

#CT309 - "After Years In The Business..." Trifold Notecard Mailer

After years in the real estate business, there's been a promotion to the executive level. REALTY EXECUTIVES, that is. Every industry has one leader, the innovator. The company that sets the standards all others must try to follow. And in real estate, that leader is REALTY EXECUTIVES.

Recently, I've made the decision to join this team of highly-motivated, top-notch professionals, adding my proven experience to their rapidly expanding network. This network of agents will benefit you as a potential client, providing international relocation and referral services, guaranteeing you the best service available no matter what part of the country you're moving to. So whether you're selling or buying a home, as a REALTY EXECUTIVES agent, I will be better able to serve you.

#311 & #311B - "Just Listed" Laser Postcards

If you have a friend who might like to buy this home, please have them call me. If you have thought of selling your home, or would like to find out what it's worth in today's market, call for a free market evaluation without obligation.

#317 - "Neighborhood Expert" Laser Postcard

I'm your Area Real Estate Specialist! Call me for all your inquiries regarding:

- Opportunities in Your Neighborhood
- Area Pricing & Specialty Properties
- Local Amenities & Regional History

#310 & #310A - "Just Sold" Laser Postcards

If you have thought of selling your home, or would like to find out what it's worth in today's market, call for a free market evaluation without obligation.

#106 - "Across Town or Around the World" Brochure**DEPEND ON OUR NAME**

Just as you trust REALTY EXECUTIVES to sell your current home, you can also depend on us to help you find the home you want—no matter where you move—anywhere around the world.

TOP PRODUCERS

Everyday, in more and more cities and towns worldwide, the REALTY EXECUTIVES sign is being recognized as the best way to buy or sell a home. REALTY EXECUTIVES is the only real estate company named for its people—and for good reason. The company is made up of Top Producers—many of whom made a name for themselves at other high-profile real estate companies before joining REALTY EXECUTIVES.

ONLY THE BEST

So no matter where you go, you can be sure that with the REALTY EXECUTIVES name involved, you'll be getting an Associate that is a Top Performer.

Even in the few places where you won't find our famous yard signs, we can refer you to the most consistent and successful real estate experts in any part of the world. Our international referral network gives you the assurance that you're dealing with a highly skilled professional backed by a dynamic firm.

WE MAKE THE MOVE EASY

At REALTY EXECUTIVES, we know that moving can be an unsettling experience for a family. We make it easier by offering relocation information, special customized data on school districts, and a real estate professional to work with who truly knows the territory.

SETTLE FOR MORE

When you choose a REALTY EXECUTIVES Associate to sell your current home, you can be assured of one of the best Agents in the country. Don't settle for less when it comes to finding your new home. Call the REALTY EXECUTIVES office nearest you—today!

#107 - "The Only Company Named For Its People" Brochure**WHAT'S IN A NAME?**

A lot when it's REALTY EXECUTIVES. We've developed a company that's designed for a certain type of individual. Executives in the world of real estate. Experienced individuals who have learned their profession well. Many of whom were top producers with other firms before they joined REALTY EXECUTIVES.

The reason is simple. REALTY EXECUTIVES provides established real estate professionals top support services in an environment where they can produce. In this independent atmosphere, it's more like they're working for themselves than working for a company.

Top producers thrive at REALTY EXECUTIVES. Because of the structure of the company, you'll find few or no part-timers, moonlighters or individuals who aren't serious about their work. Since only the best can be a REALTY EXECUTIVES Associate, you're sure to get a top producing REALTOR® whenever you call.

THE PEOPLE MAKE THE DIFFERENCE

Because we're already top producers, the profile of a REALTY EXECUTIVES Associate is different than someone with another real estate firm. That fact is based on the high performance of the individual Associates. When a company is made up of such strong people, it makes the company stronger too. RESULTS. That's what we're all about.

WHAT DOES ALL THIS MEAN TO YOU?

It means that if you have a property to sell or buy, you want the best company. A company that will give you 100%. One with a good, solid track record in your own community. One who understands your market. One like REALTY EXECUTIVES. Check the competition for yourself. When you compare reputations, you won't find another stronger than REALTY EXECUTIVES—individually or as a company.

YOU DESERVE THE BEST! WE GIVE YOU RESULTS, NOT EXCUSES

When thousands of top professionals like you'll find at REALTY EXECUTIVES come together, something terrific happens. They're highly motivated individuals who are their own boss working together because they respect each other. This kind of positive energy translates into better performance and more satisfied clients.

Choosing a real estate company could be confusing. But now that you know more about REALTY EXECUTIVES, just look for the sign of success.

Offices. We have hundreds of offices around the world. So, when you need a real estate professional, call someone who is serious about your needs.

#105 - "The Power of the Name - A History of REALTY EXECUTIVES" Brochure**AN OVERVIEW OF THE COMPANY**

REALTY EXECUTIVES is one of the most closely followed real estate franchises in the world. In 1965, the company first drew attention as the originator of the 100% commission concept. Today, phenomenal franchise growth and a unique franchise development strategy are creating even more interest in REALTY EXECUTIVES.

Since its dramatic beginning in Phoenix, Arizona, more than 30 years ago, the company has become one of the fastest growing franchises in any industry. Publications like Entrepreneur, Success, and Inc. Magazine have recently ranked REALTY EXECUTIVES as a leader based on such criteria as franchise growth, management stability and financial soundness.

REALTY EXECUTIVES only began its aggressive franchise expansion in 1987. In 1988, there were 31 franchises and just 624 agents; today, there are more than 9,000 sales associates representing almost 600 franchises in six countries. Our Broker/Owners are adding professional, top-producing agents to their ranks every day. These numbers grow at a 25% annual percentage rate. For the home buying and home selling public, the news is even better. Because REALTY EXECUTIVES attracts professional and experienced real estate marketers to the company, the ultimate winner is the consumer who chooses the services of a REALTY EXECUTIVES agent.

METRO PHOENIX 602-233-1870
ALL OTHER AREAS 800-316-2379

HOW DID IT ALL BEGIN?

Dale Rector is the visionary who founded REALTY EXECUTIVES. By the 1960's, Dale Rector was a real estate professional who had worked for traditional real estate firms in Colorado and in Arizona. But he was unhappy. He had a number of grievances that weren't easily solved: a) His commission splits were used to train and support new recruits, rather than provide him with new and better support services. b) Inexperienced floor people were encouraged to respond to inquiries on his listings. c) He was expected to spend valuable field hours on office work. d) He was required to share commission checks on his own property purchases with the broker. e) He had no advertising control over his own listings.

Dale didn't sit still or complain for long. He opened his own split-commission firm. Soon he found himself becoming overly involved with the administrative duties essential to a smoothly run office. He also had to relinquish the selling time he had always enjoyed. Not surprisingly, Dale found his top sales associates frustrated with the split-commission system for the exact reasons he had been. Eventually, some would leave his office just as Dale had done earlier in his career.

The industry needed a change. How could he ensure that the top producers could work free from administrative duties and also free the office of deadwood?

In 1965, Dale Rector became the first man in the nation to open a 100% commission office, REALTY EXECUTIVES. The concept, revolutionary at the time and now widely copied, was quite simple: Sales associates receive 100% of their commissions. Associates would share equally in office expenses. Offices would be coordinated by a full-time broker, whose salary was paid by the associates. The concept caught on. By 1972, the pilot operation in Phoenix, Arizona was producing the highest volume of all competitive independent real estate firms. By the 80's with greater expansion, volume totaled more than the competitive national franchise firms in the area.

THE POWER OF THE NAME!

Each year, sales volume and the number of associates have grown—proof of the concept's wide acceptance and success. But REALTY EXECUTIVES' rapid growth is no surprise. Give professional sales associates an environment where they can concentrate on what they love to do—sell, and they will get results.

Through Dale Rector's vision and dedication to his new concept, the real estate industry has experienced a major change—an alternative to traditional operations that have hindered the real estate profession for many years.

REALTY EXECUTIVES has revolutionized the real estate industry by focusing on the needs of the real estate agent, thereby attracting the best and the brightest. The client is the ultimate winner, though; yesterday, today and far into the future!

#109 - "From Curb to Kitchen - Preparing Your Home For Prospective Buyers" Brochure

So... You've decided to sell your home. Better get ready for visitors!

Complete strangers will be tromping through your home imagining what their belongings will look like in your space. They'll be projecting their own hopes and dreams onto your private world. Yes, it takes a bit of getting used to, but the more successfully you can make this happen, the faster your home will sell and, as an added bonus, you'll be assured of getting top dollar as well!

Here are some tips from the professionals to help you ready your property for all those curious eyes:

THE EXTERIOR - CURB APPEAL

Many people will elect to do a "drive by", scanning your property from the road first before they invest the time to go inside. You can't afford to have them reject your home before they've even seen it! We're taught never to judge a book by its cover, but prospective homebuyers do it everyday. Better check out these tips or hire a landscape consultant who can help you perk up your tired property.

Lawn & Garden

- Insure a well manicured lawn with neatly trimmed grass, trees, hedges and shrubs.
- Replace any dead plants with new ones and put in flowering color accents in any bare areas.
- Keep the sidewalks and driveway swept clean and stain-free.
- Remove any piles of rubbish laying around.
- Repair or replace broken fences.
- Repair or replace any unattractive toolsheds.
- Remove any excessive lawn or garden decorations.

Facade & Garage

- Make sure the front door area is in good shape. Do all exterior lights work? Is the mailbox bright and attractive? Can your house numbers be seen clearly from the road?
- Touch up the paint on the house or, if it really needs it, do the whole job.
- Clean out the garage. If necessary, invest in organizing products like shelving, racks, or tool bins (consider this good advice for basements and attics as well).

THE INTERIOR - A BLANK CANVAS

The trick to making your house look interesting to a wide range of prospective buyers is "neutrality". If you've been adventurous in your decor color choices, you may want to consider repainting your walls and ceilings a neutral off-white tint. This will allow visitors to project their own color and design sense onto your "blank canvas".

Main Living Area

- Box up and remove any items that are personal to you: family pictures, souvenirs, artwork, etc.
- Check all electrical outlets and replace any burned out bulbs. Keep the house well-lit but not stark during walkthroughs.
- The sale may become contingent on getting certain things fixed, so complete all home repairs ahead of time.
- Assess whether your home has become crowded with extra furniture. By taking out clutter, the house will appear larger.

Windows & Floors

- Clean all window glass and launder any unkempt window treatments.
- Dust and vacuum and remove any stains from carpets or wood flooring.

Bedrooms

- Make sure the beds are always made and have fresh linens on them.
- Remove personal items.
- People do inspect closets for storage potential. Consider putting any seldom used items into storage. This will have the added benefit of making your closets appear roomier!

Bathrooms

- Clean the bathroom well! Pay particular attention to the toilet and shower/tub.
- Remove personal items and clean all mirrors.
- Be mindful of odors.

Kitchen

- Clear off the counters of any appliances or clutter.
- Make sure the oven and flooring are clean and sparkling.
- Insure that there is good general and task lighting and is it in good working order.
- Be sensitive to unwanted odors. Smells come from a variety of sources, so check them all: pets; sour residue in drains; trash; smoking materials; cooking odors; even many cleaning products leave behind a chemical smell.

Setting The Right Mood

- If you have a fireplace and weather permits, light it. Nothing says "home" like a cozy fire.

- Candles, too, are nice, but stay away from heavily scented ones. A light essence of spice or pine will stimulate the senses.
- How about the gentle trickle of water in a small fountain?
- No music or television! The visitor should feel relaxed enough in your tranquil, quiet environment to ask questions and discuss your property.

If you've done your job, someone is bound to fall in love with your home the way you did. Negotiations will begin soon after...

#201 - "Experience the Advantages..." Pocket Folder

EXPERIENCE THE ADVANTAGES OF WORKING WITH AN EXECUTIVE.

COMMITTED TO EXCELLENCE.

AT REALTY EXECUTIVES, EXPERIENCE COUNTS.

For more than 30 years, REALTY EXECUTIVES sales associates have been serving clients across the nation. Our Executives are seasoned professionals in the market with the knowledge and skill to provide the best service available. In turn, we provide them with the tools they need to be successful. And it shows in every single transaction.

CALL ME, I'LL EXCEED YOUR EXPECTATIONS.

OUR PROVEN FORMULA FOR SUCCESS.

It's a simple concept. Take the best Sales Executives and give them the freedom and support to do what they do best. For more than 30 years, this successful combination has produced thousands and thousands of satisfied customers. Whether you're buying or selling, choosing your REALTOR® is one of the most important decisions you'll ever make. Make the Executive decision to choose one with the experience, knowledge and support to ensure a smooth transaction.

#CT300 - "The Best Agents Around" Presentation Folder

There's just one name to remember when it comes to buying or selling real estate—REALTY EXECUTIVES. Whether you are selling your current home or looking for the perfect next home, look to the professionals. No matter where you go across the U.S. and Canada, REALTY EXECUTIVES Associates are top producers—the very best around your neighborhood, and around North America!

Every day, in cities and towns all across the United States and Canada, REALTY EXECUTIVES is being recognized as the best way to buy or sell a home. In fact, our number of Executives has grown by as much as 61% per year. The very best professionals from each city join us in bringing you the highest quality real estate service available anywhere.

CHOOSE A REALTY EXECUTIVES ASSOCIATE TO HELP SELL YOUR HOME

When you list your home with REALTY EXECUTIVES, you get a lot more than a sign in the front yard. You get the power and experience of one of the oldest and most successful real estate companies on the continent. You get up-to-the-minute information about your particular neighborhood and the real estate market in general, helping you price your home, assuring the best return on your investment.

You also get a complete marketing program for your home geared to reaching qualified buyers effectively and efficiently. If you don't choose REALTY EXECUTIVES to help sell your home, you may well have to settle for less—and wait much longer for it.

HOW DOES REALTY EXECUTIVES ATTRACT THE BEST AGENTS?

It's simple. We attract the best agents in the business by creating the best environment for success. Their success—and yours.

Since REALTY EXECUTIVES was founded back in 1965, we have developed a unique system that benefits full-time, serious agents. People who are dedicated to being the best that they can be. Many have tried to imitate our system over the years, but REALTY EXECUTIVES is still the leader.

What all this means to you is that our Executives are the most productive professionals in the industry. They are the very best at selling your home and assisting you in finding and buying your next one.

MAKE THE RIGHT CHOICE

No one can help you buy or sell your home like REALTY EXECUTIVES.

- The best Executives working in an environment that allows them to go the extra mile for their clients.
- Proven Producers who are serious about their work
- An international relocation and referral network
- Full-time Executives—no part-timers.

There are as many reasons to choose REALTY EXECUTIVES as there are REALTY EXECUTIVES Associates. Call the office nearest you today. Why settle for less? Make the right choice.

#MP200 - "Real Results" Presentation Folder

The true measure of the success of any company is the satisfaction of its customers. At REALTY EXECUTIVES, top-notch real estate professionals apply our exclusive systems to produce real results. From the owners of our franchised offices, to our sales associates, to the homeseller and homebuyer, everyone shares in the success that is REALTY EXECUTIVES.

Every day in more cities and towns throughout the world, REALTY EXECUTIVES is being acknowledged as the very best way to buy or sell residential and commercial real estate. Because we get real results for real people. And for us, that's the real reward.