



# Real Estate One.

## Good Reasons!

1. We are the largest Realtor in the Detroit metro area with 31 offices.
2. We are the only Realtor that covers all of the counties, towns, areas, etc., around Detroit from St. Clair Shores in the east, to Brighton in the west, and Downriver in the south, to Rochester in the north.
3. We have the largest sales force of professionally trained and experienced associates with over 1,000 people.
4. We are the only Realtor with more than 50,000 past clients and customers.
5. We are the only multi-office company with more than 50 years of dedicated service through the 4 original companies which formed Real Estate One in 1970.
6. We have the highest sales of any Realtor in the state. In 1986 our combined sales will reach more than one billion dollars in sales in a single year.
7. According to our last few annual surveys, we have a 98% customer satisfaction rating. The National Association of Realtors same survey is only 74% nationwide.
8. We have the largest market share of listings with a combined total of more than 22%. Almost one in every 4 listings in the 12 Boards of Realtors and 10 multi-list services, is a Real Estate One listing.
9. We have more top associates with more than 5 years of real estate experience than any other Realtor. Our associates can make that proud claim, of not only remaining in the industry, but also continuing to remain top selling associates.
10. We pay top commission splits of up to 91%.
11. We pay more bonus dollars than any other Realtor. The 1985 bonuses will come close to one million dollars.
12. We reward our associates with more plaques, certificates, and jewelry than anyone. Our end of the year awards are being given to 100's of top associates.
13. We sell almost twice as many of our own listings as the National Association of Realtors nationwide statistics. While the 1984 national statistics is 32%, our recent ratios have ranged from 55% to 62%.
14. Our top associates have consistently done 18% more business annually each and every year in the industry. We have the highest growth in top associates earnings annually.
15. We are the only Realtor who offers a 20% bonus dollars to sell any of 3, 000-4,000 in-house listings. No one can offer that bonus on such a large inventory of listings.
16. We are the only Realtor with 81 new members of the exclusive President's Council of Excellence in 1985.
17. Our President's Council of Excellence members are the only group of Realtors in Metro Detroit who receive a free trip for two, free cards, personalized pads, and business paid expenses from \$500 to \$1,000's of dollars.
18. Real Estate One is in the top quartile of all major Realtors in the entire Metro Detroit area in commission splits for associates. This means that in addition to all of our services, support, and materials, we still also give the top commission plans for our associates.
19. We have the only regular bonus system for associates which ranges from \$400 to \$20,000.
20. We have the only super bonus system which gives associates \$9,000 extra for having \$15,000 in listings sold commission, and \$10,000 extra for \$45,000 in total sales.
21. We are the largest Realtor with a separate full service commercial office to send and receive referrals.
22. We offer the most contests, events, etc. Our contests include trips, prizes, awards, money. They are company-wide, inter-office, and intra-office contests. We offer something for everyone.
23. We have the best regional and company-wide meetings with nationally recognized guest speakers.
24. We are the only Realtor to offer our million dollar associates once a month beautifully done luncheons. As the associate crosses the next plateau to 2 million, 3 million, President's Council of Excellence, etc., they are again invited.
25. We have more million dollar associates than any Realtor. In 1985 alone, we had over 170 Million Dollar Round Table members.
26. We have the only locally owned 40 office franchise operation in the State of Michigan. The name, our round sign, support training, and materials, are used by our franchise from Alpena, to Mt. Pleasant, and Lansing, to the Upper Peninsula. Referrals and name recognition are only two of the benefits to associates.
27. We have the services of Detroit Title to give quick, effective title work and closings to our customers and clients and have legal guidance available.
28. We have the services of Insurance One to provide low cost insurance for automobiles, homes, etc., to our customers and clients. This service allows our associates to give complete and quick insurance service to their customers.
29. We are the only Realtor with the Star office concept, to give management incentives for reaching 30 listings a month or more. The program benefits sales associates through increased office inventory to sell.
30. We are the only Realtor who regularly advertises in 10 different monthly and bi-monthly "Home" magazines.
31. We are the only Realtor who advertises weekly in 35 different local newspapers.
32. We are the only Realtor running full page Sunday Free Press ads. No one even comes close when it comes to full page open house campaign support advertising. We are the Free Press' largest real estate advertiser.
33. We have one of the largest advertising budgets in Michigan. The 1985 expenditures exceeded \$1.6 million dollars.
34. The Observer & Eccentric newspaper, which covers 14 of our offices, calls Real Estate One its largest real estate advertiser every year.
35. We have the only full page institutional and associate ads in the Observer & Eccentric.
36. We have the finest and highest quality full color, new image advertising in the entire state. No corporations, franchise, or independent can claim full color image advertising as good as ours.
37. We offer the only 22 page marketing kit. This seller-kept, listing presentation is the only one of its kind in Metro Detroit and directories can give it free to all sellers.
38. We are the only Realtor to run display ads in all yellow page directories in the entire 5 county area.
39. We are the only Realtor to have an exclusive public relations person on staff to place articles or promotions, and general information. Our recent successes include a featured article in the Free Press, an interview with our president in the Cleveland Business Journal and company quotes in the national publication "Real Estate Today," January 1988.
40. We have the only free "Speakers Bureau" where our staff will give talks to local boards, state associates, and community groups. Recent talks include speeches before major corporations, speakers' associates, the Michigan Association of Realtors Annual Convention and the National Association of Realtors National Convention. This means associates, plus a pride in industry shared information.
41. We are one of only 28 of the largest independent, multi-office Realtors in the country who belong to "The Dots." This prestigious group of enterprises share relocation, training, marketing, and management ideas and techniques, which gives us a competitive edge to introduce the newest and best programs to our associates, buyers, and sellers.
42. We have the only free bi-monthly listing of all mortgage lenders and rates for all of our associates and an in-house staff financing expert.
43. We have the only free bi-monthly publication "Money-Talk" to keep every associate abreast of the new financing alternatives.
44. We have the best free publication to tell associates of the most favorable financing without researching all lenders and rates. It's called "It's Pic's."
45. We have excellent half-day and full-day financial seminars to keep our associates knowledgeable.
46. We have the only start up package to allow the associates immediate prospecting tools, to start their career.
47. We have the exclusive newsletter "Lifestyle" with personal articles about Real Estate One and the Metro Detroit area. This full color, personalized newsletter can be ordered by associates for prospecting, and presently more than 20,000 newsletters are delivered monthly - the greatest number of newsletters by any Realtor in the entire area.
48. We offer the only full color personal brochures to our associates and at the least costly price in the country.
49. We offer the only personalized full color "Preferred Property Selection" brochures for servicing listings, and at the least costly price in the country.
50. We have the only free full color postcards to associates for thank yous, etc.
51. We have the only free open house door hangers to invite neighbors to your open house.
52. We have some of the best and least costly personalized "For Sale" signs, and the only personalized open house signs in the state.
53. We have 8 free top sign riders available to associates to promote themselves of each listing.
54. We have the only full color target marketing "Just Listed" cards in the state.
55. We have the least expensive target marketing "Just Sold" cards in the state.
56. We have the only full color, least expensive and most automatic "open house" target marketing card system in the entire state.
57. We have the only in-house equity loan program in the state. It's inexpensive, exclusive, no cost unless you use it, and it makes transactions happen.
58. We have the only free F.B.D.O. brochures for associates to give F.B.D.O.'s as an informational package and introduction to Real Estate One.
59. We are the only Realtor to have the Community Action Tour where we offer for our associates 100,000 items, including such things as: cook book, yardstick, nation's maps, calendars, etc. These free items are given to the associates for good deeds on farm areas.
60. We offer the most extensive selection of 8 different top inserts to personalize business cards.
61. We offer the best free two sided business cards to all million dollar and above associates.
62. We offer the most extensive, plus least expensive, sales promotion materials. For personal use or to give as customer gifts, we offer everything from golf shirts to coasters. Check the Sales Promotion Brochure for a complete list of specialty items.
63. We are the only Realtor with 12 different letter size self mailer free brochures.
64. Beginning in the first quarter of 1989, we will be offering the best "How To Buy Your Home" and "How To Get The Most Money For Your Home" brochures, to give free to buyers and sellers.
65. We are the only Realtor with individual office personal recruiting brochures, so that new associates can view the offices' accomplishments.
66. We belong to the largest independent referral network in the country - RELO with more than 1,000 brokers and 33,000 associates nationwide.
67. We have the capacity to send a referral to every city and state in the country, plus international referrals.
68. We have more than 120 top Relocation Specialists who work with corporate listings and sales.
69. We are the only local Realtor that is a third party corporation for 11 different corporations.
70. We are a local REALTOR working with 122 different corporate clients. We know of no one else who can make that claim.
71. We receive more than 1300 incoming referrals annually which are given to Real Estate One associates as buyers or sellers.
72. We have one of the most competitive relocation packages for all incoming transfers.
73. We send out more than 1400 outgoing referrals annually. Each outgoing sold referral generates to associates almost \$100 per referral.
74. We offer our associates the exclusive free trip to the annual RELO convention by sending outgoing referrals. Last year 4 of our associates were national winners, and traveled to San Francisco to receive a free vacation, plus an educational convention.
75. We have one of the best corporate lead incentive programs. It guarantees referrals and referral fees for Real Estate One associates.
76. We sponsor free retirement seminars for corporations which send referrals for associates.
77. Our exclusive corporation - Relocation America, sold 110 corporate homes. These homes were listings for our associates.
78. We have an incoming nationwide toll free phone number from other states 1-800-251-0505, and Michigan 1-800-482-1320. This service allows incoming referrals from anywhere and is advertised locally and nationwide.
79. We have the only Realtor with a 2,500 sq. ft. training facility and 8 instructors.
80. We have the largest, best, and most inexpensive pre-license school in the State of Michigan, with over 2,100 students in 1985 alone.
81. We have one of the largest collections of 52 different training video tapes for sales associates and managers.
82. We have the best 76 hour marketing course in the state, taught by our experienced instructors with over 500 new and experienced associates each year.
83. We offer all of the state approved courses for a broker's license and for less tuition than anywhere in the state.
84. We offer all G.R.I. state approved courses at our training facility.
85. We teach one of the largest 6 hour state approved continuing education courses with almost 1,000 participants in 1985.
86. We have a large selection of 37 different advanced sales and management courses.
87. We have an exceptional management training program including, 401 to 405 courses.
88. Our beginning marketing supplies include the only package to include a textbook, all forms, Real Estate One pin, gold mine box, business cards, and other practical training materials.
89. We have the most extensive company-wide communication tools including "On The Way Up," "Blueprint" and "Starburst," for associates and weekly "Brainstorms" for Managers.
90. We are the only Realtor in the entire area to belong to 12 different Boards of Realtors, and 10 multi-list services.
91. We have more board participation by our associates and management staff in industry committees, elected and appointed positions than any other Realtor.
92. Our management compensation program is second to none in this state. This allows us to have top positions of assistant manager, sales and offers salespeople a great opportunity for advancement. They care about your success and are the best trained managers in the industry.
93. We have the best coverage and least costly administrative fee (a fund to include legal defense to all associates with no deductibles) in the entire country.
94. We have completed, renovated, changed, and or expanded 11 Metro Detroit offices in just the last two years. Ann Arbor, Birmingham, Bloomfield Hills, Dearborn, Dearborn Heights, Rochester, St. Clair Shores, Troy, Warren, Waterford and West Bloomfield have already been completed by the end of 1985. Currently Farmington Hills and Brighton are being renovated in the first quarter of 1986, and at least 3 more offices are in the planning stages. No other Realtor anywhere in the country has renovated so much in such a short period of time.
95. We are the only Realtor with more than 1,500 licenses in training, to supply referrals exclusively to our associates. These referrals include 1,000's of extra dollars for associates every year.
96. Since many brokers start and then get out of the business as happens to more than 80% of small businesses, we offer financial solvency. Our previous companies combined histories, plus our 15 year history as Real Estate One, plus expansion into other states show our permanence in the marketplace.
97. We have the only in-house central staffed attorney available to give legal advice to managers.
98. Our opportunity for advancement program is exceptional. We make it possible for advancement to the positions of assistant manager, sales office manager, regional vice president or administrative staff positions. Where ever possible we hire within our company. All of our existing regional vice presidents are former sales associates and office managers of Real Estate One.
99. We are the only national Realtor based in Michigan and the only large national Realtor whose only business is exclusively Real Estate, started by and run by real estate professionals.



<b>BIRMINGHAM</b> 648-1600	<b>FARMINGTON</b> 477-1111	<b>UNION LAKE</b> 363-1511	<b>LATHRUP VILLAGE</b> 559-2300	<b>LIVONIA - SOUTH</b> 525-0990	<b>WEST BLOOMFIELD</b> 681-5700	<b>ROYAL OAK</b> 548-3100
<b>BLOOMFIELD HILLS</b> 644-4700	<b>FARMINGTON HILLS</b> 851-1900	<b>LIVONIA - WEST</b> 261-0700	<b>PLYMOUTH</b> 455-7000	<b>ROCHESTER</b> 652-6500	<b>WESTLAND</b> 326-2000	<b>TROY</b> 528-1500

**MICHIGAN'S LARGEST REALTOR®**

Real Estate One, Inc. 1988