

Real Estate Update

WISE USE OF Technology Fuels Robust New Brokerage

From the ground up, @Home Realty Network, one of the region's fastest growing real estate companies, has been built on innovation and technology. Its extensive use of top-of-the-line technology and information systems has proven to be a tremendous advantage to its Sales Associates and their customers alike.

BREAKING THE MOLD

Not satisfied with the old way of doing the real estate business, this dynamic company is focused on creating innovative new ways to deliver services and tools to its agents.

"First came the FAX machine and computerized data-bases, then cell-phones and voice mail," remarks Stacy Sommers, Principal Broker of @Home Realty Network. "Now e-mail and the Internet are revolutionizing the business world. We decided to take full advantage of technology, and its cost savings, when we built our company."

After over 20 years of experience in construction as a contractor and real estate as a top producing agent and manager, Sommers is confident that a new way of conducting the real estate business is urgently needed.

"Many agents are unable to live their dreams because brokers refuse to change with the times. In today's environment, brokers can't provide the services a professional agent needs, still make an acceptable profit, and afford to give enough compensation for "Career Agents" to thrive under the old model of high overhead and massive inefficiency," claims Sommers.

INTERNET RESOURCE CENTER

Perhaps the thing that sets @Home Realty Network apart the most is its use of the Internet as an "Agent Resource Center". They have created several ready-

to-implement marketing systems, which have been loaded on their "agents only" web site.

These systems can be printed easily from an agent's home computer with a click of the mouse using Adobe Acrobat Reader, which is already on nearly everyone's computer or can be downloaded for free.

Their seemingly endless array of systems covers prospecting the FSBO, the expired listing, sphere of influence, and first-time buyers. They also have beautifully designed pre-listing kits, listing and pricing presentations and fabulous buyer representation presentation, as well as numerous legal forms, letters, and marketing flyers on-line and ready to print.

PROFESSIONAL SERVICE CENTERS

All this technology has allowed @Home Realty Network to place a lot of importance on environment. Their growth plans are focused on attracting the professional career agent who longs to have a life and a family.

Offices, which they refer to as "Service Centers", are professional, efficient facilities, well equipped with all the technology and tools needed.

All Service Centers have copiers and fax machines. Modern computers are available for agents to access the MLS or their Internet Agent Resource Center on high-speed connections. They also provide private

Tips For Making More Money In Real Estate

Focus on Profits

Start looking at real estate as a business! After all, you're in business for yourself. You are the reason you're successful. Focus on profit the same way any successful businessperson focuses on profit.

Maximize Your Income

The most basic essential of success as an independent contractor is working in a system where you can earn the most money. Look for a company where you can earn the highest return for your efforts with the least expenses.

Reduce Your Expenses

Americans are now working at home by the millions. Analyze how much time you actually spend at the office. What is it you do there? If every form and tool you needed was available at home, is it necessary to pay for your company's overhead and other agents waste?

Build Repeat and Referral Business

Recent statistics show that about 10% of all the agents control the vast majority of the market. These agents all have one thing in common; they know how to promote themselves. Customize everything you distribute with your own personalization to increase recognition and repeat and referral business.

Set a Budget

The first thing to decide when you sit down to write out your budget is how much money you're willing to spend on company affiliation. Remember, when you pay a percentage of your commissions to a franchise, and then split with a company, the more successful you are, the more you are giving to your broker. Do what's good for your business.



conference rooms for meeting clients as well as desks for agents to use while there.

Currently, they have nine locations open including Orem, Salt Lake, Logan, St. George, Draper, Pocatello, Montpelier, Preston, Idaho and Kalispell, Montana. But that is only the beginning of their ambitious growth strategy. They plan to open Service Centers in several other locations in Utah, Idaho, Wyoming and Montana within the next few years.

COST SAVINGS PASSED ON TO AGENTS

For years, agents have typically split their commissions with their broker. The result has often been productive agents supporting the broker's overhead and new agent churn.

Then, 100% concept companies burst onto the scene. Only they still locked themselves into costly leases and soaring expenses, resulting in a crushing overhead. Of course, this had to be passed on to their agents defeating any cost savings agents expected to enjoy.

@Home Realty Network claims that these out-dated business models are much of the reason so many agents aren't earning an adequate profit from their career.

"The profit problem is not a minor issue," according to Logan Branch Broker Michael Thevenin. "In the old days, agents concentrated on statistics. Today, smart agents are focused on their bottom-line profit."

SIMPLE COMPENSATION MODEL

Under the @Home Realty Network system, the efficiency that technology brings, along with the Service Center concept, translates into dramatically higher compensation to the agent.

An agent has the choice of paying a modest monthly fee to the company of \$395 and retaining 100% of the commission or paying \$50 per month and earning one of the most generous commission splits in the country. The only other charge is a \$195 transaction fee and an E&O premium.

Sommers attributes much of the company's success to this new business model. "Too many brokers are living in the past," Sommers says. "Today's professional agents are tired of giving up a huge chunk of their earnings to the company at the sacrifice of providing for their families. On the other hand, they are sick of shelling out back-breaking sums every month to get 100% commission."

NO SACRIFICE OF SERVICE

Still, this unique company is able to provide the services agents want most. They input listings, can make flyers, and provide a free answering service, a free e-mail account, and free Internet marketing on several major portals.

In addition, agents are assisted in building a large repeat and referral business. This includes both electronic and printed marketing strategies.

"We want our agents to be successful. We know that by providing easy to implement systems, at a very affordable cost, every agent can build a large business and earn a great living," says Sommers. "We have several relationship marketing strategies which have proven extremely effective at building a solid practice for professional Realtors."

Recent statistics show that over 70% of homebuyers start their home search on the Internet. And that number is compounding rapidly. Just as importantly, sellers expect top agents to have a web presence. This seems to be an easy way to get in on the action.

@Home Realty Network offers the serious agent the best of all worlds. Far more profit, freedom from out-moded policies, flexibility, and access to innovative tools and systems via the internet.

How to Cram 60 Hours Into 40 Hours

Work From Home

Interruptions and distractions are one of the main reasons so many agents struggle in real estate. Most offices are either training grounds where new agents constantly ask you questions, or they are social clubs where non-productive agents can hang out in order to appear "busy".

Eliminate Non-Productive Time

If you're working in one of those offices that constantly hinders your time with mandatory floor-time, unnecessary functions, meetings, and activities, you're costing yourself a fortune in wasted time.

Spend Less Time in Your Car

Technology is now readily available and easy to use. Now, you can print every document you need, fax and receive contracts and check your e-mail or voice mail from home, without ever putting a mile, or an hour, in your car.

Use e-mail

With the advent of e-mail, it is no longer necessary to play phone tag, compose long letters or address envelopes and pay postage. Maximize the use of e-mail to service your listings and follow-up with prospects. It will take minutes, instead of hours.

Don't Reinvent the Wheel

Take advantage of the tools and systems already developed by your company to prospect, follow-up and make presentations to your buyers and sellers. If they don't provide professional tools, join someone who does.



Stacy Sommers
PRESIDENT



The Strength to Move YouSM