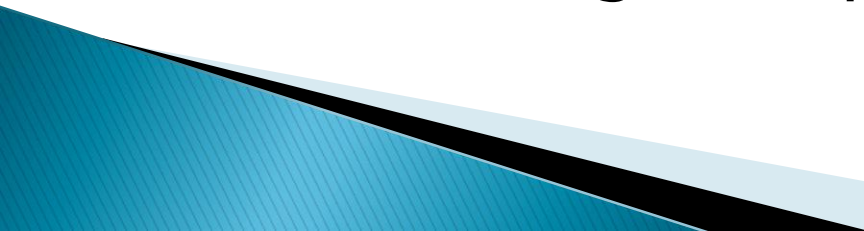




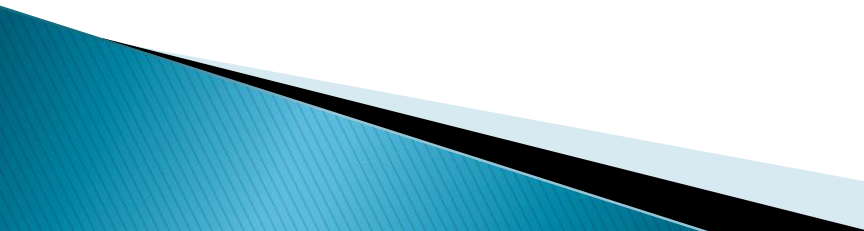
Realty Solution Model

How can we help increase your business?!

What are the realty professionals challenges today?

- ▶ Cannot get current buyers closed
 - ▶ Homes are underwater or the Owners are not putting the home on the market due to lower values and ridiculous offers
 - ▶ 1 in 7 buyers qualify for financing
 - ▶ In some markets, days on market are huge, In other markets there is no inventory and we are back in bidding wars
 - ▶ There is still a shadow inventory of foreclosures and short sales that have not come through the pipeline.
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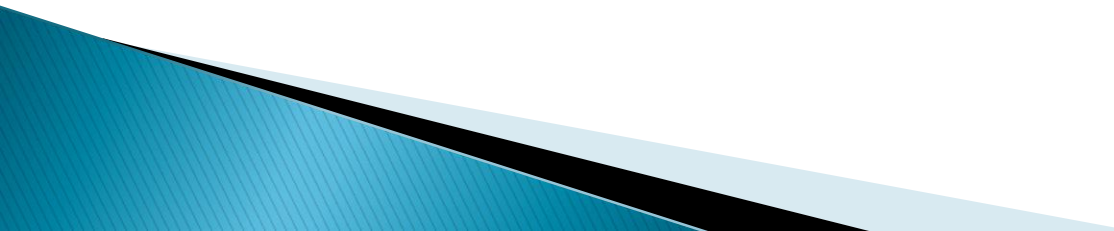
What are the realty professionals challenges today? (Cont.)

- ▶ To get a home sold most realtors can only gain momentum by lowering the home price
 - ▶ What are the differences between realtor franchises? We all use MLS, we all use realty internet technology, we can all spend more on pay per click campaigns.....we can all do it equally.
 - ▶ How do you stand out today?
 - ▶ What tools do you offer that make you different than the competition?
 - ▶ How can you help a buyer or seller in way that others cannot or do not know how?
- 

What can we do to help our Realty Professionals grow?

- ▶ Our lease with option to purchase business model is more than a transaction, it's a dynamic marketing tool to grow:
 - Lease Option Business
 - Listings
 - Buyer sales
 - Increase pipelines of future customers
 - Separate your offering from your competition
 - Revenue from unqualified customers
 - Sellers and buyers

Key questions about your business

- ▶ How many deals did you close or pend in first quarter of 2012? Could you have done more with lease options?
 - ▶ How many closings did you have last year?
 - ▶ How many customers did you see that were unqualified?
 - ▶ When you refer your leads out...do they ever come back?
 - ▶ Without specific marketing – did you see any customers who wanted a rent to own/ lease option?
 - ▶ Have you completed a lease option recently?
 - ▶ Why have you not completed more lease options?
 - ▶ Do you know how to structure a lease option?
 - ▶ Do you know how to get paid on it without waiting 6 months to 3 years?
 - ▶ Do you know how to protect both parties in a lease option?
- 

Core benefits to our lease option program:

- ▶ Earn commission at lease signing!
- ▶ Enroll all buyers in one of our buyer programs
- ▶ Help sellers with all or any of their realty needs
- ▶ Build your general realty business
- ▶ Monthly lease option maintenance is done by us thereby leaving our subscribers/ franchisee's users to sell!!!
 - Rent collection
 - Credit/financial coaching
 - Warranty administration
 - Customer contact 2-4 times a month
 - Auto updates in system on customer
 - Suite of vendors dedicated to them and their customers
 - Closing coordination
 - Lending

What do we provide to build your business?

- ▶ Website with IDX capability
- ▶ Lead management system
 - Email campaigns
 - Farming opportunities
- ▶ Best management practices
- ▶ Suite of vendors
- ▶ All art work/ logos and vendor supplier list
- ▶ Addendums to their state paperwork
- ▶ A reason to talk with all sellers!
- ▶ A reason to talk with all buyers!
- ▶ **Buyer leads from web site**
- ▶ **FSBO leads**
- ▶ **Expired Listing leads with owner information**
- ▶ **THE ABILITY TO START AS A SUBSCRIBER AND UPGRADE LATER TO A FRANCHISE**

Financial benefits:

▶ See excel work sheet

| | | |
|------------------|----------------------|------------------------|
| ▶ EG: | 200,000 home listing | |
| ◦ 3% option | 6,000 | Minus |
| ◦ 4% commission | 8,000 | Royalty |
| ◦ NET to Realtor | <u>11,400</u> | <u>5.7% commission</u> |

6 per year: \$68,400
 10 per year: \$114,000

| | | |
|------------------|-------------------------------|------------------------|
| ➤ EG | 200,000 home listing co-broke | |
| ➤ 3% option | 6,000 | Minus Royalty |
| ➤ 4% commission | 8,000 | decreased split 1%@1% |
| ➤ Net to Realtor | <u>7,400</u> | <u>3.7% commission</u> |

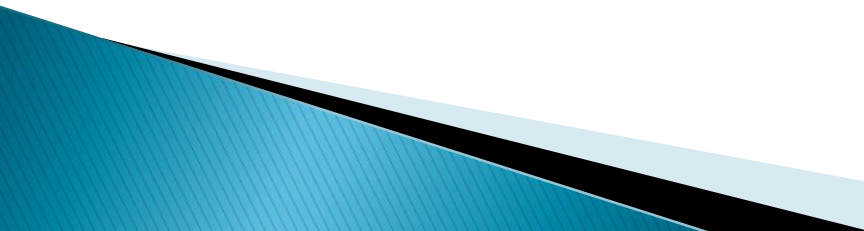
6 per year: \$44,400
 10 per year: \$74,000

Financial benefits Enrollments:

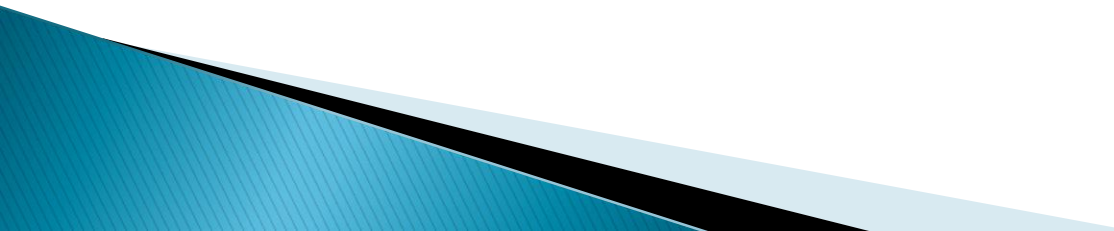
- ▶ Home Buyers Club enrollments:
 - \$199 enrollment for 2, \$100 commission
 - \$149 enrollment for 1, \$75 commission
 - 24 enrollments (2) \$2,400

- ▶ Essentials enrollments:**
 - \$500 or \$1,000 commitment from buyers
 - Cost is \$150 to 150
 - Net to Realtor is 350 to 850 per enrollment
 - 24 enrollments– 8,400 to 20,400
 - ** Certain restrictions apply– see sales rep.

Why can't you do it alone?

- ▶ The practice has been around for years– most realty professionals don't know how to execute the structure and protect the buyers and sellers.
 - ▶ Most Realty Pro's don't know how to get paid.
 - ▶ Most Realty Pro's are unsure of the paperwork.
 - ▶ **Most Realty Pro's refer out the lease option service needs– no point for the transaction progress.!!!**
 - ▶ Vendors will not work this hard for future business.
 - ▶ Most Realty Pro's put in the wrong people with no screening or education.
 - ▶ Most Realty Pro's do not have a program to capture the buyers and incubate them up to satisfactory purchasing conditions.
 - ▶ It has taken years and hundreds of transaction to set this system up correctly to support the Realty Professional!
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Territories:

- ▶ Township and surrounding areas
 - ▶ Major Metro areas will be split up
 - ▶ Counties if population is small or rural
- 

We can help!

- ▶ For many of our Realty Professionals, you do not have to work any more than you do now—you can convert the unqualified buyers into revenue with more transactions!
 - ▶ Who is behind you watching and communicating to your customers to get them closed? Now we are!
 - ▶ We have the marketing edge to help you stand out, have a process and have support in getting your business transactions up and your customer pipeline full!
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