIDE **AGENT GROWTH**



Office is independently owned and operated. 12-155316



# Balloon Facts



**1978**

Year of the first  
RE/MAX Balloon flight

## What is a balloon's envelope?

The "envelope" is the most eye-catching part of a hot air balloon. The mostly nylon fabric captures the air as it's heated by the propane burners to take the shape of colorful designs, lovable characters and iconic logos (like the RE/MAX logo!). Nylon makes the perfect hot air balloon envelope because it's lightweight yet it can withstand the tremendous heat required to lift a basket off the ground - and keep it in the air.\*

Volume of the typical RE/MAX Balloon envelope

**90,000** cu. ft.

(42,000 cu. ft. on the small end)



Number of balloons in the  
RE/MAX fleet worldwide

**108**

**26**

Number of countries  
where the RE/MAX Balloon flies



**Tom Bergeon**  
Balloonmeister  
RE/MAX of Michigan

Highest altitude of flight with oxygen

**18,000'**



Weight of typical  
RE/MAX Balloon

**750** lbs.

Highest altitude of flight without oxygen

**12,500'**



Pikes Peak  
**14,110'**





# 2017

THE  
**REALTRENDS**  
FIVE HUNDRED

Among the country's largest  
real estate brokerages,  
RE/MAX agents average  
more home sales than  
agents at any other national  
real estate franchise.\*

Productivity.  
That's the sign  
of a RE/MAX agent.

## JOIN THE TOP TEAM

**NATIONAL FRANCHISES**  
RANKED BY  
TRANSACTION SIDES PER AGENT

**RE/MAX 17.2**

Realty Executives 11.0

Berkshire Hathaway  
HomeServices 9.2

Coldwell Banker 8.4

Century 21 8.2

ERA 8.2

Better Homes  
& Gardens 6.9

Keller Williams 6.8

Sotheby's 6.5



# 2017

## THE REALTRENDS

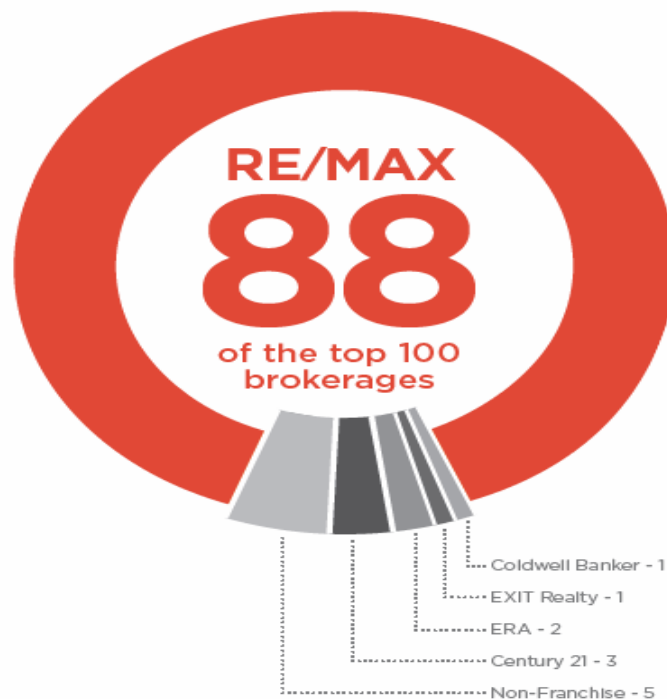
FIVE HUNDRED

Rank 1,705 of the largest brokerages by sides per agent, and what do you find? That the most productive agents are with RE/MAX.\*

Out of the top 100 brokerages ranked this way, 88 are RE/MAX firms. Their agents averaged 30 home sales in 2016.

## DOMINANT PRODUCTIVITY

**TOP 100 BROKERAGES**  
WHEN RANKED BY MOST TRANSACTION SIDES PER AGENT





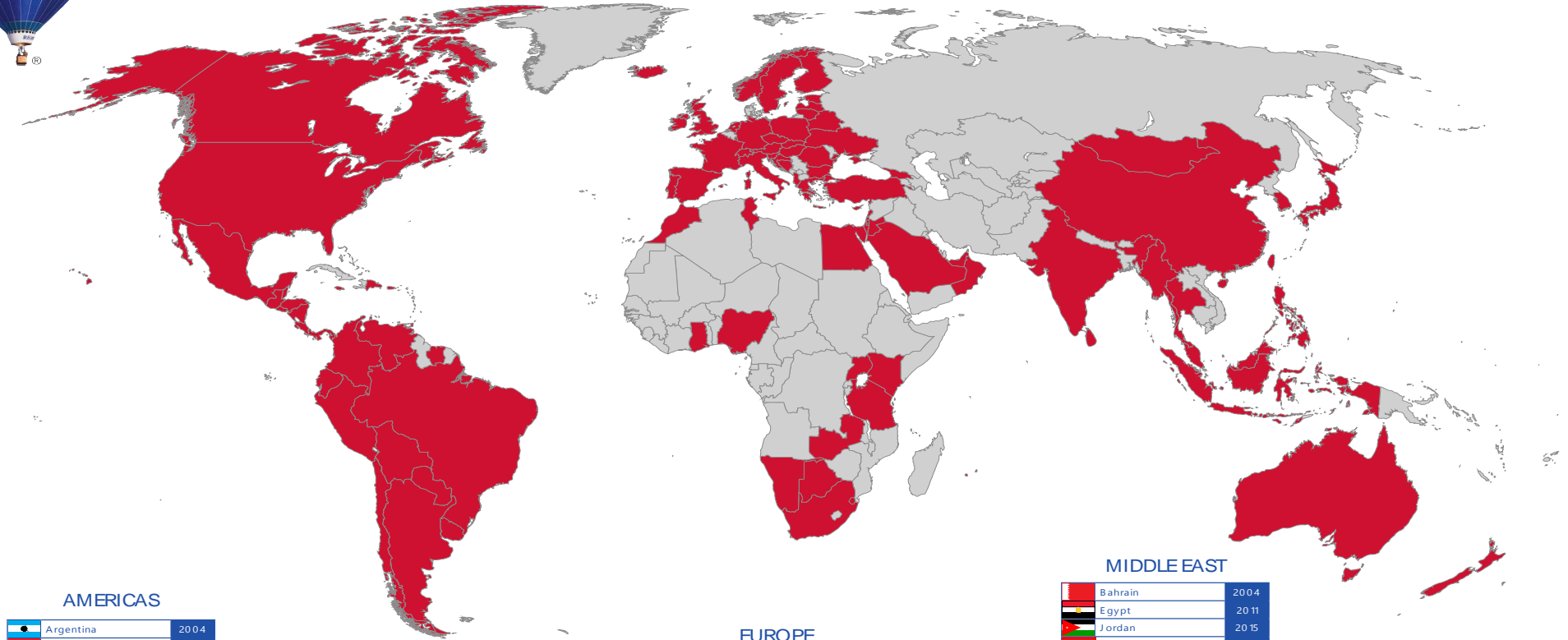


OVER  
**110,000**  
**AGENTS**  
WITH A PRESENCE IN  
MORE THAN  
**100**  
**COUNTRIES**  
**& TERRITORIES**



# RE/ MAX AROUND THE WORLD

Q1 | 2017



## AMERICAS

	Argentina	2004
	Belize	2001
	Bolivia	2010
	Brazil	2009
	Canada	1977
	Chile	2003
	Colombia	2009
	Costa Rica	1995
	Ecuador	2008
	El Salvador	2006
	Guatemala	2002
	Honduras	1995
	Mexico	1992
	Nicaragua	1998
	Panama	2005
	Paraguay	2011
	Peru	2009
	Suriname	2010
	United States	1973
	Uruguay	2008
	Venezuela	1998

## CARIBBEAN

	Aruba*	2003
	Barbados	2017
	Bonaire*	2003
	British Virgin Islands*	2015
	Cayman Islands*	1991
	Curacao*	2006
	Dominican Republic	1993
	Grenada	1994
	Jamaica	2009
	Puerto Rico*	1992
	St. Barthelmy*	2004
	St. Kitts & Nevis	1995
	St. Maarten/St. Martin*	1993
	St. Vincent/Grenadines	2016
	Trinidad & Tobago	2017
	Turks & Caicos*	1993
	U.S. Virgin Islands*	1989

## EUROPE

	Albania	2013
	Austria	1999
	Bosnia & Herzegovina	2011
	Belarus	2013
	Bulgaria	2005
	Croatia	2004
	Cyprus	2016
	Czech Republic	2005
	England*	1997
	Estonia	2005
	Finland	2006
	France	2005
	Germany	1995
	Greece	1995
	Georgia	2013
	Hungary	2006
	Iceland	2000
	Israel	1995
	Italy	1995
	Latvia	2017
	Lithuania	2005
	Luxembourg	2001
	Malta	2003
	Netherlands	1998
	Norway	2016
	Poland	2006
	Portugal	1999
	Romania	2006
	Republic of Ireland	1997
	Scotland*	1998
	Slovakia	2005
	Slovenia	2007
	Spain	1994
	Sweden	2000
	Switzerland	1999
	Turkey	1997
	Ukraine	2014
	United Kingdom	1997

## MIDDLE EAST

	Bahrain	2004
	Egypt	2011
	Jordan	2015
	Lebanon	2010
	Oman	2014
	Saudi Arabia	2002
	United Arab Emirates	2012

## AFRICA

	Botswana	2003
	Ghana	2014
	Kenya	2013
	Mauritius	2002
	Morocco	2009
	Namibia	2002
	Nigeria	2014
	South Africa	1994
	Swaziland	2013
	Tanzania	2013
	Tunisia	2010
	Uganda	2013
	Zambia	2015

## ASIA/ PACIFIC

	Australia	1996
	China	2012
	Guam*	2001
	India	2009
	Indonesia	2012
	Japan	2013
	Macau	2016
	Malaysia	2015
	Mongolia	2015
	Myanmar	2016
	New Zealand	2003
	Palau	2011
	Philippines	2012
	Singapore	1997
	South Korea	2013
	Sri Lanka	2013
	Taiwan	2017
	Thailand	2012



# 2 TO 1

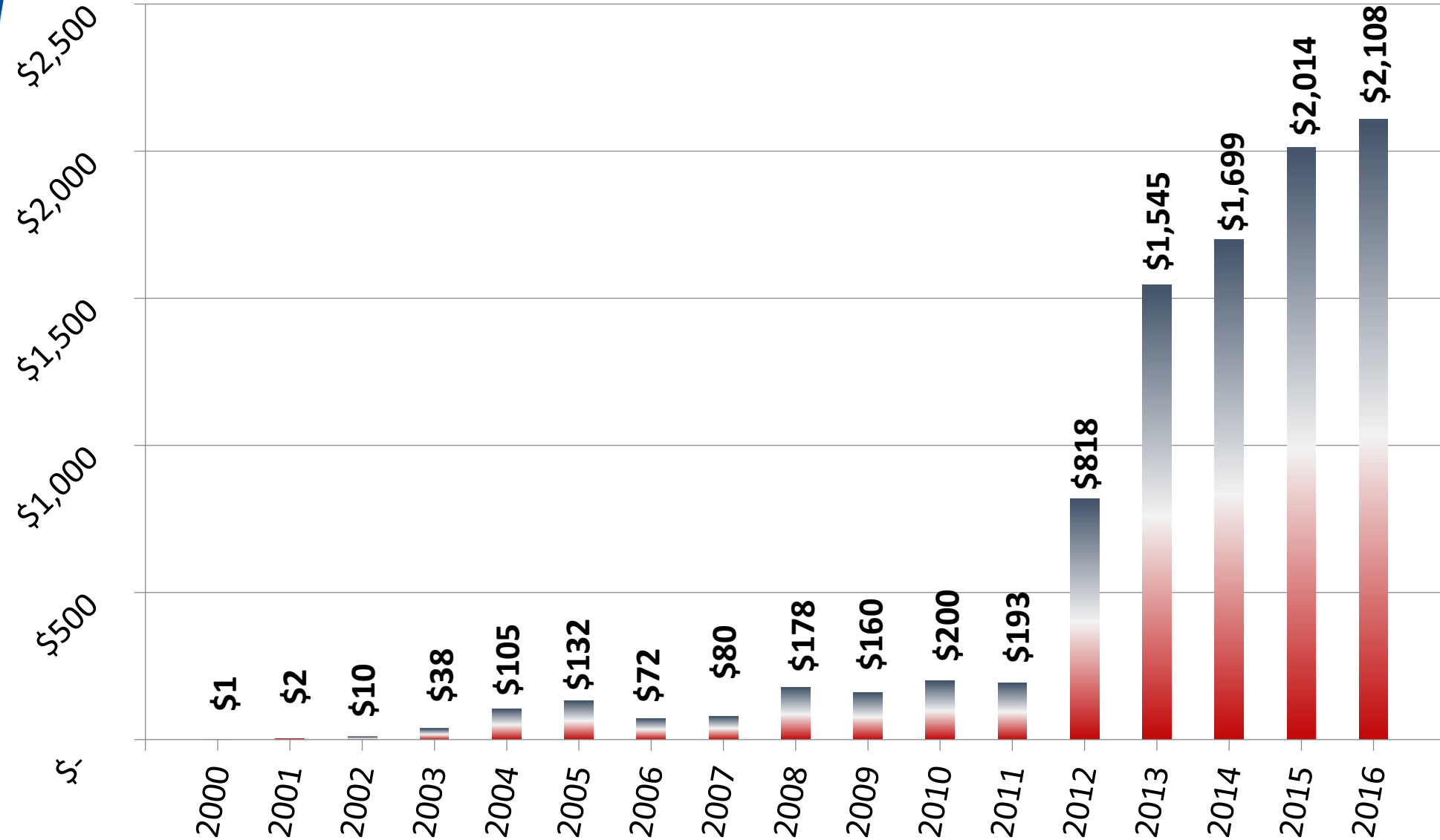
**RE/MAX AGENTS AVERAGE DOUBLE  
THE SALES OF OTHER AGENTS IN THE  
REAL TRENDS 500 SURVEY\*  
OF LARGE BROKERAGES.**



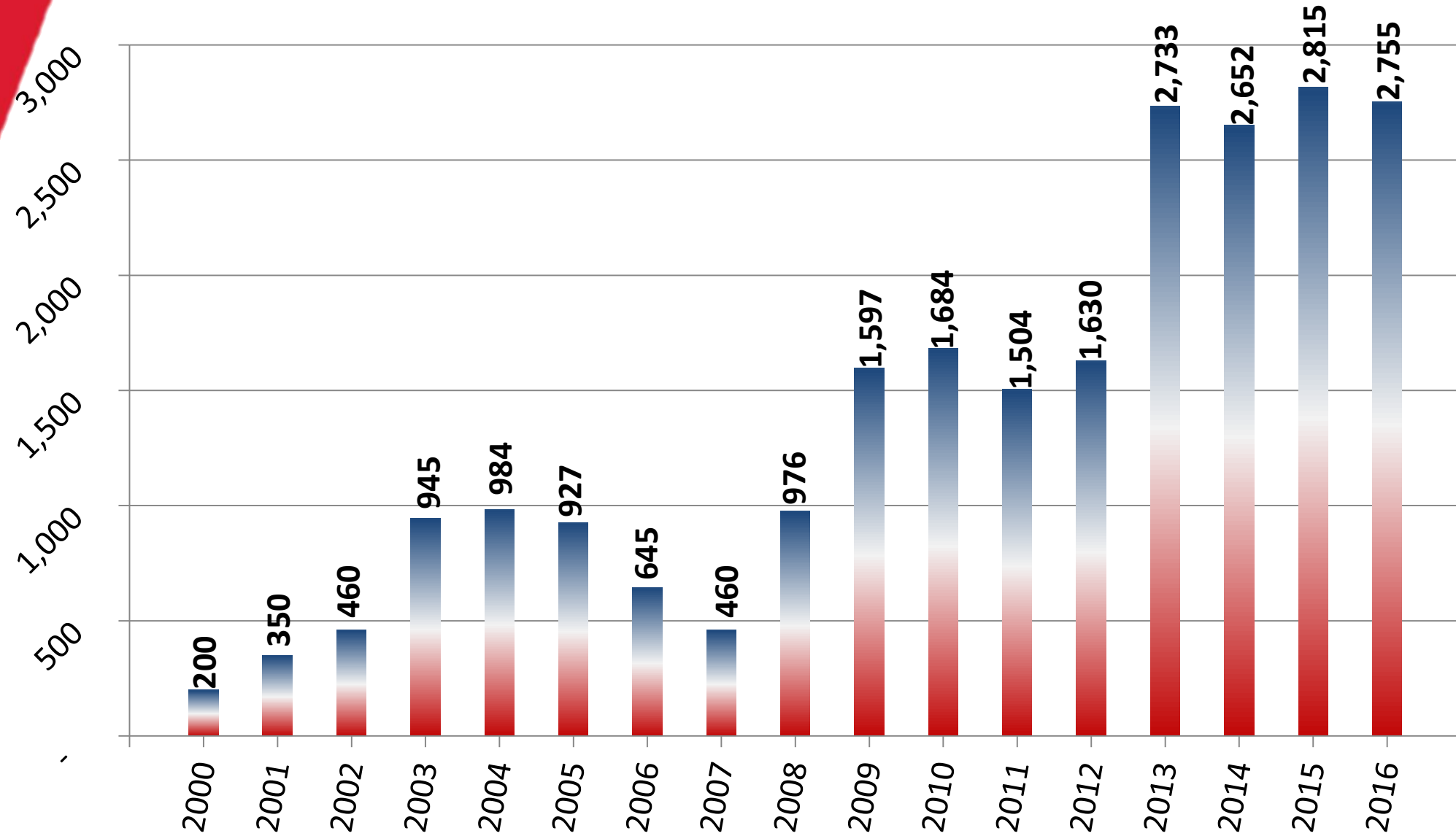
*That's the sign of a RE/MAX agent®*

# EP2 Closed Sales Volume

In Millions: 2000-2016

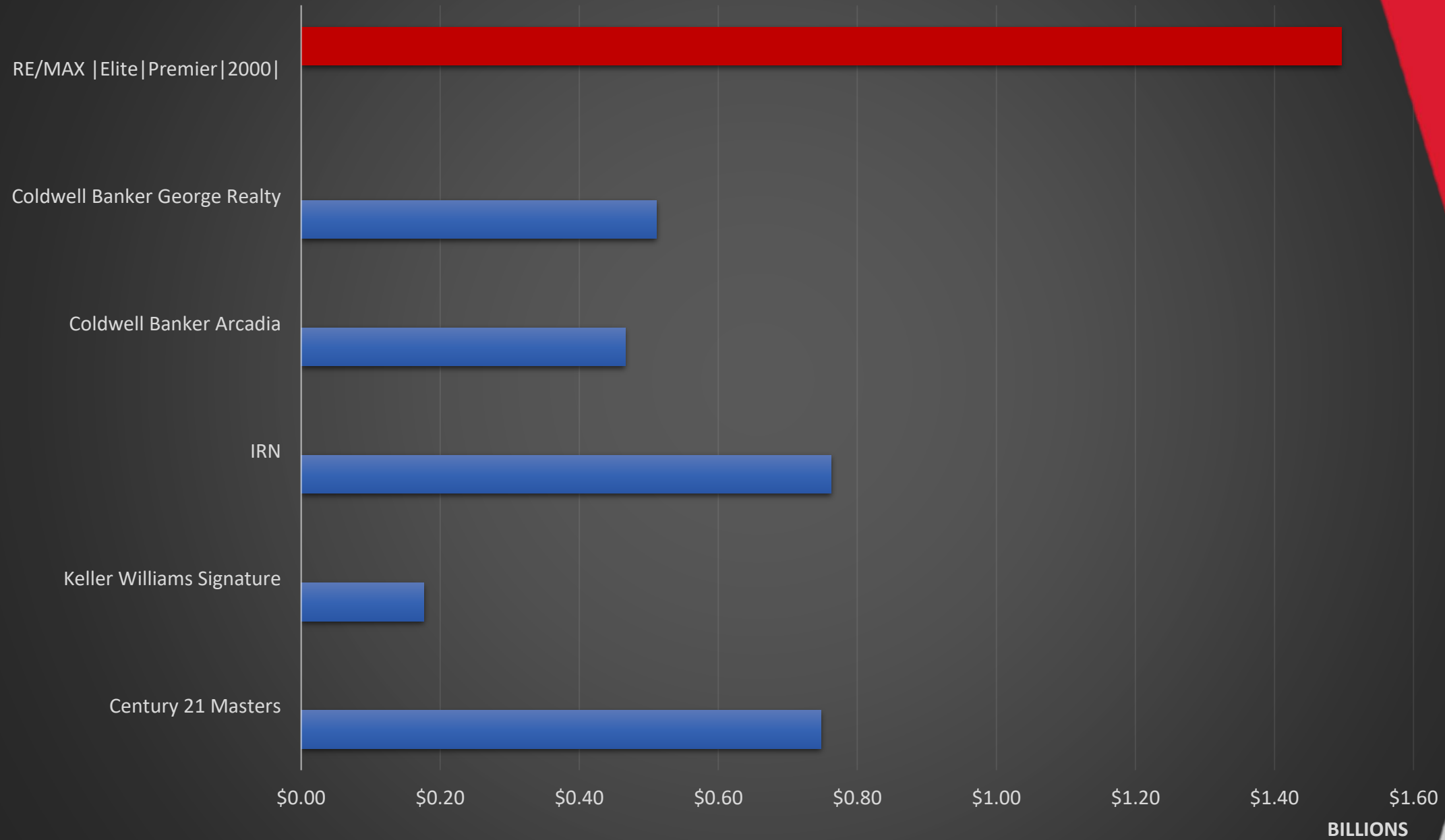


# EP2 Closed Transactions

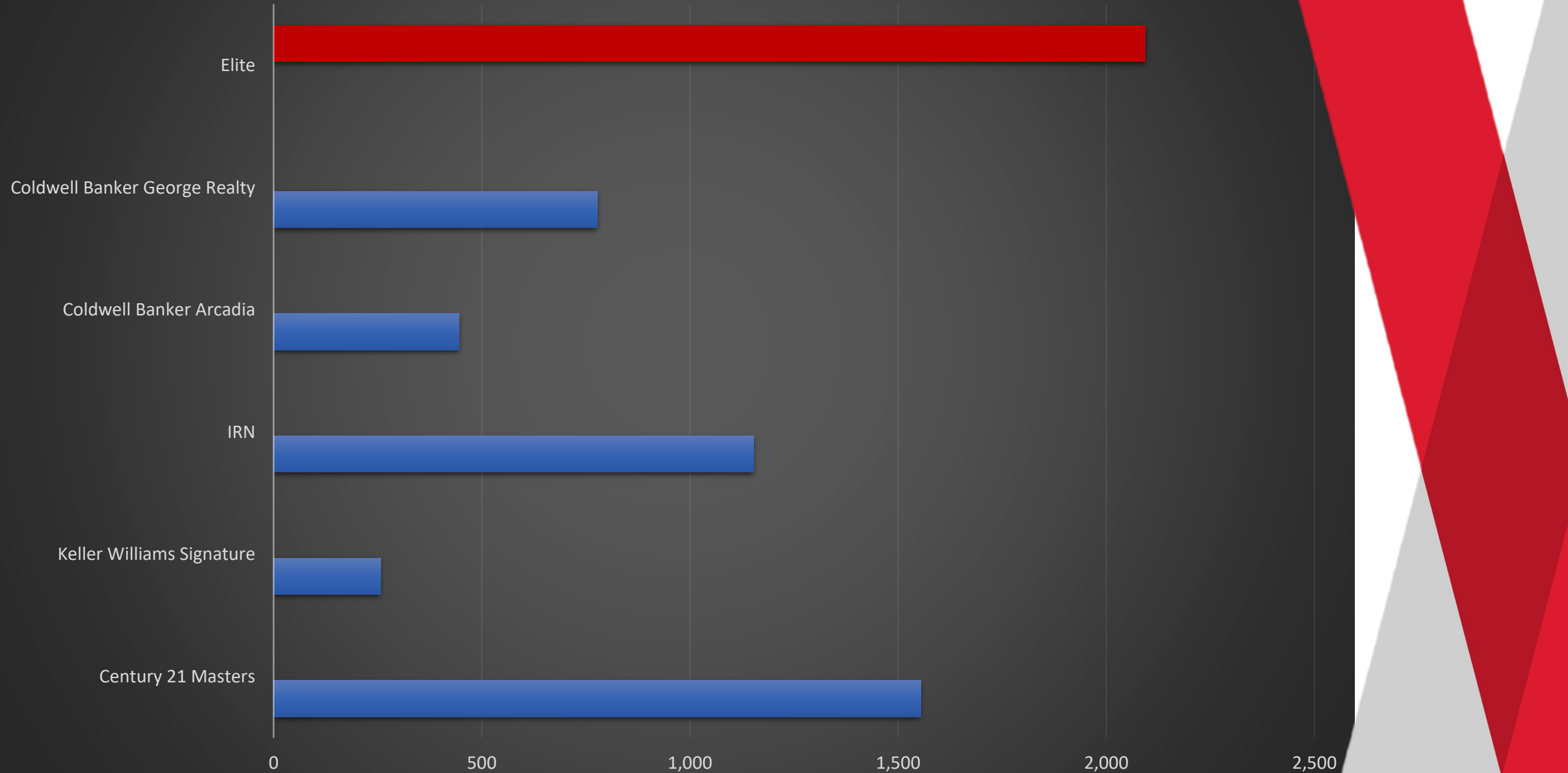




# 2016 CLOSED VOLUME



# 2016 CLOSED TRANSACTIONS



# 2016 SUPER STATS

Sales Volume

**\$ 2,107,883,227.00**

Transactions

**2,755**

RE/MAX |Elite|Premier|2000| Inc.

Sells **7** Homes A Day,  
Every Day, All Year!

We Sell All Areas & All Price Ranges

Seven Convenient Locations





# **Influencing the Sale of your Property**

**Your home will need to be uniquely positioned to create maximum interest and help produce the highest possible financial return.**

**Although the listing price you place on your property will influence its sale, there are many other factors that come into play. Some of these factors are within your control, others are not.**

## **Factors NOT within your control:**

**Your property's location**

**Recent property market values**

**Expires listings with multiple price revisions**

**Economic and housing marketing conditions**

**Absorption rate**

## **Factors within your Control:**

**The listing presentation price and terms of sale**

**Your property's distinctive and compelling attributes**

**The physical condition of your property (home and grounds)**

**The ready access to your property for showing**

**The selection of the real estate sale professional you chose to represent you**

# PROPER PRICING

We have the statistics and data you need to sell your home in the shortest amount of time for the highest reasonable price.

## ACHIEVING THE HIGHEST SELLING PRICE

There are many factors, including market research to assist in determining Opinion of Value. Our Comparative Market Analysis considers a variety of metrics including recent transfers, active listings and economic housing market conditions. Ultimately the selling price will be determined not only by comparable properties but how buyers view your property to establish its “worth.”



If a Picture is Worth a  
Thousand Words...





**How Do We Sell  
Your Property  
When There Are  
Thousands of  
Homes Competing  
With Yours?**



# STAGING FOR YOUR LISTING

You can help get the results you want by staging your home. Staging is not about redecorating your entire home. It is about rearranging what you do have and making a few improvements to appeal to more buyers.

If you don't want to do this yourself, ask your RE/MAX EP2 agent who will arrange a meeting with their exclusive professional staging company that can pay for itself by helping sell your home more quickly and for a better price.









# Postcard Campaign created by RE/MAX EP2, Inc. Exclusively just for YOU!





Brochures are also created  
by RE/MAX EP2, Inc.  
Exclusively just for YOU!



# ELEVATED MARKETING

Traditional marketing is no longer enough!

We have the tools, technology, and knowledge to make your home stand out!

Elevated Marketing Tools Allow Me to Market Your Home to All Generations

- YARD SIGNS
- ON-LINE
- MOBLIE WEBSITES
- TEXT MESSAGING
- PRINT PUBLICATIONS
- AND MORE...





# LETS GET SOCIAL

Social Media Let's Us Spread the Word Faster!

Online Advertising Services Allow Me to Reach a Broader Range of Potential Buyers.

My Listing and Branding Info shows on up to 500 websites!



# Website Syndication

All RE/MAX EP2 listings are automatically syndicated to numerous websites.

AOL real estate

austinhomesearch.com

CLRsearch.com  
The right home in the right place

craigslist  
Posting with Listings-to-Leads

cyberhomes  
by Fidelity National Financial

DOTHOMES

enormo

eReal Investor™

facebook

FRONTDOOR  
POWERED BY Zillow

Google base  
beta

Google maps

HomeAway  
Real Estate

HOMESBOOK.com  
THE ONLINE REAL ESTATE MAGAZINE

HomeFinder.com

HOMES.COM

HOMES & LAND

HomeSeekers.com

HomeWinks™  
The EASY Way to Find Homes for Sale

hotpads.com

KWLS  
Keller Williams Listing System

L2L  
LISTINGS-TO-LEADS

LakeHomesUSA.com

LandWatch

MaineHomes.com

mlive.com

homes database  
Home Search Simplified

MyREALTY.com  
Global Listing Service

Northern Nevada Regional  
MLS

oodle

OpenHousesInc.com

overstock.com  
real estate

PROPBOT

PROPERTY  
PURSUIT.com

Property  
Shark

prop smart  
real estate search community

PulseMailing  
powered by Constant Contact

REALTOR.com  
REALTOR

home  
SEARCH

remax.com

RESORTSCAPE

SCRIPPS

SHOWING  
SUITE

real estate

smartzip  
Know if a property is worth buying

SUBURBANREALESTATEREWS.COM

trulia  
real estate search

twitter

Vast

viewr

YAHOO!  
REAL ESTATE

YouTube

Zillow.com  
Your Edge in Real Estate



**96% of Home Buyers Use the Internet**







# IDEAS TO MAKE THE PROCESS EASIER

**Create Great Curb Appeal: If buyers won't get out of the car because they don't like the exterior, you'll never get them inside.**

- Keep the sidewalks cleared
- Mow the lawn and trim the bushes
  - Paint faded window trim
  - Plant or pot colorful flowers
- Make sure visitors can clearly see your house number

## **Make the House Shine**

- Wash windows inside and out
- Re-caulk tubs, showers and sinks if necessary
  - Polish chrome faucets and mirrors
  - Clean out the refrigerator
    - Vacuum regularly
- Dust furniture, ceiling fan blades and light fixtures
  - Clean dingy grout
  - Replace worn rugs
  - Hang up fresh towels
- Replace that old shower curtain

**Showing Your Home: If the house looks comfortable, but not personal, you are almost done.**

- Open drapes to let the sunshine in and turn on lights
- Fresh flowers are a little luxury that make people feel good
- Make sure the temperature is comfortable
- Appeal to all the senses - Your home should smell fresh
- Outdoor living spaces are becoming more important to people today, so add a few decorating touches

# RE/MAX WORKING FOR YOU

## **FEATURE:**

The Power of the Brand

## **BENEFIT:**

In today's real estate market, you just need  
**MORE! MORE** dollars spent on internet,  
print, TV and radio advertising driving  
traffic to Remax.com getting **MORE** on-line  
exposure for your home to potential  
buyers and other experienced agents!





# LOCAL ADVERTISING EXPOSURE

- Homes and Land Magazine
- Homes Illustrated Magazine
- Yellow Page Directories
- The Gazette
- Colorado Springs Business Journal
- Bus Shelters
- Vinyl Banners
- Bumper Stickers



# KEY OBJECTIVES

## PRICING

Your home priced at fair market value.

## TIMING

Selling your home in the desired time period.

## CONVENIENCE

Selling your home with the least amount of inconvenience.





MYTHS

FACTS

## PRICING MISCONCEPTIONS

- It is very important to price your property at competitive market value at the signing of the listing agreement.
- Historically, your first offer is usually your best offer.
- The value of your property is determined by what a BUYER is willing to pay and a SELLER is willing to accept in today's market.
- BUYERS make their pricing decision by comparing your property to other properties sold in your area.

# SELLER CONTROL

## Home seller does control

- The listing presentation price and terms of sale
- Your property's distinctive and compelling attributes
- The physical condition of your property (home and grounds)
  - The ready access to your property for showing
- The selection of the real estate sale professional you chose to represent you

## Home seller doesn't control

- Your property's location
- Recent property market values
- Expires listings with multiple price revisions
- Economic and housing marketing conditions
  - Absorption rate



Your home will need to be uniquely positioned to create maximum interest and help produce the highest possible financial return

Although the listing price you place on your property will influence its sale, there are many other factors that come into play. Some of these factors are within your control, others are not.



# COMPENSATION

## Home Seller

My elevated marketing program requires 3.5%.

Plus \$212.00 additional commission for such things as storage compliance paid directly to RE/MAX EP2, Inc., at time of closing.

## Home Buyer

What should we offer the Home Selling office?

3.0%  
3.25%  
3.5%  
3.75%  
4.0%

Sellers have the option to choose what is best for their situation as to what fee they should pay the selling office. Remember that most builders pay 4%.

## IDEAS TO MAKE THE PROCESS EASIER

— ● De-Personalize: The number one rule in staging is to de-personalize. Pack up those personal photographs and family heirlooms.

— ● De-Clutter: Almost every home shows better with less furniture!

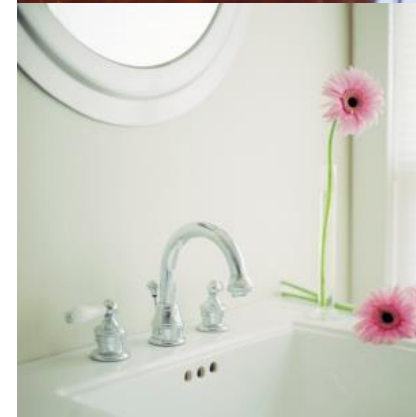
- Pare furnishings down to the bare essentials
- Pack up those cute knickknacks
- Clean off everything on kitchen counters
- Remove personal items from bathroom counters

— ● Rearrange Closets and Cabinets

- Buyers will open closets, kitchen and medicine cabinets
- Organize pantry and cabinet contents
- Reduce closet contents to half-full and organized
- Neatly arrange clothing, shoes and shelf items
- Put medicines and personal items out of sight

— ● Make Minor Repairs

- Replace burned-out light bulbs
- Replace cracked floor or counter tiles
- Patch holes in the walls
- Fix leaky faucets and doors that don't close properly
- Consider painting the walls neutral colors



# INSPECTION

What the seller sees...



What the buyer sees...



What the inspector sees...



Inspections and potential repairs are the number one reason sales don't close.

Typically, buyers have a certain number of days in which to inspect the property and accept or reject the property based upon these mechanical and structural inspections

Save yourself  
time, money and  
disappointment...

Do deferred maintenance  
now.



# HOME WARRANTY PLANS

- Home warranty plans go a long way to alleviate some risk and concerns.
- For a modest price, the seller can provide to the buyer a one year warranty covering specified heating, plumbing, electrical, water heater or appliance breakdowns.
- Coverage under most plans commences at closing.
- In all cases, there are important limitations and exclusions (i.e., appliances and systems must be operative at commencement of coverage).



## THINGS THAT GO WRONG WITH...

# THE LENDER

### *Approximate Delay*

● Lender does not properly pre-qualify borrower	2 weeks to*
● Lender decides last minute they don't like borrower	2 weeks to*
● Lender decides last minute they don't like the property	2 weeks to*
● Lender wants property repaired or cleaned prior to closing	1 - 3 weeks
● Lender raises rates, points or costs	2 weeks to*
● Borrower does not qualify because of a late addition of info	2 weeks to*
● Lender requires, last minute, a reappraisal	2 weeks
● The borrower does not like the fine print in the loan documents they receive 3 days before closing	3 days to*
● Lender loses file	1 - 3 weeks
● Lender does not simultaneously ask for info from buyer, they ask for info in bits and pieces	1 - 4 weeks

THINGS THAT GO WRONG WITH...

## THE COOPERATING AGENT

	<i>Approximate Delay</i>
—● Won't return phone calls	1 - 3 weeks
—● Transfers to another office	1 week
—● Did not pre-qualify the client for motivation	2 weeks to*
—● Goes on vacation, leaves no one to handle file	1 - 4 weeks
—● Does not understand or lacks experience in Real Estate	1 week to*
—● Poor people skills with buyer	1 - 3 weeks
—● Gets client upset over minor points	1 - 3 weeks
—● Does not communicate with their clients	1 - 4 weeks



## THINGS THAT GO WRONG WITH...

# THE TITLE COMPANY

### *Approximate Delay*

●	Fails to notify agents of unsigned or unreturned documents so the agents can cure the problems relating to same	1 week to*
●	Fails to obtain information from beneficiaries, lien holders, title companies, insurance companies, or lenders in a timely manner	1 week to*
●	Lets principles leave town without getting all necessary signatures	1-2 weeks
●	Incorrect at interpreting or assuming aspects of the transaction and then passing these items on to related parties such as lenders, attorneys, buyers and sellers	1 week to*
●	Too busy	1-3 weeks
●	Loses paperwork	1-3 weeks
●	Incorrectly prepares paperwork	1-3 weeks
●	Does not pass on valuable information	1-4 weeks
●	Does not coordinate well so that many items can be done simultaneously	1-4 weeks
●	Unknown special assessments show up at last minute	1-3 weeks
●	Does not find liens or problems until last minute	1 week to*
●	Does not bend rules on small problems	1-3 weeks

THINGS THAT GO WRONG WITH...

## ACTS OF GOD

	<i>Approximate Delay</i>
● Tornado, fire, flood, etc.	1 week to*

## THE APPRAISAL

● The appraiser is not local and misunderstands the market	1-3 weeks
● No comparable sales available	1 week to*
● Appraiser delays (too busy, etc.)	1-3 weeks
● Incorrect appraisal	1-3 weeks
● Appraisal too low	1 week to*

## THE INSPECTION COMPANY

● Too picky report	1 day to 8
● Scares buyer	1 week to*
● Infuriates seller	1 week to*
● Makes mistakes	1-3 weeks
● Delays report	1 week to*

# YOUR INVESTMENT



I appreciate the time you have spent to understand the challenging time between contract acceptance and close. I wanted you to understand these potential problems for the following reasons. . .

- A transaction cannot close until everything has cleared up on all of the previously mentioned problems.
- To let you know that I have great experience in heading off these potential pitfalls and thus can hopefully make you feel more secure that you have chosen the correct agent.
- To make these pitfalls clear to all the parties we are working with so that problems can be discovered early.
- To make you aware of these pitfalls so that you can warn me of any potential problems.

Once again, congratulations on your home sale.

# MY EXPERTISE



# THE INDUSTRY LEADER



**RE/MAX<sup>®</sup>**  
**2000 REALTY**

# Customer Service

My Commitment to your marketing plan

- Provide you consistent communication during the entire selling process
- Advise you on pricing and assist you with staging your home for optimal photography and showing
- Professionally photograph your home and create a marketing brochure
- Post your home to our Multiple Listing Service
- Place a sign on your property
- Launch your listing to dozens of websites and our partners
- Advertise your home (online and/or print) and provide you with copies of all advertising in your online account
- Introduce your home to local REALTOR communicate with periodic agent open house events
- Coordinate the home showing process
- Inform you of responses and inquiries relating to your home and provide regular updates on comparable homes
- Present all offers and advise you on the terms and contingencies
- Negotiate offers on your behalf
- Monitor the buyer's loan process
- Coordinate and supervise the preparation of all closing documents and guide you through the closing process