Experience the Advantages of Owning a

Realty Executives International Franchise



where the experts are

Own Your Own Realty Executives Franchise and Transform Your Vision

into Reality



We've Been Waiting For You.

In 1965, Realty Executives International began with a simple idea. Create a new way to reward and motivate the best real estate agents who serve their clients with the highest level of efficiency and professionalism – and, in turn, the company will attract the best in the field. Since Realty Executives International began franchising in 1987, we have experienced strong and steady growth by using a selective process to ensure that we continue to attract only the industry's top professionals. As a result, we've grown without leaving our core values of integrity, service and innovation behind.

To this day, Realty Executives International remains as it was created, designed from the bottom up. We don't report to stockholders. We answer to the people who represent us across the country and around the world. And we never forget that, without their efforts, we would not exist.

Realty Executives International has a sound business model, and a clear perspective on the real estate industry and its consumers from local to international markets. Let us help you move to a higher level of personal and financial fulfillment.

- Join One of the Fastest Growing Franchises Today
- More than 130 New Franchises in the Last 18 Months
- Ranked #177 by Entrepreneur Magazine's 2014 Franchise 500®



We're in the Business for *****Our Prosperity – Period.

You are the center of our business. Your best interests are at the forefront of every decision we make. Just as they were the day we invented and launched the 100% commission system designed to maximize the real estate agent's earning potential. Compare that to companies whose mission is to maximize shareholder profit.

Realty Executives International is a privately held business founded in 1965 by R. Dale Rector, a REALTOR®, to support the most productive and entrepreneurial real estate professionals in the business. Today, Dale's son, President Rich Rector, maintains his real estate broker's license, continuing the tradition of leading the business by seeing through the real estate agent's eyes.

We capture opportunities, solve problems and achieve results which best serve you. In today's rapidly evolving real estate industry, our leadership team understands the value of being in both the coaching and learning mode to continuously support our Franchisees in adapting to the changing marketplace.

Your Realty Executives Leadership Team will always be just a phone call away because your needs are our business.

Experience **leadership** with a primary focus on YOU.

Surround Yourself With Other Top Producers.

Our Executives (real estate agents) are distinguished in the industry for their entrepreneurial business approach and expert real estate knowledge. We've drawn the distinction between the Executive level of productivity and professionalism versus that of the average licensed agent.

As a result, the top people in competitive markets aspire to join us and gravitate to our company. The result is a brokerage of top-producers with a culture of excellence, confidence, proven competence and collaboration.

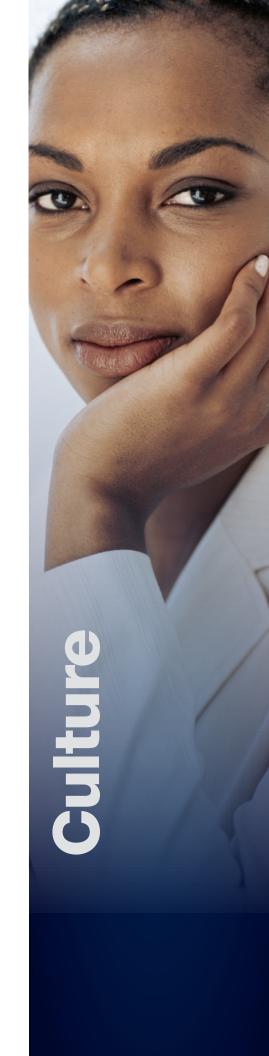
Since 1965, Realty Executives has built this culture of "like people" who make each other better, share with each other, learn from each other and inspire each other to succeed. As a Franchisee with Realty Executives, you too can cultivate a brokerage with this culture known for being the best in the business, a culture known for its top producers who flourish because of their business freedom.

Freedom to Build Your Profit Center. In your chosen territory, you can cultivate and build your business as you see fit within the collaborative Realty Executives International Franchise System. This is a radical contrast from other real estate companies which cultivate rivalry amongst their franchises and offices.

Freedom to Collaborate. Our global network of hundreds of franchise offices and thousands of sales associates have open, candid dialogue to share ideas, exchange leads and support each other's real estate businesses. By leveraging our collaborative international network, your company's footprint is vastly larger than just your geographic area.

Freedom to Build Your Vision. We have proven systems, the right tools, strong leadership and a culture of top producers to support what you want your business to be and where you want it to go.

Join a **culture** that gives real entrepreneurs the freedom to achieve true success.



Power as

the Support You Need to Leverage Our Brand Power.

As a Realty Executives Franchisee, you have access to all Realty Executives marketing artwork and templates, enabling both you and your agents to leverage our brand power in your individual businesses. From downloadable marketing materials to automated online marketing systems, you can implement effective local marketing that complements our unified regional and national marketing materials.

Certified Marketing Executives: To help our Franchisees and their Executives take advantage of their marketing opportunities, we have a unique Certified Marketing Executive Program designed to train specialists in every office in the use of all of our marketing tools and opportunities. This effective CME Program is designed to drive increased transactions, retention and agent satisfaction levels.

Marketing Resources:

- Certified Marketing Executives (CMEs)
- PrimeAgent Downloadable Marketing Artwork and Templates
- PrimeAgent Email Broadcast & Campaign
- Online Business Partners for Branded Materials
- Online Public Relations Templates

Create a powerful business presence with our **online marketing tools.**



Customer Service and Training Center for Your Success

When it comes to customer service, it's important to Realty Executives that you are always on the quickest path possible to the answers you need. That is why the company provides a go-to destination for all Realty Executives inquiries: RealtyExecutivesCustomerService.com

Customer Service Team

We understand that customer service is an experience – and delivering the best possible experience is at the core of the company. Also respecting the importance of human interaction, each inquiry or question is given a personal response from a team member who cares about you and your business.

Executive Training Center

Realty Executives International has created a unique training center focused on real estate specific tools, and with a unique online interface that allows an individual to start at the beginning and progress step-by-step — or jump ahead to a specific topic or task, every Executive can get the information and training they want, at their desired pace and at any time of the day or night.

We even take into account different learning styles and preferences. Some may prefer videos and visual learning while others may want text-based instructions and PDFs. In addition, it is optimized for iPads and tablets so our Executives can be following the training on a tablet or mobile device while concurrently logged in and practicing on a computer or other device.

And since our profession is ever-changing – so is our Training Center. It is constantly updated with the latest instruction and information to ensure our Executives can seize even the newest opportunities.

Superior **service and training** to seize every opportunity in our profession.





Work Smarter, Not Harder, With Proven Systems.

Though real estate is different from area to area, the methods of a successful real estate business can be applied and achieved anywhere if they are outlined, shared and taught with knowledge and guidance. After decades of collaboration and sharing of tried and proven ideas amongst top producers from around the world, Realty Executives has developed business models, systems and programs to benefit every area of your real estate business.

Flexible Franchise Fee System: Our franchise fee systems enable us to create a flexible financial structure unique to your individual market and needs, and is designed to maximize your income and profitability – enabling you to build an asset that can be cultivated, grown and sold.

Balanced Executive Fee Models: By adopting our balanced agent compensation models, your real estate agents will have the opportunity to maximize their incomes and retain more commissions than with the traditional "low per-agent productivity companies." This provides you with a solid recruiting platform, while maintaining a solid financial foundation for your brokerage.

Franchise Training and Onboarding System: Our proven models and systems are meant to be taught, shared and implemented in a collaborative environment of face-to-face Franchise Training combined with our Franchise Onboarding System. These systems enable you – the true entrepreneur – to customize and apply successful strategies to your business so you can benefit from lessons learned by other top brokers in real estate and, in turn, become more efficient, effective and profitable.

Proven Systems:

- Brokerage Business Models
- Executive Compensation Models
- Brokerage Financial System Models
- Marketing Services Models
- Your Executive Referral Network
- Technology Systems
- Lead Generation Systems
- Staffing Models
- Marketing Models
- Recruiting Models

Work on your business, not in it, with proven **systems** & **programs**.

We have The Right Tools to Engage Today's Consumer.

In today's mobile-centric economy, our **Mobile Marketing System** immediately connects the consumer to all the relevant information for any real estate listing through simple text or voice technology. Our Executives can then use five different toolsets and applications to interact with buyers, sellers, other agents and captured leads to communicate information to any consumer and mobile device about open houses, price reductions, new listings, property details and more.

Over 90 percent of real estate transactions begin as online searches before a real estate agent is even contacted. The Realty Executives **Website System** builds individual online presence on the web by providing broker and agent websites that give customers a national listing search in a customizable platform promoting each Executives' personal brand and business. It is able to automatically captures new customer inquiries and leads, enters them onto contact lists and — with a multi-step drip marketing campaign — enables Executives to easily and efficiently manage contacts, stay consistently connected, and convert leads into clients.

When your Brokerage subscribes to **Transaction Auditing and Administration**, real estate compliance issues are easily integrated into a seamless, paperless management system. This is a powerful real estate business platform that dynamically organizes and stores all communications, reports, task items, timelines, and other pertinent documents, in a secure collaborative environment for all individuals involved in the transaction.

Customizable and branded marketing templates are available through our **Business Partner Program** allowing our Executives to create the marketing pieces they need and want. Materials can be emailed, printed, downloaded.

All of this is accessible through **PrimeAgent** – the free Realty Executives intranet dashboard designed to maximize our Executives potential for success every single day by housing all of the resources, information, tools and programs they use on a daily basis in one place.

Align with a brand that invests in innovative marketing tools & technologies.

INTERNATIONAL



Mobile Marketing



Voice/Call Information Distribution*

When a customer calls the toll-free number on your yard sign they can; 1) have the property information read to them over the phone, 2) have the property information and a virtual tour sent to them via text, or 3) ask to be connected to you – the listing Executive.



Text Information Distribution*

If the customer texts a property code to the short code on your yard sign, the property information and a virtual tour is sent to them immediately via text.

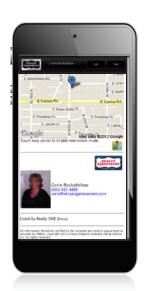


Auto Lead Capture

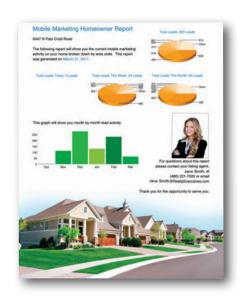
When customers call or text for information, your Mobile Marketing System instantly captures their phone number and, if the carrier shares the information, the system even captures the prospect's name.

*Tip: Yard signs are reusable – just assign a new property to the property code.















Outbound Communicator

Create a Contact Group from captured leads or by importing your own list. You can send text messages to individuals or Groups about open houses, price reductions, and more.



RealSearch - Consumer Mobile Search App

The RealSearch App enables property searches directly from a mobile device. This search app may be personalized to you, putting your app and your information at potential prospects' fingertips. Consumers can conduct searches by address, city, state, zip code, or MLS# – or search for nearby properties.



Mobile Send - Agent App

The Mobile Send Agent App allows you to send listings to contacts or prospects on their mobile device – you don't have to wait for them to contact you.



Automated YouTube Virtual Tours

Your Executive listings are automatically integrated into your Mobile Marketing System console – including all of your property photos. Virtual Tours can be generated when an MLS number from an integrated MLS is entered. With the simple click of a button, create and upload YouTube formatted Virtual Tours that are specifically designed to work with YouTube Mobile. In no time at all, you are ready to send out your Virtual Tour links to inquiring prospects, or post them to your website, social media, emails, or anywhere else.



SmartSign™ Riders & Hangers

Easily order branded Riders and Hangers with auto coordinated Tags, text codes and the toll-free number directly from your Mobile Marketing System dashboard. You can also download Sign Rider or Hanger artwork for marketing purposes.





Broker & Agent Websites

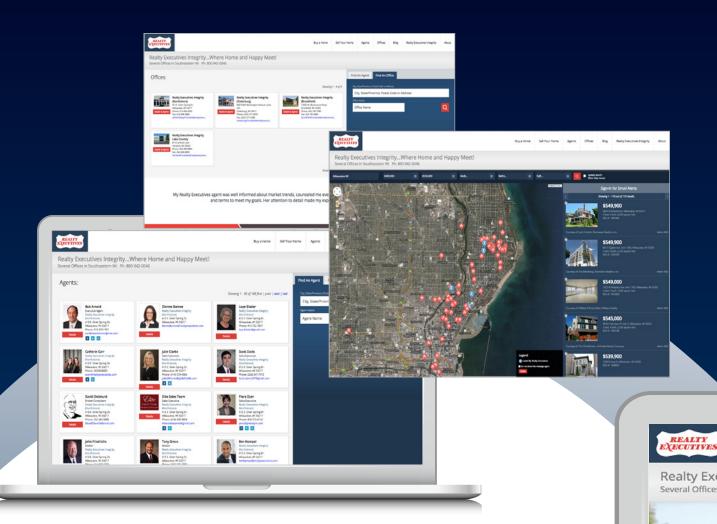


Website

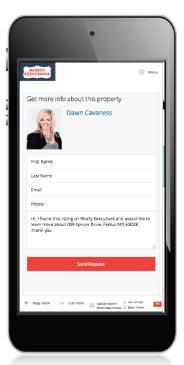
Built from the ground up by Realty Executives International's technology team, brokerage websites uniquely position your brokerage to meet the needs of the next generation of buyers and sellers, with consumer-centric features and a fresh, smart, responsive design.

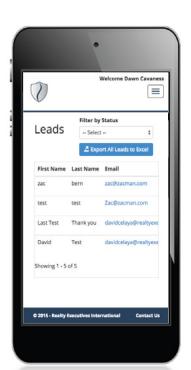
Realty Executives Brokerage Websites match RealtyExecutives.com in both style and user experience, with a responsive web design highly favored by search engines. Our sites offer modern, map-based easy-to-navigate property search features with Realty Executives listings uniquely identified among search results. Brokerage-specific custom pages and Office and Agent tabs define your market presence. Multiple lead capture points, our proprietary lead notification system along with blog and integrated social sharing features easily connect your brokerage with site visitors.

After setup, monitor visitor traffic with traffic reports. *Custom URLs can be pointed to this domain.











Listing Notifications

Control and keep track of the listings your clients are interested in. When consumers access your website, they are prompted to login, conduct listing searches – searches that are defined by YOU, and save favorite properties. This gives you access to their email address, search profiles and activity logs.



Client Marketing Plans

Create, assign, and edit Drip Marketing Campaigns – all within PrimeAgent Broadcast & Capaign – to target your clients.

Sell Your Home

Realty Executives Integrity

SOLD

REALTY

REPARTS

Served Searches

REALTY

REPARTS





Transaction Auditing & Administration



Paperless Document Storage

Carting around suitcases and renting storage rooms full of paper folders becomes a practice of the past with Transaction Auditing & Administration. All required documents for a transaction can be uploaded to the appropriate file and stored digitally.



Mobile Accessibility

Need to access information while you're away from your office or home computer? Not a problem. Easily retrieve documents anytime, anywhere with your mobile device.



Communications Log

Efficiently organize all communications between your clients and contacts. You have the ability to send messages to all parties involved in a transaction, or only to specific individuals. The system also keeps track of signatures – saving a complete log of who signed what, when, where, and how.



Risk Reduction

A systematic checks and balances system scans for errors, ensuring an organized and accurate file system – and peace of mind. Additionally, a checklist displays upcoming, pending, and completed tasks.



Good morning, Test User 9-24-2013 11:23AM Sharing (0) Settings Help Log Off Home Files Inbox Create File To search for a File, enter a Listing Number, Name, Address or a Participant Name and then click Search. Search Criteria: Search More Options Open selected File in new window Results: 1 to 7 of 7 Page: 1 Date Created Settlement/ Title# Tracking Price **Date Last** My Roles Status Phase MLS# Name Escrow# Updated 123 david File Admin, Listing Agent 8/14/2013 9/11/2013 Active Pending test1 123 listing test File Admin, Listing Agent Active Pending 8/30/2013 8/30/2013 13 Dakota Way File Admin, Listing Agent Active Pending 8/13/2013 \$1,300,000 8/29/2013 5 Matteo

5/1/2013

Buyer's/Selling Agent, File Adr 9 Doc Chop Listing Agent 911 FDNY File Admin, Listing Agent Way File Admin, Listing Agent z test

Buyer's/Selling Agent, File Admin

REALTY EXECUTIVES

Active

Home Files Inbox Create File

Pending

Results: 1 to 7 of 7

Way

Summary To Dos Participants Activity Log Reports Admin

Property Address: 123 david test1, ?, CA File Type: Sub-Type: File Status: Resale Residential Active Phase: Tracking ID: Pending Not Assigned

My Roles: File Admin, Listing Agent
Contract Acceptance Date: 08/14/2013
Target Closing Date: 10/04/2013
Actual Closing Date: 09/11/2013
Transaction ID:

Add Document Create Selected Coversheets Upload Selected Documents

7/10/2013

± Data

Documents Available to View								
<u>Name</u>	Type	Comment	<u>Upload</u> <u>Date</u>	Rev	Public View	Signature Review	Approval Status	Actions
Escrow Amendment(s)	Escrow/Settlement/Title		9/11/2013	1			•	Select an Action 💠
Escrow Amendment(s)	Escrow/Settlement/Title		8/30/2013	4			•	(
AD-1 - Disclosure Regarding Real Estate Agency Re	Disclosure		8/22/2013	1		•	•	†
AD-3 - Disclosure Regarding Real Estate Agency Re	Disclosure		8/22/2013	2		•	•	†
AD-2 - Disclosure Regarding Real Estate Agency Re	Disclosure		8/22/2013	2		•	•	†
Purchase Agreement (RPA, NOPD, PPA, etc.)	Contracts		8/22/2013	2		•	•	(
Listing Agreement (RLA,TLA, PL)	Contracts		8/22/2013	1		•	•	(
MLS Agent Full Printout-Pending	Other		8/22/2013	1			•	(
=								

File Inbox 2137468.test.user.RE@dm.corelogic.com					Actions 💠
<u>Name</u>	Coversh	eet Comment	Uploaded	Size Type From	Actions
Listing Agreement (RLA,	TLA, PL)		8/22/2013	990KB .pdf	Select an Action 💠
Undefined	View ▼		8/22/2013	davidcelaya@r	\$
Undefined			8/22/2013	davidcelaya@r	(†)

Documents Pending Upload					
Name	Туре	Comment	Due Date	Associated To Do	Actions
AVID-BUYERS Agent Visual Inspection	Disclosure		8/28/2013	302-Upload (AVID) Buyer`s Agent Visual Inspection	Select an Action \$
AVID-LISTING Agent Visual Inspection	Disclosure		8/28/2013	301-Upload (AVID) Listing Agents Visual Inspection	:



1

Real Time Reports

109-Upload Purchase Agreement (RPA, NODPA, PPA, etc.)

114-Upload Copy of Buyer's Deposit Check (if applicable)

115-Upload Lenders Pre-Qualification Letter & Documents

116-Upload Buyer's Source of Funds Verification

111-Upload (WPA) Wood Destroying Pest Addendum (if applicable)

113-Upload (CO) Counter Offer(s) and Addendums to Counter Offer(s)

117-Upload (FVAC) FHA/VA Amendatory Clause Addendum - if FHA or VA

110-Upload Buyers Advisory (BIA, TA, PA)

112-Upload (MCA) Market Conditions Advisory

The system can generate status reports daily, weekly, or as often as you need.

Contract Acceptan...

In Escrow

8/14/2013 8/22/2013

8/14/2013

8/14/2013

8/14/2013

8/14/2013

8/14/2013

8/14/2013

8/14/2013

8/14/2013

Details

Details

Details

Details

<u>Details</u>

Details

Details

Details

Details



File Management

Documents are stored securely and systematically for easy accessibility and retrieval. Additionally, you have the ability to grant file access to any and all appropriate participants involved in the transaction.



Secure Access

Transaction Auditing & Administration employs built-in security features that will assure your documents and file information are safe and secure. Also, role-based security ensures participants see only what you want them to see.





PrimeAgent FREE Resource Center

Keeping up with today's tech-savvy, mobile consumer is easy thanks to PrimeAgent, the proprietary business intranet portal offered exclusively by Realty Executives.



Dashboard - Central Access for Everything

PrimeAgent is your resource for business tools, systems and information — all in one easy-to-access platform. Mobile-friendly and "always on", PrimeAgent is where you can keep up-to-date with office news and events, update your RealtyExecutives.com profile, check your leads and access the tools that keep you connected with your sphere of influence. You can also implement valuable business systems and technologies offered by Realty Executives and the Realty Executives Business Partner Program.

By Realty Executives, for Realty Executives — so you can get on with your business.



"My Account"

Update your profile and contact information, photo, biography, areas served, industry specialties, your social media links – all displayed on RealtyExecutives.com and, where applicable, your Realty Executives agent and brokerage website. Allows you to manage your exclusive @RealtyExecutives.com branded email address. Connect your listings once, and subsequently all future listings will be generated into the system and will display on RealtyExecutives.com, your Realty Executives agent website and your Realty Executives brokerage website.



Leads

Manage any and all leads generated from the contact forms on RealtyExecutives.com and, where applicable, your Realty Executives agent and brokerage website.



Brokerage

Stay informed and up-to-date with brokerage meetings and events, MLS and industry forms and documents, and connect with local business partners.



Home Leads ▼ Marketing ▼ Training ▼ Brokerage ▼ Company ▼ My Account ▼

Welcome Executive

Log off

News/Announcements



Welcome to the soft launch of your new Executive portal, PrimeAgent!

Please use the quick links below or the "My Account" tab located at the top navigation bar to confirm or make changes to your contact information, professional head shot, languages, social profiles and more.

Manage My Profile



Click on the links below, and follow the prompts to edit and update your profile. This content will be displayed on your agent page on the company website.

My profile details

My photo

My bio

Introducing PrimeAgent

Welcome to PrimeAgent, your future Executive intranet portal. Down the line, this easy-to-use tool will replace your "Executive Access" dashboard.

In the future, every member of our system will be highlighted on our new company website through a free profile page. To prepare for the launch of the new RealtyExecutives.com, we invite you to take part in the soft launch of PrimeAgent by reviewing and make changes to how your information will appear on our new company website.

When the next phase of PrimeAgent is rolled out, you will find familiar everyday business tools from Realty Executives along with new features and enhancements, including the following resources:

- Profile Management
- Single-sign on links for Executive Edge & Mobile Marketing
 Free Print Center (Including DEX Print Print Perusa and DE
- Free Print Center (including REX Print, Print Power and REX Promo)
- Marketing artwork (including logos, graphics, listing presentations, buyer presentations, email banners, ad templates and more)
- Training Center (Access video instruction and written guides)
- Tools for Realty Executives franchise owners

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Contact Us



Marketing Library

Download branded graphics and documents including, but not limited to; Listing materials, Logos, Industry Awards, Website & Social Media profile graphics. And access to the online Print Center, an online source for ordering branded printed business and office supplies.



Concierge

In the Concierge section, the Training Calendar alerts you to upcoming webinars and training sessions. Check out company meeting and event information, or FAQs. You can also browse Contractor Referrals, or Business Partners & Special Discount Programs.



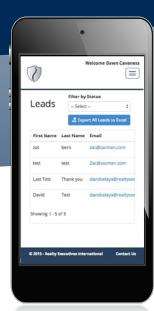


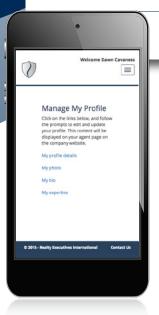
AT REALTY EXECUTIVES, WE ARE INSPIRED TO SUCCEED.

You golf better when you play with good golfers. You sing better when you sing with a choir.

Realty Executives agents buy and sell real estate better because they are part of a connected, caring family of Top Producers. Imagine the places you can go and the things you can do when you PUT YOUR REAL ESTATE GOALS IN THE HANDS OF AN EXECUTIVE.









Realty Executives was Created for

Exceptional People Like You -

and We Invite You to

Join Our Team



Are You Ready? Take a Step in the Right Direction.

Unleash the entrepreneurial spirit in you and transform your vision into reality. We look forward to scheduling a confidential phone call, meeting, webinar or Discovery Day so that we can unpack all of the systems, tools and opportunities that await you at Realty Executives International.

Take a step in the right direction and explore our flexible options like Boutique Franchises, Team Franchises, Large Market Area Franchises, Super Broker Franchises, and Master Franchises (International Countries).

Contact Us Today:

John S Lagoudis

NY Regional Franchise Developer Support, Enabling & Empowers our Executives to Succeed

Visit: www.rexreny.com
Email: info@rexreny.com
Call: 800.305.5001

Head Quarters 32-56 Steinway Street Long Island City, NY 11103

All inquiries are confidential.





www.RealtyExecutives.com