

## OUR PHILOSOPHY

Our corporate philosophy of **Sell4Free**® Real Estate is to give our customers the best service at the lowest commission. **"The Buy From Me, Sell For Free Company"**® trademark transcends what our real estate company does for its customers and sets us apart from the rest. Our marketing program allows our customers to keep a larger portion of their equity in their current home, so they may use that money to buy a new one. If they are not purchasing another home, commission is determined by agreement.

**SOLD**

**Sell4Free**®  
Real Estate  
Company Name Here  
[www.sell4free.com](http://www.sell4free.com)

**877-548-3733**

**Sell4Free**®  
Real Estate

**Join the Real Estate  
Revolution!**

[www.sell4free.com](http://www.sell4free.com)





### WHAT IS **Sell4Free**®

**Sell4Free**® is a full service real estate company. Our franchisees waive the listing fee provided the homeowner purchases another home. Otherwise, the commission is determined by agreement between the franchisee and the homeowner. All of our homes are listed on the Multiple Listing Service (MLS). Our franchisees are members in good standing of their Local and National Association of Realtors.

### OUR UNIQUE SELLING CONCEPT

**Sell4Free**® makes a significant impression with the homeowner due to our unique selling concept. It is a simple idea that will revolutionize the real estate industry leading Realtor® Magazine to declare that **Sell4Free**® is “an emerging market player.”

- 1 Make more money
- 2 Work from home
- 3 Spend less money and get more listings
- 4 Spend less time showing homes



**877-548-3733**

### HOW TO GET STARTED

The franchise fee of \$20,000 gets the franchisee the following:

- A territory designated as a population of 50,000 with flexibility to do business anywhere within the MLS district
- 2 days training at our corporate office in Indianapolis, Indiana or at your site
- Home warranty income through Home Warranty of America®
- Operations manual and all necessary forms needed to perform the **Sell4Free**® transactions
- 1-800 call capture lead generation system to sell your **Sell4Free**® program and capture leads from signs at your listings - a monthly fee will be paid for 1 year (does not include your toll usage)
- Lead generation through co-branded website linked to **Sell4Free**® national site
- Top Producer® internet version to manage leads and market your business for one year
- ProspectsPlus® and RecruitingPlus® marketing software
- In-house ad agency that has pre-developed proprietary **Sell4Free**® ads
- Use of all **Sell4Free**® trademarks which include our family of trademarks: **Sell4Free**®, The Buy From Me, Sell For Free Company®, List4Free®, Full Service... Less Commission®, List4Less®, Buy4Free®, It's Your Money... Keep it!®
- Quickbooks® to help manage cash flow and finances
- Corporate buying power of supplies
- 10 directional, 10 yard signs, and 10 open house signs
- Stationary – 1000 business cards, envelopes, letterhead
- Initial supply of 100 buyer's agency brochures, 100 Save! marketing brochures, 100 builder brochures, and 100 pocket folders

*Area Development territories available upon request.*