

# TOP 10

## REASONS TO JOIN RESOURCE REALTY SERVICES

*Path to Success*



9119 Dickey Dr., Mechanicsville, VA 23116  
www.YourResourceRealty.com



### 1 WE SHARE THE WEALTH!

INCOME OPPORTUNITIES BEYOND BUYERS AND SELLERS

- Competitive commission splits & flexibility with your client commissions.
- We pay a recruiting bonus of 5% at the time of closing for every transaction that an agent recruited by you does with Resource as long as you both are with the company.
- Profit by investment property. We have a proven track record—and we will share our practices with you!

### 2 PROVEN SYSTEMS THAT REALLY WORK!

STOP SPENDING MONEY ON LEAD SYSTEMS THAT PROMISE THE WORLD BUT DELIVER NOTHING BUT FRUSTRATION!

We help you put your marketing \$\$ to good use with State of the Art Technology.

- A 24-hour (800) number (This produces on average at least two prospects per listing).
- Text Picture Capability for each listing (brand new technology).
- Maximum use of Realtor.com.
- Small Business Program where you are the "Account Manager" to capture the real estate needs for the employees.
- Business Partner Program that helps you grow your business.



### 4 ASSISTANCE TO ENSURE YOUR SUCCESS!

SALES AND MARKETING MANAGER ON STAFF

- "Path to Success" meetings bi-monthly in small group settings keeps you on track.
- Coaching/Training as YOU desire.
- Personality Typing/Prospecting/Target Marketing.
- Assists in development of YOUR Small Business Program.
- Assists in development of YOUR Business Partnerships.



### 3 TECHNOLOGY FOR THE 22ND CENTURY!

STUDIES SHOW 90% OF POTENTIAL BUYERS SEARCH THE INTERNET TO FIND THEIR HOME BEFORE CONTACTING A REALTOR—WE'LL SHOW YOU HOW TO CAPTURE THEM!

- FREE Websites to use for your listings that reach the Y generation "looking" on their own.
- WEB/DVD seminars for use with topics ranging from "Buying a Home for the College Bound Student" to "Helping Aging Parents with the Sale of their Home".
- Text Picture Capability for listings. You can communicate via text—house pictures, information and open house dates while tracking leads.
- Individual Agent websites with your own listings for lead generation.



### 8 COMPANY PAID ADVERTISING:

CONSISTENT BRANDING IS THE KEY TO MARKET SHARE!!



- Advertising is a KEY component to success for Real Estate Agents. When market conditions become slow, agents who have to pay for advertising make the mistake of cutting back. At Resource, that's not a concern! We pay for the Mechanicsville Local Ad and the use of the 24 hour information line.

For a confidential discussion with Kathy Holland or Cindy Strobel, please call (804) 909-0520 or (804) 909-0522



### 6 TIME IS MONEY—YOUR JOB MADE EASIER;

FULL BROKER SUPPORT AND A HI-TECH CONVENIENT OFFICE LOCATION

- Approximately 3,000 sq ft wireless office convenient to I295, I95, and I64 in the heart of HANOVER.
- Proven listing presentations, buyer packages, and buyer/seller leads shared with ALL agents.
- Agent Services Coordinator to help with your transition to Resource, including business cards, signs, DPOR forms, announcements, and office set-up.



### 7 STRONG COMMUNITY PRESENCE AND COMPANY REPUTATION:

CLIENT SURVEYS INDICATE A 99% SATISFACTION RATING!!!

- Our ethics and integrity are never in question.
- As a company, we give back to the community through various causes; MDA, Meals on Wheels, Christmas Sponsor of a family in need.
- We help and encourage agents to sponsor youth and school activities.



### 9 RESOURCE STORE:

STORE ON SITE FOR YOUR CONVENIENCE AND AGENT CHARGE ACCOUNT!

- In most cases, if RAR carries it — so do we! The store stocks marketing items, signs, clothing and Resource balloons with a helium tank for your Open Houses!
- Agent expense account for your convenience to charge items from the Resource Store and various other expenses. BUY NOW — PAY LATER!



### 10 SITE AGENT OPPORTUNITIES

LAND DEVELOPMENT AND BUILDER PROGRAM:

- Interested in working a site where buyers come to you? We have a team concept approach so you get paid for each home that sells.

YOU BRING IT AND YOU GET PAID!!!

- Do you have clients interested in selling land, large tracts or lots? With Resource you are not required to sit at a subdivision to earn money from these deals.
- We have a program that will allow you to make residual income whether or not you want to spend your time as a site agent.

