



**REALTY  
EXECUTIVES**

Premium brand.  
Entrepreneurial freedom.

Your future starts here.



A photograph of a two-story house with a grey shingled roof and a white arched front porch supported by columns. A real estate signpost is in the foreground. The top part of the signpost has a blue rectangular sign with the word 'SOLD' in white. Below it is a larger white shield-shaped sign with a blue border. The shield contains the text 'REALTY EXECUTIVES' in red and 'POWERED BY EXPERTS™' in white at the bottom. The house has a green lawn and some bushes in front.

**SOLD**

***REALTY  
EXECUTIVES***

**POWERED BY EXPERTS™**

# It's a great time to be an Executive.

The real estate industry is thriving.  
And Realty Executives is leading the way.

Interest rates are low. The housing market is thriving. We are welcoming a new generation of homebuyers, and helping homeowners transition from their current residence to their next dream home.

At Realty Executives, we are ramped-up and ready. With more than 50 years of brand recognition and legacy of innovation as our foundation, we offer industry-leading technology that supports the needs of today's tech-savvy homebuyers and sellers. At Realty Executives, you'll find a culture of top producers who close more than 32% more transaction sides per agent than other leading franchises.

Best of all, the Realty Executives premium brand offers high value without the high cost. We are proud to provide our Executives world class tools, training and customer support. And we provide all these services at a competitive, affordable cost, which enhances your entrepreneurial freedom to run your business as you see fit.

Take a look at our offerings, and let's talk about getting you onboard with our team. Stop being an agent. Start being an Executive.

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METROPLEX





# Powered by Experts™

## A culture of entrepreneurs

We're not just agents, we're local experts. We know the neighborhoods we serve. We know who built the homes in our communities. We know the areas development plans and zoning details. We know the schools and local businesses. We know the other real estate brokers in town and their agents. And we know how to protect buyers and sellers. We are top producers, and we close 32% more transaction sides per agent than other leading franchises.

## 50 years of real estate excellence

In 1965, a real estate professional named Dale Rector was about to transform the real estate industry. The concept, designed to provide the maximum benefit to the most productive, experienced and effective real estate agents, birthed the first ever 100% commission real estate company – Realty Executives.

Revolutionary thinking is what made Realty Executives different from the competition in 1965, and continues to make us different today. Sophisticated technology platforms, relevant training and world-class brand recognition awards and attracts the best agents in the real estate industry to become "Executives". Our culture frees agents to focus on what matters most – providing the best service to clients in any market.







# High value without the high cost

We are a company of entrepreneurs, with a culture that provides the support and tools to set every member of our team up for success. We have the international footprint that provides massive brand equity and credibility within the industry. And we have the local support to establish you as a true expert in your community.

These unique benefits make it the best place to grow your real estate business, with a flexible fee structure to fit your needs. We are proud to provide our Executives world-class tools, training and industry-leading customer support. And we provide all these services at a competitive, affordable cost, which enhances your entrepreneurial freedom to run your business as you see fit.







# PrimeAgent

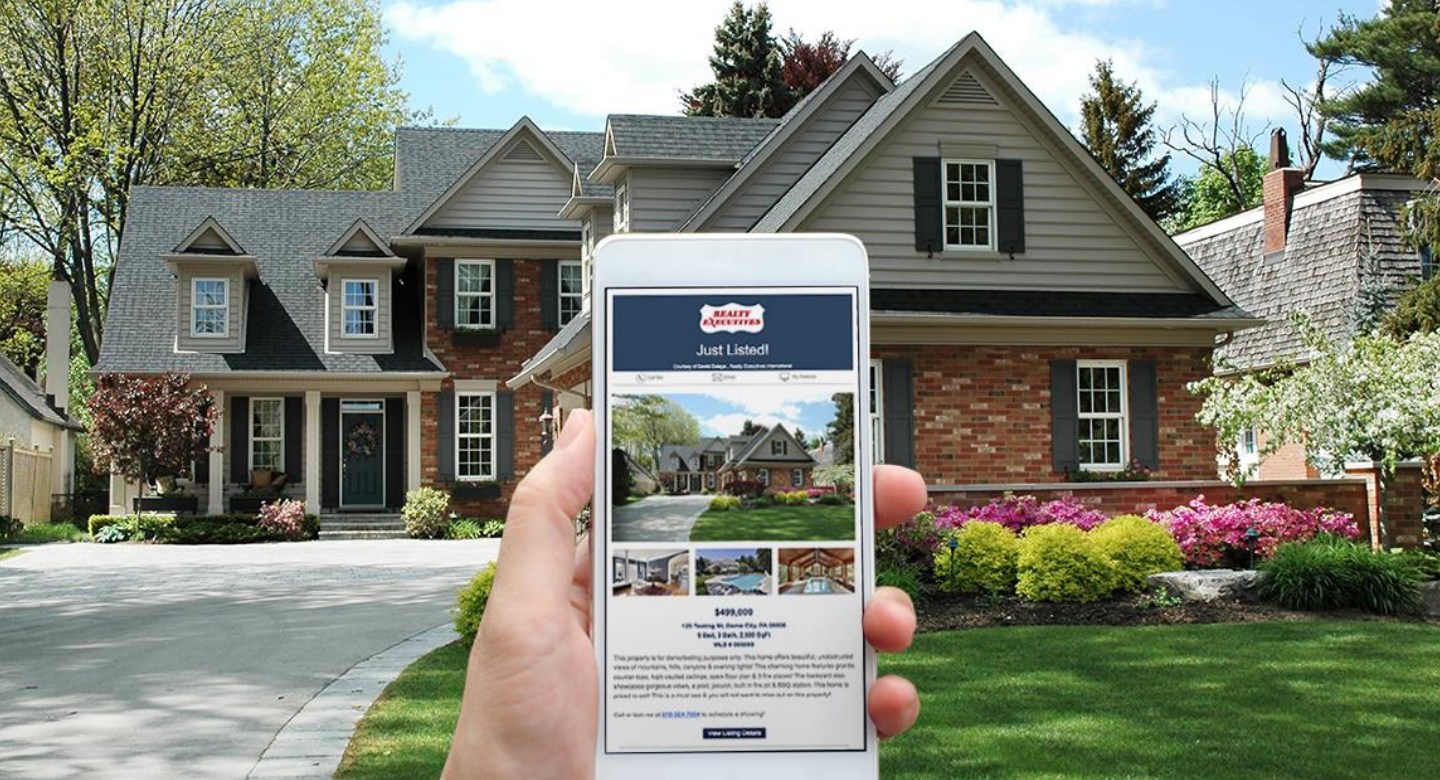
## Industry-leading marketing suite

Our proprietary digital marketing tools enable our Executives to reach consumers where they're most comfortable - web, text, email, social and more.

PrimeAgent is your resource for business tools, systems, communication and information -- all in one easy-to-access dashboard. Mobile-friendly and "always on," PrimeAgent is where you can keep up-to-date with office news and events, manage leads, and access the tools that keep you connected with your contacts, including a customized agent website, contact manager, drip marketing campaigns, print marketing materials, on-demand mobile marketing and listing automation tools, all backed by industry-leading support.

PrimeAgent also includes a fully-stocked training center, highlights the latest offerings from our business partners and provides a platform for Regional Developers and Brokers to connect their Executives with local resources. Have a question? Our online chat support is just a click away.





## Website services for personalized, local sites

Built to meet Broker, Executive and customer needs alike, Realty Executives websites offer modern, easy-to-navigate, map-based property search features with Realty Executives listings and an agent's own listings uniquely identified among search results. Sites for agents include a "been there" feature, allowing you to highlight the listings you've personally previewed. Shape your image as an area expert as you educate, inform and share your professional opinion on your built-in blog feature. Multiple lead capture points connect you with site visitors, one of which allows them to save their favorite homes and searches and set up daily listing alerts so they are always getting the latest new listings "from" you automatically.

## On-Demand (mobile) marketing via SMS

PrimeAgent On-Demand, our in-house mobile marketing solution, is built right in and included with each agent website subscription. With a simple and effective text feature, you can reach serious buyers instantly as they tour neighborhoods and drive by listings. Take a multi-pronged approach and use on-demand text codes in your print or online marketing ads as well. Either way, consumers get listing details instantly and you capture a lead! Have a listing that is drawing a lot of attention? Our Send Bulk SMS feature keeps the conversation going, making it easy for you to communicate to a group via text about an Open House, price reductions or when a similar listing has hit the market.



## Contact management

Client and prospect names, phone numbers, email addresses and information are the lifeblood of every real estate professional's business. The mobile-friendly PrimeAgent Contact Manager integrates with leads generated across our tool-set, making it easy to stay in touch, even when on the go. Easily import contacts from Google or any CSV file, create and print mailing labels, set "reminders" and record important client notes, including important sales, transaction and personal information. Because the Contact Manager serves as the list manager and target audience for additional CRM features, including PrimeAgent Broadcast and PrimeAgent Campaign, you can easily set up automatic daily listing alerts for your prospects and stay in touch through automated email marketing messages.

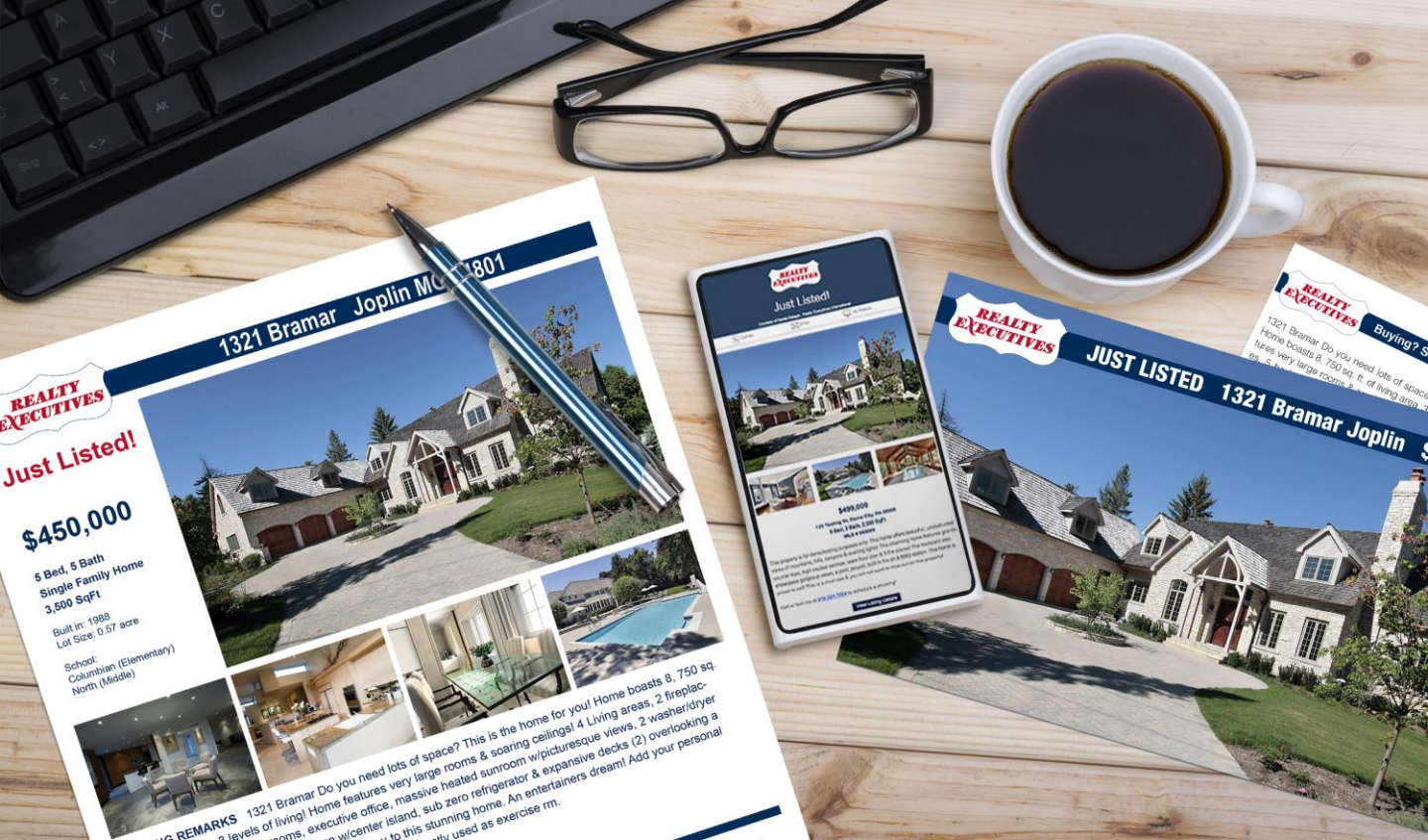


## Lead management

Leads that are generated across multiple capture points, including RealtyExecutives.com, your Broker's site, your agent website and through the On-Demand Mobile Marketing System all land in the same place and are saved as a contact in your PrimeAgent Contact Manager. You are also immediately notified via text and email when a new lead comes in so you can do what you do best -- reach out to the prospect to get the ball rolling immediately.



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## EXECUTIVE REALTY® Listing Automation

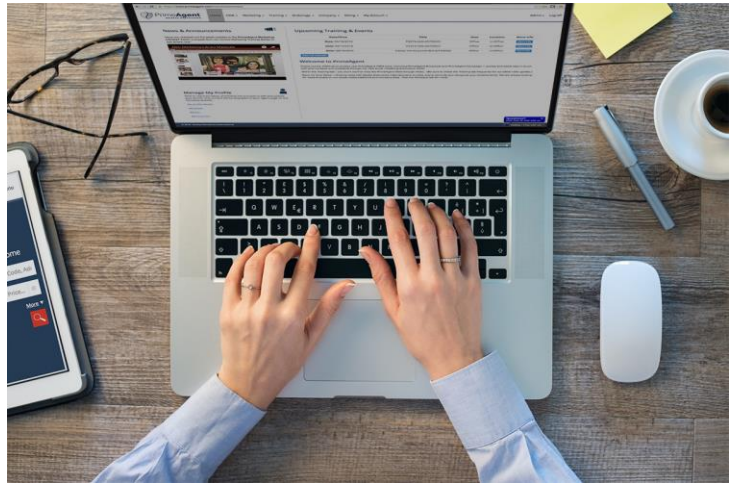
Spend less of your valuable time creating print marketing flyers and postcards and more time working with buyers and sellers. Our exclusive EXECUTIVE REALTY® Listing Automation tools dramatically reduce the time it takes to create a set of essential print marketing materials and take the guess work out of design. Because flyers and postcards are pre-populated with your MLS listing data, in just minutes they are ready. You can also

order professional prints through LentzDesign, with options to directly mail them to a contact list or select postal routes using the Every Door Direct Mail service. Use our easy social media share buttons to get the word out even faster about your latest listing.



## Email campaigns and broadcasts

Be the agent who remembered them and they will remember you! Our automated email marketing campaigns make it so easy to stay in touch over time and send birthday and purchase anniversary greetings, wish them well on the holidays (both U.S. and Canadian options) and give them fresh, exclusive content every month while simultaneously showcasing your listings (up to 20 automatically included) through our popular eNewsletter feature. In addition to automated buyer and seller campaigns, you can take advantage of our broadcast feature to send one-off messages or build your own custom campaign. All email messages are html-based, mobile-optimized and sent one at a time, making them more likely to land in your clients' inboxes rather than get caught in spam. You will love the time-saving "new listed," "just sold" and "open house" email broadcasts that auto-populate property details straight from MLS, so all you have to do is add finishing touches like the date and time of your next open house and you are ready to hit send.



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*About You* ←





# It's all in the details

## PrimeAgent | System Features

The following is a list of the most popular features available on PrimeAgent.  
Contact us today for more details and a live demo!

### **"My Account"**

- Update your profile and contact information, photo, biography, areas served, industry specialties, your social media links – all displayed on RealtyExecutives.com and, where applicable, your Realty Executives agent\* and brokerage\* website
- Allows you to manage your exclusive @RealtyExecutives.com branded email address
- Connect your listings once, and subsequently all future listings will be generated into the system and will display on RealtyExecutives.com, your Realty Executives agent website\* and your Realty Executives brokerage website\*

### **Direct Access to Subscription-Based Tools\*\***

- Mobile Marketing, your Realty Executives proprietary real estate sign rider system that allows consumers to interact with your listings by calling or texting for property information and subsequently becoming a lead in your account database
- Agent/Brokerage Website\* management, your Realty Executives proprietary website

### **Leads**

- Manage any and all leads generated from the contact forms on RealtyExecutives.com and, where applicable, your Realty Executives agent\* and brokerage\* website

### **Brokerage**

- Stay informed and up-to-date with brokerage meetings and events, MLS and industry forms and documents, and connect with local business partners

### **Company**

- Access to best-in-class partners and vendors offering exclusive rates and corporate discounts for Realty Executives through the company Business Partner Program
- "Send Us Your News" showcases your achievements on the company blog

### **Training Center**

- 24/7 access to training videos and downloadable guides for all Realty Executives systems and technologies (including PrimeAgent!)

### **Marketing Library**

- Download branded graphics and documents including, but not limited to; Listing materials, Logos, Industry Awards, Website & Social Media profile graphics
- Access to the online Print Center, an online source for ordering branded printed business and office supplies

\* Realty Executives Agent and Brokerage websites are subject to subscription fees based on your contract/fee plan.

\*\* Subject to subscription fees based on your contract/fee plan.



# Agent Websites & PrimeAgent On-Demand System Features

## Property Search\*\*

- Our new property search design was developed to provide consumers with the best home search experience by placing an emphasis on modern map display features. The search tool fills up the page with a map search and a list view all-in-one, for a seamless way to search through listings. Consumers may also choose to expand property photos into a full screen display.
- Local direct MLS listing data feeds provide site visitors with the most accurate search results in the areas you serve while National Lishub and CREA data feeds provide expansive listing data results throughout the United States and Canada.
- A snapshot of other properties in the area also listed by Realty Executives are distinguished with the Listed by Realty Executives image.
- In addition, consumers can set up a **Saved Search** account, save their favorite homes and receive daily notifications based on their preferred search criteria.
- Work a niche area? Showcase your area expertise to buyers with our **Been There** feature, visually distinguishing all of the homes you have personally previewed within search results.

## “My Listings”

- Your listings are highlighted by the **My Realty Executives Listing** search result icon. Additionally, you may add a menu tab in the upper right corner of your website to showcase your listings.
- To view only your listings on the home page of your agent website, web visitors simply check the box to show your listings only and click the red search button.

## Website Lead Capture

- Visitors can request more information on any property listing on your site or complete the “selling a home” contact form and you will be notified via email immediately.
- The consumer’s contact information is routed and saved as a contact in your PrimeAgent dashboard.

## PrimeAgent On-Demand Lead Capture

- Consumers text the numerical code included on our new sign riders for property details and receive an instant response. The response includes the agent’s contact details and links back to the property listing on your Realty Executives agent website. You are immediately notified about the lead inquiry via text and email, with the consumer’s phone number and the property of interest. Lead details are simultaneously added to your FREE PrimeAgent Contact Manager.

## Sign Riders/Hangers\* & Marketing Artwork

- Order branded *Instant Photos & Details* sign riders/hangers right from PrimeAgent and download sign rider/hanger artwork for ads and flyers. Signs are reusable – just assign a new property to the property code.

## Blog

- Blogging is a powerful way to drive organic results to your website. Easily educate, inform and share your professional opinion while simultaneously shaping your image as an area expert and trusted real estate source through your words, photos and videos.

\* Subject to additional and/or subscription fees based on your contract/fee plan. \*\* Please confirm regional MLS data integration with your Broker.





# PrimeAgent CRM | System Features

## PrimeAgent Contact Manager

- Fully-functional, mobile-friendly Contact Manager with “reminder” and “client note” features□
- Integrates with leads generated on our websites and via PrimeAgent□
- Easily import contacts from Google, Executive Edge or any CSV file□
- Export and delete contacts by group□
- Create and print mailing labels□
- The Contact Manager serves as the list manager and target audience for additional CRM features, including PrimeAgent Broadcast and PrimeAgent Campaign

## PrimeAgent Broadcast

- “One-off” email broadcast tool offers use of simple templates□
- Templates may be customized and saved for future use (for example a Just Listed or Just Sold message)□
- Includes options to send emails to one contact, multiple contacts or pre-set groups□
- Customize messages with text, images, hyperlinks and mail merge capabilities□
- Delivery and open rates for each Broadcast message are tracked, including: emails sent, opened, bounced, web link clicks and unsubscribes

## PrimeAgent Campaign\* (includes eNewsletter features)

- Includes pre-set, automated email campaigns for staying in touch with past clients and prospects, including:
  - prospective seller and buyer campaigns
  - purchase anniversary campaigns
  - birthday campaigns
  - holiday campaigns -- with many more to come□
- **Monthly eNewsletter** includes original consumer-facing articles to pique your subscribers’ interest and showcase your value as an expert. Newsletter is customizable and allows you to feature up to 20 active listings, along with curated content.□
- **Easily stay in touch with your sphere** -- simply add a contact to a campaign and the system will take care of the rest□
- **Delivery and open rates for each campaign message are tracked**, including: emails sent, opened, bounced, web link clicks and unsubscribes

\* Subject to subscription fees based on your contract/fee plan.





**REALTY  
EXECUTIVES**



# Your future starts today.

What do you need to advance your career to the next level?

## **More money?**

Keep more money in your pocket with our commission structures – without increasing workload.

## **Better tools?**

Our low cost, elegant technology solutions allow you to run your business as you see fit.

## **Support?**

Surround yourself with experienced brokers and agents – learn from the best.

## **Brand awareness?**

Let our 50-year brand legacy and global network back you. Identify yourself as an expert.

Promote yourself from “agent” to Executive.  
Contact me today.

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