

2010

MEMBERSHIP

GUIDE



RE/MAX[®]
All Star

Where the Minimum Standard is Excellence



Madeira Beach



N. Redington Beach



Consistent Support

Consistent Training

Consistent Results



Your Life. Your Business. Your Way!



Thank You

Thank you for inquiring about **RE/MAX All Star**.

Our first office opened in 2005 and since then we have slowly and consistently grown to become one of the strongest and most competitive real estate firms in the area. We attribute this success to the quality and dedication of our agents.

At **RE/MAX All Star** we demonstrate our commitment to our team members by offering the best technology, career coaching, management, and education. By doing so our agents continue to thrive in their lives and businesses no matter what the market conditions are.

We display our commitment to the community by posturing our firm as the leader in charitable initiatives and neighborhood involvement.

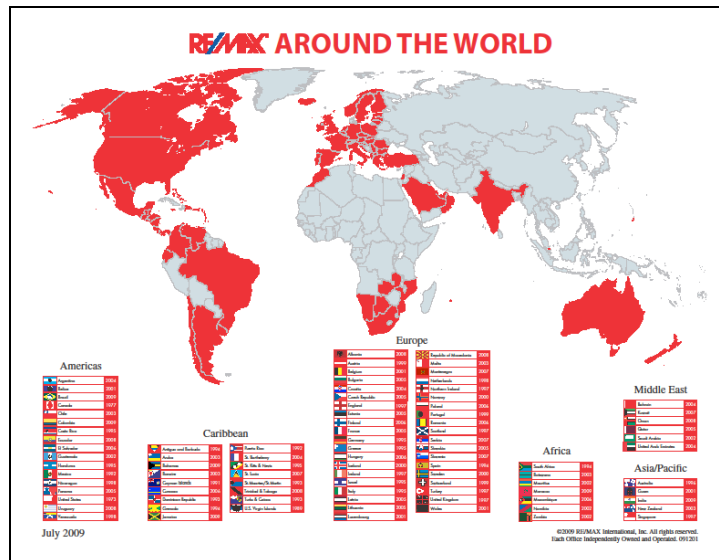
Our minimum standard is excellence. To achieve this goal our firm demands that every team member give it their all. There is no second best in our world, as mediocrity is never an option. If you are committed to real estate as a career and you believe that by surrounding yourself by the best you will elevate your game, then you belong at **RE/MAX All Star**.

Keith Fraser and Nick Fraser



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About RE/MAX International



Real Estate Revolution

- **1973** Tired of handing over 50% of his commission to his broker, a young real estate agent started a company where the agent collected 95% of the commission and paid the brokerage only for the cost of services received. **RE/MAX** was born
- **1978** **RE/MAX** added its 100th office and 100th associate
- **1988** **RE/MAX** became the largest real estate company in Canada, Mexico and the Caribbean
- **1995** **RE/MAX** expanded into South Africa, Europe and Israel
- **1996** **RE/MAX** was the recipient of Income magazine's first Franchise Award,
- expansion continued to Central America and Australia, by the end of the year **RE/MAX** had offices in 20 countries spanning 5 continents
- Every month of every year for 36 years, **RE/MAX** has grown
- **2006** **RE/MAX** is THE real estate name in 78 countries
- Over 100,000 agents, one by one, have realized **RE/MAX** offers them all they need for a great career in real estate



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How Do we Stack Up?

*Are there firms larger than **RE/MAX**
in agent count?*

Yes. That is because **RE/MAX** is committed to adding career agents who have a passion for real estate. **RE/MAX** is not for every agent, it's for agents who want to be the best.

The Real Leader... **RE/MAX**

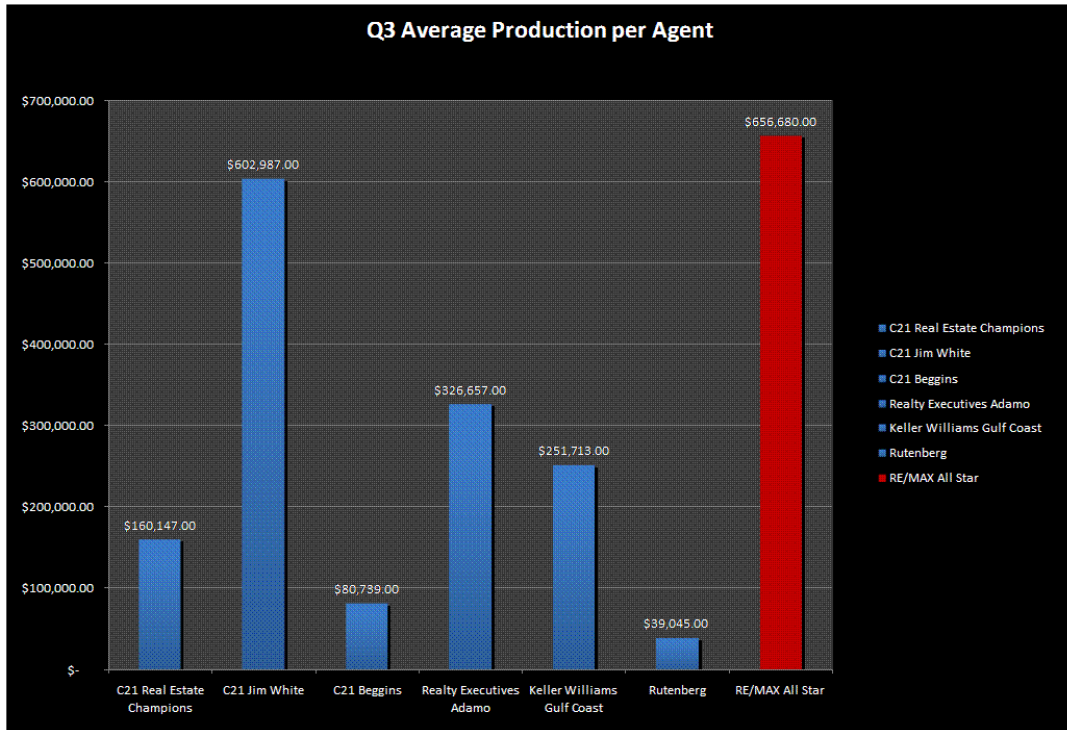
- **RE/MAX** closes more transactions than any other firm, regardless of size.
- **RE/MAX** has agent productivity 2 times greater than other firms.
- The average **RE/MAX** agent has 12 years of experience.
- **RE/MAX** agents hold more professional designations than any other company.
- **RE/MAX** has over 2 million visitors a month to www.REMAX.com far exceeding KW.com, Century21.com, and others.
- **RE/MAX** has more than 90% share of voice in national advertising. When was the last time KW or Century 21 advertised nationally?
- **RE/MAX** educates its agents with the only satellite network in the industry. We have our own station on Dish Network.
- **RE/MAX** is found in more than 78 countries.

*We are not about quantity of agents...
we are about quality of team members.*



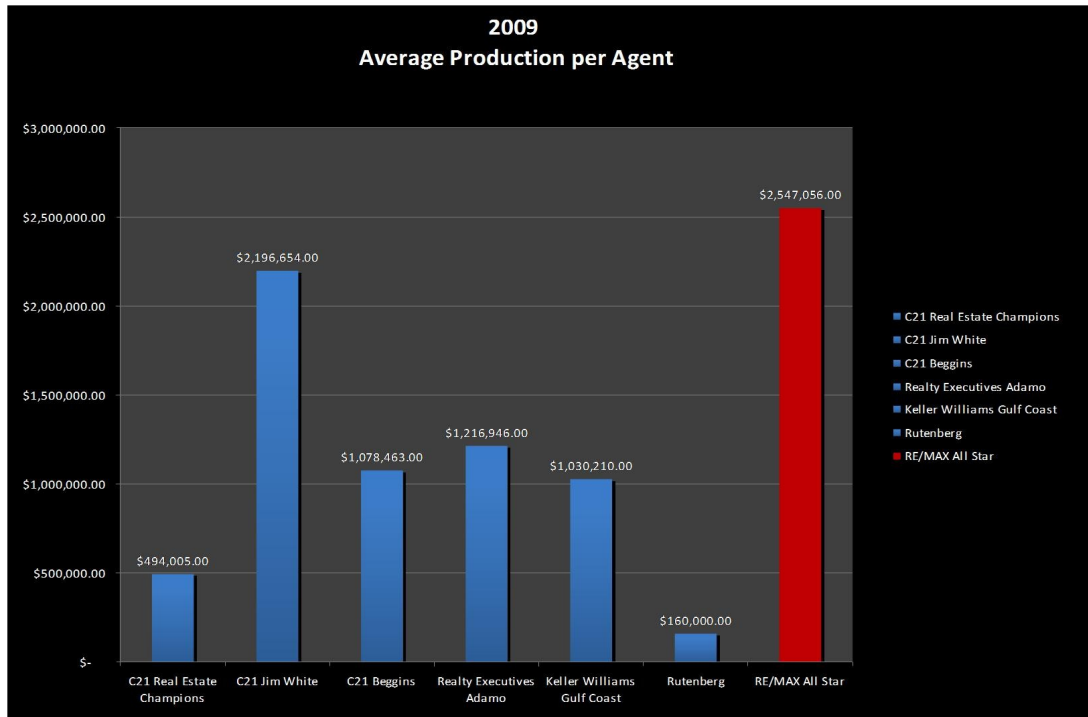
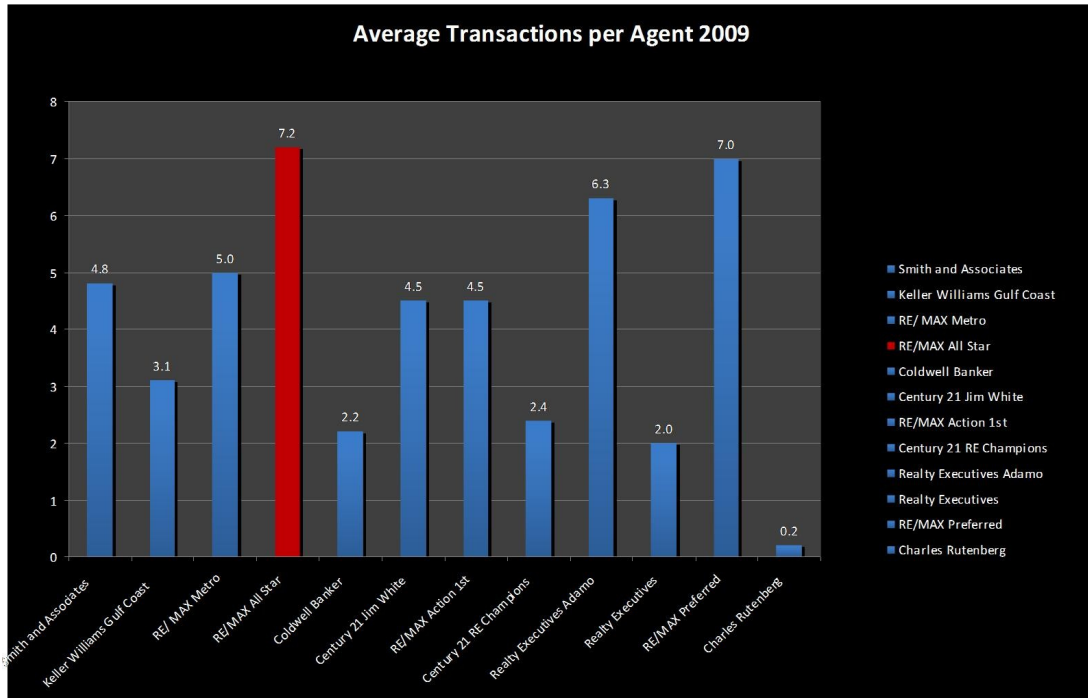
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The Proof is in the Pudding.....



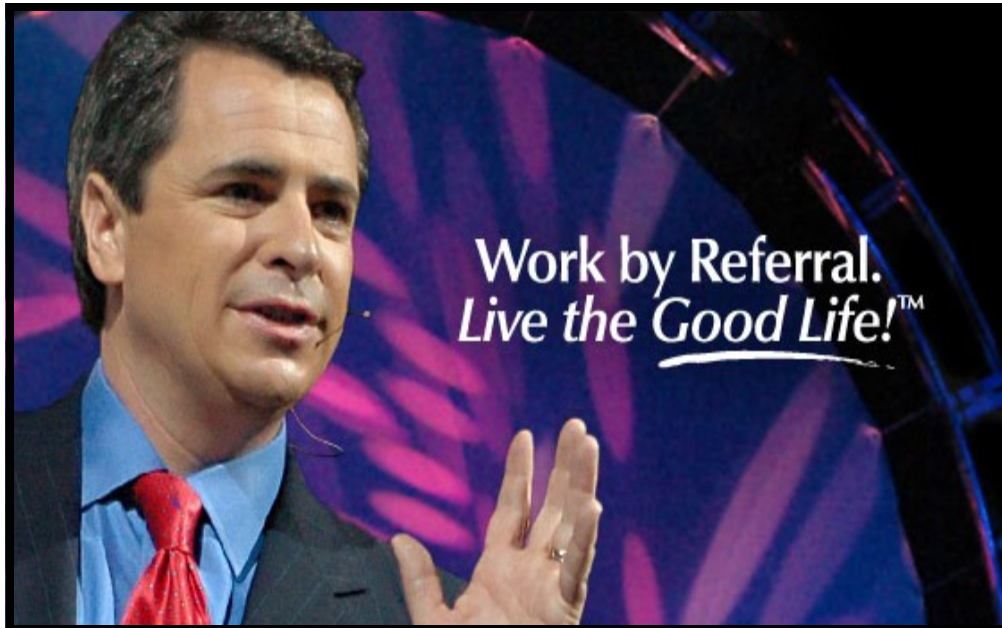
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The Proof is in the Pudding.....



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Training



Approximately 50% of our professionals utilize the Brian Buffini system for generating lifelong referral relationships. Realizing how important this program was to our agents, we hired a Buffini Mentor who teaches the Brian Buffini Programs at RE/MAX All Star.

100 Days to Greatness

The 100 Days to Greatness® program teaches the fundamentals of real estate lead generation by referral. It combines training from business coach and industry expert Brian Buffini. This program includes role-playing exercises on video, action steps and live accountability sessions – all for a comprehensive, practical learning experience. 100 Days to Greatness® training will help you take the necessary steps to recession proof your business.

Ultimate Agent

The Ultimate Agent is an accelerated training program from Buffini & Company and exclusive only to RE/MAX agents. The program, helps RE/MAX Affiliate members, between \$100,000 and \$250,000 move toward or above the \$500,000 earnings level. The program gives tips and tools Associates can use to create long-term success.



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Training



RE/MAX University has hundreds of sales, motivational, and coaching programs which agents access through **RE/MAX** MainStreet, (www.remax.net) 24 Hours a day. Agents may become accredited through many of the classes. All training materials can be printed right at your desk. **RE/MAX** University is the crème-de-la-crème of educational forums. Check out some of these programs...

Valuing Short Sales
Tracking Leads
Distressed Property Introduction
Preventing Foreclosure
Harnessing The Brand
Compelling Prospects to Call You
Building a Referral Business
Power of Pre-Listing
Pop By Presence
The 7 Types of Teams
When Sellers Want to Overprice
Outwit and Outplay Your competition
Turning Objections into Sales
And Hundreds More!

Also watch hours of instruction by coaching greats

Howard Brinton
Brian Buffini
David Knox
Judy La deur
Richard Robbins
Craig Proctor

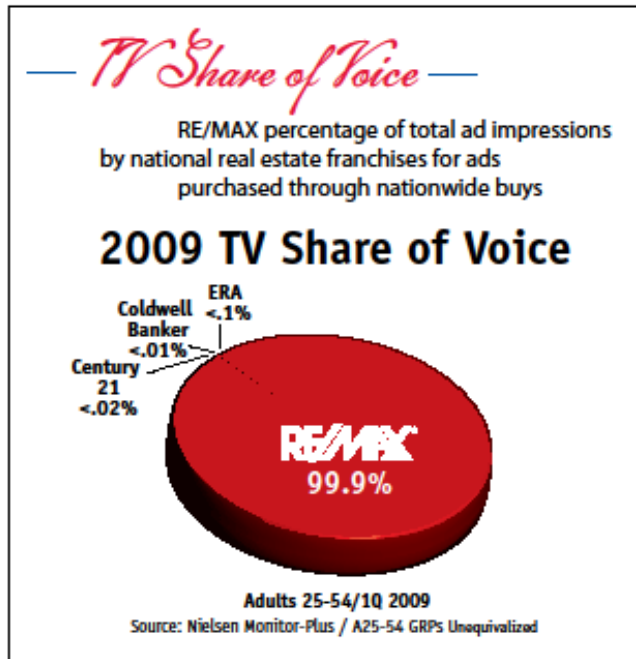


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Lead Generation

We take an active position on helping team members generate more business. Let's look at how we do this.

RE/MAX® Leading the Industry



RE/MAX represents over 70% of all national real estate advertising. Century 21 announced in 2009 they have eliminated all such national exposure which means **RE/MAX** will be the only Real Estate Company with a significant broadcasting presence. Why is this important? Because all **RE/MAX** national advertising leads consumers to www.remax.com and then to our team members through **RE/MAX** LeadStreet.



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Lead Generation



Over 2 million visitors per month visit REMAX.com making it the 2nd most highly traveled real estate website, just under Realtor.com. Imagine how powerful that is to your potential sellers. Imagine how powerful that is to you!

Through **RE/MAX** Leadstreet all leads from REMAX.com are driven directly to our team members.

While some firms take a referral fee for this lucrative lead capture system, we don't.

THERE ARE "NO REFERRAL FEES" CHARGED



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Lead Generation



SOLD!

The most lucrative way in which we help you generate leads is with your name and your sign. Every sign, advertising, and personal marketing call goes to you. If you were a seller, who would you want handling every inquiring on your home? An up-time agent, a new agent, or an agent with a similarly priced property? NO. Sellers want YOU the agent with the most experience and most knowledge handling their potential buyers.



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Team

The biggest asset we have at **RE/MAX All Star** is our people. We are successful as a group because we all do our part as individuals to help each other grow. The team concept is entwined in everything that we do. Let's look at some examples of this.



RE/MAX[®]
All Star



S.W.A.T. TEAM

(Still Without A Taker)

Coming Soon!

Once a month our agents participate in a S.W.A.T. (Still Without a Taker Tour). We meet at 8:45 AM and we head out to tour approximately 10 of our listings. At each property every agent fills out a detailed marketing profile about that home. At the conclusion of the tour we have a 30 minute debriefing where we discuss each property and where the listing agent receives concrete, handwritten, constructive feedback on how to get the property **SOLD**.

That's the **POWER** of The **RE/MAX All Star TEAM!**



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Team



Monthly **RE/MAX All Star Pitch Session**

Our business meetings are held at the Madeira Beach Office and are informative and educational.

We pitch our buyer and sellers wants/needs and facilitate inter-office business and sales.

We bring up to date information about the market.

We educate on the most sophisticated technology.

Have you ever been surrounded by more some of the most positive, ambitious, skilled real estate agents in the area? The answer is NO unless you've been to the **RE/MAX All Star** monthly pitch session.



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Marketing

In a challenging market, it's extremely important that agents understand how to market themselves and market their listings. **RE/MAX All Star** is at the forefront of marketing expertise.



There are more than 1400 customized marketing materials available to all **RE/MAX** associates on **RE/MAX** Design Center, and they are FREE!

- Flyers
- Postcards
- Listing Sheets
- Brochures
- Monthly Newsletter
- Web Commercials
- Virtual Tours



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Community



SOLD FOR A CURE

In 2009, **RE/MAX** became a National Sponsor of the **Susan G. Komen Race for the Cure®** series after six years as co-sponsor of the Breast Cancer Survivor Recognition Program at each **Race for the Cure** in North America.

The enduring "**RE/MAX Racing for Life®**" slogan and a new level of sponsorship reflect the **RE/MAX** commitment to the breast cancer movement and Premier Community Citizenship.



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Community



Children's Miracle Network

Children's Miracle Network and **RE/MAX** are joined by their desire to provide local community hospitals with modern tools and information. Since **RE/MAX** became the exclusive real estate sponsor of **Children's Miracle Network** in 1992, **RE/MAX** Associates have raised \$93 million for the cause. Founded in 1983, **Children's Miracle Network** generates health care funds and awareness programs to benefit children. The nonprofit organization's 170 participating hospitals across North America help 17 million children annually. **RE/MAX** Sales Associates support **Children's Miracle Network** in a variety of ways, including:

- ✦ Pledging a contribution derived from each transaction involving a RE/MAX Miracle Home®.
- ✦ Staging fundraising events - from local golf tournaments to parking-lot flea markets.
- ✦ Donating lifesaving equipment, such as incubators, and sponsoring hospital projects, such as playground construction.

Donations from **RE/MAX** agents are unique in that a majority of them are the direct result of agents' hard work rather than solicited from customers.

The RE/MAX Miracle Home® Program

The Miracle Home® Program, exclusive to **RE/MAX** Associates, allows agents to donate a portion of each transaction to Children's Miracle Network. The partnership underscores Sales Associates' involvement in the communities where they live and serve.



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We Are Family

Whether it's our annual Christmas Party or our regular agent appreciation parties, we enjoy spending time together and we find time to come together regularly.

FREEDOM

F - Family First At RE/MAX All Star we believe in working hard but efficiently. It's important to remember that we work hard so that we can have a comfortable and enjoyable life with the ones we love.

R - Real Estate Real estate is our passion and it is the key that enables us to provide comfortable and fulfilling lives for ourselves and those around us.

E - Excellence At RE/MAX All Star we believe in committing ourselves to being excellent at everything we do. We strive to be exceptional in our careers, relationships, community involvement, and our character.

E - Education We believe in offering education, mentoring, coaching, and consistent outlets for continual self improvement. With education comes expertise and with expertise comes the ability to systemize our businesses so that we have career growth while also the opportunity to build a truly enjoyable way of life.

D - Dedication Since 1972 Dave Liniger, co-founder of RE/MAX has dedicated himself to providing a real estate system built on educating agents on how to have a successful and always developing career. We use these tools to coach our agents into building a life worth living. We believe in working hard and playing harder. RE/MAX gives agents all of the tools to do that.

O - Opportunity We coach our agents to embrace every opportunity to grow their business, maximize their efficiencies, and to really take the opportunity to use their success to help others... that's the Dave Liniger way of doing business.

M - Momentum At RE/MAX All Star we teach our agents to leverage success. This enables them to build lifelong careers that consistently grow, no matter what the market is like.



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Excellence

The Minimum Standard

RE/MAX All Star is a company of which we are all proud to be members. This organization was built on a solid foundation of good, honest, driven, career real estate agents who had a dream and an interest in working as a team to help each other thrive and to provide unequaled service to families making the biggest move of their lives.

There is a famous quote which says, "If you love what you do you will never work a day in your life." We are fortunate in that we have fostered a culture where not one team member comes to work. We simply love what we do and we all come to ensure that the dream of homeownership is within the grasp of every single person in our community. That is the mission of **RE/MAX All Star** ... that is who we are and that is why ...

"Our minimum standard is excellence."

We look forward to building a long lasting real estate career with you.

Keith and Nick Fraser



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For an unbiased opinion of the culture, support, technology, training, or anything at all, we encourage you to contact any of our team members.



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