



WHY RE/MAX SERVICE FIRST WHEN YOU SELL?

You have many choices when hiring real estate professionals to help you sell or purchase your home. We are confident that no other real estate company can offer you the customized tools, marketing plan, experience and value a **RE/MAX Service First** agent can. We always put our "Service" to you First, but there are many other reasons why you should hire us:

- ▶ RE/MAX agents ranked highest in property sales in our industry year-over-year (more sales = more experience = better outcome for our clients). In fact, it wasn't even close to our next competitor
- ▶ Our Service First Pros Team ranked 11th amongst all other RE/MAX agency teams for sales per agent (2018 rank was 11th in the state of Wisconsin)
- ▶ Our Service First Pros Team ranked 22nd & 27th amongst ALL Wisconsin teams from ALL companies (for 2018 sales volume and sides)
- ▶ RE/MAX agents sold more properties than ALL other companies did in Milwaukee and Wisconsin and do so year-over-year

Why We Are So Different Than Others:

- ▶ No other company markets a home **better and does more** than we do...from **Luxury** marketing to social media to multiple MLS platforms, we do it all and better than anyone
- ▶ We invest in our **buyer lead-gen system** (to try to find buyers BEFORE they work with other agents)



- ▶ We are **local** and **boutique** powered by the largest name in real estate with the BEST tools
- ▶ **Social media** presence & platforms - dozens and dozens of social media sites to publish your listing - Facebook, FB Messenger; Instagram, Next Door, Craigslist, etc.
- ▶ **Unique syndication** Unique syndication through our extensive RE/MAX site instead of through Listhub as most local brokers use for "regular" MLS syndication. This allows more listing characters, more photos, more exposure!
 - ▶ **AND** we syndicate to **Zillow!** Did you know that our next biggest competitor does not?
- ▶ Text-to-agent **sign riders** | **Reverse prospecting** within MLS
- ▶ INCLUDED **professionally edited photos** and **3D** virtual tour setup if applicable
- ▶ **Staging** consultation (optional)
- ▶ Customizable marketing strategies & commissions - based on what is right for YOU
- ▶ **Electronic document signing** & long-term secure document storage (3X longer than required by law)
- ▶ Listings emailed to database of **Human Resource & Executive-level Professionals**

- ▶ Listings emailed to **all registered agents** in MLS – currently over 5000+!
- ▶ **Video** presentations
- ▶ Customized professionally-designed **promotional flyers and graphics**
- ▶ **ListReports** Marketing Materials – including local area attraction information, parks, schools
- ▶ Unique Property **Websites** for all listings

A Full-Service Firm That Offers You:



- ▶ **Protecting Heroes** exclusive program for Police, Fire, EMS, Healthcare, Military, Veterans, Teachers providing HUGE discounts and rewards usually totaling \$ thousands (protectingheroeswi.org)
- ▶ Our agents are **educated & certified**: Masters Degrees; Military Relocation Expert agents; Accredited Buyer Representatives; Seniors Real Estate Specialists; Real Estate Negotiation Expert; Building Specialists, Graduates of the Realtor Institute, Certified Residential Specialists and an attorney
- ▶ **Luxury Listing Services** through the RE/MAX Collection- including listings syndicated to *Wall Street Journal* and MORE
- ▶ **Relocation Services** (buying & selling) – we work with all national & international relo companies
- ▶ **Upsizing & Downsizing** services
- ▶ **Five Star Professional** agents as advertised in *Milwaukee Magazine*
- ▶ **Commercial Real Estate Services** - one of the largest commercials networks in the world!
- ▶ **Market Analysis** appointments are ALWAYS FREE – no need for a silly coupon...we do this EVERY DAY
- ▶ Boutique & customized marketing plans that work to your specific needs – no “one plan for everyone” here
- ▶ Don’t worry, we’ve done this over a million times at **RE/MAX** and no one has sold more real estate than RE/MAX in Wisconsin!

What We Are Not:

- ▶ A limited service company that disguises their **lack of services** as “full service” and charges you less. You get what you pay for in our industry, and we do SO MUCH more for you
- ▶ A “one size fits all” real estate company fitting you into a standard plan to market your home
- ▶ We won’t put our philosophical interests before **your** best interests – all our listings syndicate to Zillow and **all other** 3rd-party sites. We advertise everywhere to allow for maximum exposure for you!
- ▶ Part-time agents who only sell a few homes a year

There is a distinct difference in services we offer and we will match our marketing against ANYONES.

RE/MAX SERVICE FIRST – Protecting You.

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