

WHY

@HOME REALTY NETWORK™
IS THE ANSWER

A Fundamental Shift is Needed

Every few years an industry becomes poised for a fundamental shift in the way it conducts business. Imagine a farmer on a horse drawn plow or an accountant without computer software. Currently in the real estate industry, brokers and agents alike, are searching for answers to an industry in a state of unrest.

Resentment is Building

Brokerages are experiencing increased overhead and decreasing profits. Productive agents are becoming increasingly weary of carrying the costs on their backs. Consumers are demanding a better value for real estate services. For many, the situation has simply become intolerable.

There Must Be a Way That Works

There is! For the first time, the entrepreneurial agent, working from home or an executive suite, can have the same marketing power as the largest mega-brokerage—at a fraction of the cost, often less than they are currently paying in franchise fees alone. Now agents can be free from the politics and cumbersome policies associated with working for a mega-brokerage, and still have all the tools necessary to compete in today's world.

SPECIALIZE MORE Specialized marketing and positioning to help you expand your client base.

PROTECT MORE Sophisticated legal systems and support to protect your assets.

ATTRACT MORE State-of-the-Art Internet Marketing to help you draw in the Internet generation.

ACCOMPLISH MORE A philosophy of value and dignity where you are treated as an adult.

ACCESS MORE Take advantage of our high-tech service centers to increase your efficiency.

KNOW MORE Strengthen your skills and knowledge and experience a jump in production.

BE MORE Build your personal brand to receive more repeat and referred business.

RECEIVE MORE Right from the Internet, effortlessly click, print and access more tools.

REACH MORE Use the power of innovation to capture buyers and sellers.

MAKE MORE It's not what you make, it's what you keep.



HOW

HOW MUCH DOES IT COST?

Professional 100% Plan

\$495 Per Month

- \$495 per month for agent
- \$250 per month for assistants
- \$50 per month for spouse
- \$0 per month Unlicensed Assistants

Agents Share
60%
70%
80%
100%

Commissions Paid Before Split
\$0 - \$14,999
\$15,000 - \$29,999
\$30,000 - \$59,999
\$60,000+

Approximate Sales Volume (For illustration purposes only)
\$0 - \$1/2M
\$1/2M - \$1M
\$1M - \$2M
\$2M +

Fair Profit Split Plan

\$50 Per Month

- \$150 Transaction Fee for First 24 Transactions, then \$50 from 25-48 transactions, then free for Remainder of Year.
- \$45 E&O Premium Per Transaction Side.

- ✓ No franchise fees or advertising funds to pay.
- ✓ You don't have to pay the Broker when you buy or sell your own properties.
- ✓ You are free to charge your clients whatever brokerage fee you feel is appropriate.
- ✓ You're free from paying shared expenses, technology or desk fees, or anything else.
- ✓ If you ever decide to move on, your listings are yours to take with you. No problem.
- ✓ You get your own sign and ad calls.
- ✓ Free use of office and conference room.

* Like anywhere, you will have to pay your Association of Realtors dues, MLS membership fees and an E&O insurance premium.

WHAT

THE STRENGTH OF A
PREMIUM BROKERAGE

@Home Realty Network derives its strength from associating with men and women who are entrepreneurial. Those with the capacity to manage their own affairs, make their own judgments and provide for themselves. Those who don't need to be burdened with immature rules and edicts. They are agents like yourself.

The Strength of Marketing Power

@Home Realty Network provides practical solutions for today's Realtor: a dynamic web site, eye-catching yard and directional signs, results-oriented direct marketing tools, exciting presentations, and several marketing kits including for the FSBO, expired, pre-listing and first-time buyer.

The Strength in Numbers

@Home Realty Network is able to deliver tools, systems and programs because of the size of our network. Each pays a little and gets a lot. And, we all know about the power of numbers when negotiating for discounts with suppliers and industry service providers. @Home Realty Network is able to give an overwhelming value.

The Strength of Education and Instruction

Declaring your independence and reclaiming control of your career doesn't mean you'll be left in the dark. Some of the nation's most experienced brokers will be there to keep you up-to-date. And, you will always be able to reach, within a reasonable time, a seasoned broker to answer your questions of help solve transaction problems.

The Strength of Legal Protection

Your personal assets will be protected while associated with @Home Realty Network. Our comprehensive Errors and Omissions policy (E&O) is underwritten by one of America's largest and most respected insurance companies.

The Strength of Recognition

You work hard for a living and deserve honor for your achievements. Our "Recognition and Awards Program" does just that. Your clients, peers and family will know of your high regard in the real estate field through a wide array of awards you can earn each year.

The Strength of Negotiating Freedom

You determine what is fair and profitable commission to charge your clients. You have the absolute freedom and flexibility to negotiate with your clients.

The Strength of Independence

You get total freedom to choose what advertising and personal marketing works for you. Your commission dollars won't be diverted to support and provide advertising for those who won't, or can't, do it for themselves. You will receive all of your own signs and ad calls leading to more double-sided transactions and more qualified buyers to work with.

The Strength of a Personal Team

As a true entrepreneur, you are free to grow your personal business by hiring assistants to help you. It's no longer necessary to allow your Broker to enjoy the profit from your assistants while you do all of the training and supervision.

The Strength of Building a Personal Portfolio

You are duly licensed with the State to help people buy and sell real estate. Why should you have to sacrifice a portion of your commission when buying or selling your own personal portfolio to fund your Broker's retirement? With us, you keep all of the commission.

VISION

OUR VISION STATEMENT

PROFESSIONALISM

We recruit and retain professional Agents and administrative staff who consistently demonstrate superior customer service, honesty and professional proficiency. We are committed to regular communication, competent performance and utmost integrity.

INTEGRITY

We uphold the highest standards of honesty and trust. We do what we say, when we say we will. We aren't dishonest either by acts of commission or omission. We don't make representations unless we are sure. Our client's interests are always put before our self-interests.

INNOVATION

We better serve our clients and Professional Agents through constant, deliberate innovation. We seek creative and resourceful ideas from across all business disciplines. We regularly tap the brain trust of our entire network to achieve synergistic results.

TECHNOLOGY

We utilize the most advanced Internet technologies for the benefit of our clients and Professional Agents. We research and invest in the most current computerization and communication tools available today.

COMPETENCY

We provide continuous and timely training and education to purposely increase the competency of our Professional Agents and administrative staff. We provide opportunities and encourage attendance at legal, marketing, technology and other skill-building seminars and workshops.

FAIR PROFITS

As successful entrepreneurs, we strive for an honest and fair profit for both the Company and our Professional Agents. We provide innovative and sophisticated systems, tools, training, broker help and administrative services for the most reasonable cost in the real estate industry today.