**CRB Webinar – Session 1 Assignment**

**State your Value**

**Deborah**

1. Boutique company -- benefits are: on site owner and manager with open door policy. Training never stops and shadowing is encouraged. Whole company provides support/aid/encouragement of agents. No competition between agents. Provides local gourmet services versus fast food mentality.

2. Member of Leading Real Estate Companies of the World. Allows company to remain independent but with strength and referral leads through association as well as US Military on the Move affinity program which provides leads to agents and rebates to clients. Up and coming program on the rise.

3. Continuing education and training through affiliation with Leading RECW. On demand company prepaid and low cost training on demand through web. Training from continuing education, specialty training and sales techniques are some of the many types of coaching/training available.

**Bill**

WHAT IS MY VALUE?

My Value as the Broker – 27 Years Experience as a Broker or manager in this community, first as an Independent Broker, Century 21 Broker, Coldwell Banker Broker, and Re/Max Broker. In my 27 years as a Broker I have overseen well over a combined 3 Billion Dollars in Sales Closed in the companies I have been privileged to lead.

Currently YTD through Oct 2014, I am the Broker of the #1 Marketshare company out of 140 offices in our entire local Market in Buyer Sides, Listing sides, and total sides, with 996 sides through Oct 31. We are #2 in Closed Sales Volume at 130 Million Dollars over 10 months. We have only been in existence since June of 2010 and have accomplished this in that short time! This has been accomplished in a marketplace of just under 1000 REALTORS in our Association. We have grown from 20 agents in 2010 to 120 Agents in 2014!

Named as Top Educator at the local Association of Realtors in Contracts, Fair Housing, Code of Ethics, and various other subjects…

Have served over the years in our local Association as Chairman of Communications, Chairman of Grievance, Chairman of Professional Standards, President- Elect, and President

Named REALTOR OF THE YEAR IN 2010

WHY DO I CARE?

I have raised 6 Children, and now (soon to be) 5 Grandchildren here in this Community by making my living, and supporting my family helping and teaching others discover our way of life through buying and selling real estate. I learned many years ago this is a People business…Not a property business! That applies to the agents who have been my peers and colleagues, working for and with me as colleagues and as competitors. I am proud to have served well all of the customers who have become part of our combined lives! There is much pride in how much we as a total real estate community have helped form our community. It has been generous to us, and we like giving back to it! I truly believe this partly why this company has grown so fast and done so well!

WHAT’S UNIQUE ABOUT ME?

My passion for leaving behind after I am long gone, a legacy of being respected as having been one of the finest, most ethical, most caring, most hard-working real estate leaders in our area. That will be most reflected in the companies and agents left behind to carry on that legacy in the years to come.

**Valerie**

I am a  Knowledgeable, experienced and trusted manager who cares about you and your success as a professional realtor. Our Company provides not only the tools and systems you need to succeed but also the training to help you utilize them to the fullest. I will personally coach and mentor you to help you be the best that you can be!

Cecilia

1.      What is your “best” value?

a.      I care about my agents and their production and strive to help them find their niche in the market as well as their individual strengths. My best value is being able to understand change and diversity that is within each agent.

2.      Why do I care?

a.      I care because it is a full circle of our industry to help the consumer, agent and broker obtain each of our goals…and usually money is the center.  So, helping all of us obtain that goal is the opportunity to make it happen.

3.      What’s unique about you?

a.      I have the ability to create vision with energy and inspiration, and the gift of intuition and perception to understand people.  I get the changing market of technology, yet understand the basics real estate enough to blend the two elements of the agent, consumer and broker.

David

1) What is your value? My value is in educating the new agents in the use of our tools within the company to help them further their business, ex; Toolkit CMA, Coldwell Banker digital marketing platform, CirclePix, Skyslope, [Realtor.com](http://realtor.com/), LeadRouter, Videolicious, etc.

2) The agents are generally looking for any edge they can get to jump ahead of other agents in either securing and marketing listings or giving buyers more information about the market, these tools give them that advantage.

3) My uniqueness is the ability to guide all levels of agents, from new to experienced due to a passion for wanting to see all of them achieve higher levels than even their expectations.

Diana

What is our value?

One on One Training by the Broker/Owner and continued personal support by the Broker/Owner and  the Partner, who between the two, are career professionals with 47 years combined expertise and available [24/7](http://airmail.calendar/2015-07-24%2012:00:00%20EDT).

Locally owned.  Decisions made with agent input, and made at will with no directive needed from corporate.

Our primary focus is on our clients first; then we are an agent centric company.

We have a tool box full of advantages for our agents that are included in the split, which is [70/30 – 90/10](tel://70/30%20%E2%80%93%2090/10).  We don’t have fees, we have value.  Your company dollars are reinvested for the benefit of our agents and clients.

We have a fabulous location in the heart of the Bluegrass, state of the art equipment, great meeting space with unique, upscale décor.

Why do I care?

Having the broker available [24/7](http://airmail.calendar/2015-07-24%2012:00:00%20EDT) means you have a sounding board, expert adviser (and even babysitter if need be) at your disposal.

Being locally owned means we can upgrade, enhance and respond on a dime.  We are not tethered by corporate culture or rules established thousands of miles away.

You care, because you need tools and having someone else shop for these on your behalf and then include them as part of your agent package means more time for your family and your business and less stress.  We love to say “It’s included.”

Our home (office) has been chosen with care and personality and is located in a prestigious location, easily found and accessible from most any direction.

What’s unique about you?

We advertise on TV in ads that include our agents names and faces.  We are the only company that does this.

We are intentionally small; a boutique.  We chose this business model because we believe your business and our clients’ business is best served by individual attention that is impossible in larger organizations.  We operate as a team.  We only welcome agents who share our values, ethics and professionalism.

Debbie

1.       [endif]You will have the benefit of a full time broker who is still actively selling real estate.

[if !supportLists]a.       [endif]She has the knowledge and expertise to help you solve almost every real estate issue that may arise.

b.      She will be directly involved in helping you grow your real estate career.

2.       You will have the benefit of the Prudential Technology and Follow-up systems.

a.       These systems are of no cost to you and are easy to use.

b.      Once you set up your client in the Prudential System, you can automatically send updates to sellers, prepare and send electronic flyers, and put in place an after the sale follow-up system.  We are the only Prudential Office is the State.

3 The broker will be available to put you into a formal coaching system.

a.       Once again, a free proven system designed to increase your listings and sales.

b.      No other company is offering such a service in this marketplace.

Jason

1. What is your value?

A. Paradigm Shifting Commission Plans

B. Live, online, and prerecorded training available at least once a week (sometimes 2 or 3 times) that is tailored to the individuals wants and needs of our agents.

C. Management Team has 70+ years of experience and are available Monday-Through Sunday 9a-9p to answer any questions our agents may have

2. Why do I care?

A. Because "Paradigm Shifting Commission Plans" mean a lot more money in your pocket!

B. Because training that is available 1+ times a week and via multiple media makes you a better agent agent because you are more informed while still being convenient to your busy schedule.

C. Because no one likes to feel like they are left to their own devices. Therefore our management team is almost always available and extremely knowledgeable about the real estate industry and our area.

3. What's unique about you?

A. "Paradigm Shifting Commission Plans" says it all. No one else can compete with us in that regard and still provide items B and C.

B. No one else provides training as often as we do, in all three ways (live, online and pre-recorded) and tailored to the group that attends the training sessions.

C. While there are definitely offices that have a management team that is almost always available or that has a a ton of knowledge but the combination of the two is unprecedented.

Howard

What is the company’s value: Company’s Reputation (#1 IN Market Share for over 20 years)

Why would the agent care: will be joining a company with a PROVEN track record of SUCCESS

What is unique: Training/Support (management/staff/systems)

Robby

1)  What is your value? Included in the extremely affordable monthly dues, our brokerage offers its agents a competitive edge by providing numerous free weekly in-house and on-line training, including the Abundant Agent Series, which is unique only to RE/MAX and includes free coaching and Masterminding sessions. We have worldwide name brand recognition with referral fee free leads from RE/MAX and the Broker/Owner, in addition to free marketing tools such as your own website and client database management system, RE/MAX Design Center, Circle Pix, and our very own in-house Green Screen Studio for agents to create virtual open house tours and have their head shots taken.

2) Why do I care? All of the tools and training offered by our brokerage is designed to solely help its agents succeed in their business and live an abundant life.

3) What is unique about you? Our brokerage is unique in the fact that we have a wealth of free training and free marketing tools in a productive and positive environment, backed by one of the most recognized names in the industry and lead by the most caring, knowledgeable, experienced, and approachable brokers you'll ever meet.

Jessica

What is your value? Non-franchise system allows for lower costs, higher flexibility, local values and responsive ownership.

Why does your agent care? We listen to our agents and their needs.  And, provide services that large brokerages can’t including individual websites, showcase listings, & direct leads.

What makes you unique? Family atmosphere with support by staff & other agents, technology & growing business model.

Bernadette

What is your value?

My value is that I am a confident honestl person. I believe in being on time and am very likeable.

Why do I care?

I care because I think that a name(reputation) is the only thing you really have in life, all else can change but you will forever be known as whom ever you are.

What is unique about you?

My ability to focus on helping others rather than myself. I find that if you help enough people in this business you will end up doing fairly well yourself as a result.

Ability to get along with all types of personalities. I for the most part accept people as they are and try to find the best in them and work with it.

Carol

Our Value is to work as a team to provide the best customer service to our agents and clients to list and sell homes.

An agent cares because they have 50+ years of experience in this market behind them along with our value statement.

We are unique because we are family owned.  We treat our agents and clients as family.  The culture provides an amazing work environment.

**Mark**

What is the value to agents?

We have the highest market share, more than 2x the nearest competitor and our average listing sales price is $27,000 more than that competitor also.

Why would an agent care?

Our agents have greater recognition and are highly respected in our market.

What is unique to me?

My office averages over 800 transactions a year for each of the last 5 years. This has given me exposure to a wide range of issues that I have worked with my agents to overcome and get deals closed. As a non-selling manager I am readily available to assist agents with their needs.

Carl

Office/Management Support

Staff that helps with inputting your listings, help with BackAgent (Document storage, paperless platform), help around office if needed, Office manager with 13 yrs experience, an instructor, available by email, text, or calls. With 4 other managers available if your manager is not, average experience is 22 yrs in real estate.

Have managed from independent to franchise, been at the local board level, various committees, Core & MCE Instructor, and love to see agent be successful.

Adrienne

What is your value?

As a smaller office, we offer more lead opportunities in our market area due to having a local broker/owner who has professional relationships with a property management company and a modular homes company.

Why do I care?

We have fewer agents in our office and that allows more lead opportunities. In our experience, high producing agents want to be recognized for their production and contribution to an organization and not just blend in as one of the numbers.

What’s unique about you?

Our office is owned by a local broker who is very active in the business community which provides more name recognition for our office that translates to more business for our agents. He is also available for face to face support when an agent needs help. We have an in-house trainer that provides monthly training as well as individual training on specific topics as needed. Our office environment functions with the mindset of strong team support.

Gary

One of the most valuable attributes we have as a company is our national brand-Coldwell Banker is the most recognized real estate brand.  This is important to the agent because it brings “instant credibility” to them(especially if a new agent) as they get jumpstarted in this business.  I cannot quantify this, but, I believe through experience an agent will pick up a couple of deals a year by virtue of being with Coldwell Banker.

One of the unique benefits we provide  our agents is “enhanced online presence”, which means they receive all their leads directly.  At most other companies or at least many, this is an agent expense.  I believe this is a real differentiator for us and agents can see the value in it.

Mike

* Relationships before Sales Quotas
* Professional and Ethical conduct
* Contribute to the community
* Team Work
* Have fun while helping people achieve goals

Why would they (new or transferring recruit) care:  Opportunity to join a company where the management and office culture are actively supportive in helping develop and grow their business, thereby making the transition as smooth as possible.

What's unique:

* Office culture of mutual support and encouragement
* Lead generation systems for agent business growth and success
* Moxi Works and Touch CMA, world class technology tools for agents to win listings and business
* A foundation that supports non profit organizations working with homeless and low income families

Karen

What is your value?

We have been in business since 1971.  We strive to provide good service, training and tools to our agents so they can succeed.

Why do I care?

Helping others succeed is rewarding.

What’s unique about you?

Management is available to agents for help on weekends and after hours.  The culture in our office is about helping one another.

Kirby

What is your value?

- Superior training

- Superior marketing/prospecting tools

- Superior staff support

Why would an agent care?

- Training is an asset in using our productivity tools, making effective listing

presentations, working to overcome objections, keeping up with the latest trends..

- Our marketing and prospecting tools help to generate more business for an agent,

and set them apart from others

- Our increased level of staff support makes it so much easier for an agent to

master our tools, to keep up with their sphere, and to spend their time more effectively.

What is unique about you?

- Our Relocation department (largest amount of business in the city)

- Our new website, giving our sellers a way to post their comments, photos and

videos about their home (no other company currently has this)

- We have an unmatched bundle of productivity tools

o Our transaction management software

o Our automated marketing package of virtual tours, unique property websites, video

and social media postings

o Showcase status for each of our agent's listings on [realtor.com](http://realtor.com/)

o Multiple agent websites and agent profiles for better internet exposure