

# your CAREER

More rewarding than ever.



As part of a company that devotes its resources to serving our Sales Associates, I am your valuable business partner.

Weichert®. Home of Unlimited Opportunity.

## WHY WEICHERT?

The continued success of Sales Associates like you is our single-minded focus.



# your **EDGE**

“The Weichert® Difference” works.



## **Strength**

Our company's long-term stability makes us a dependable choice for your security.



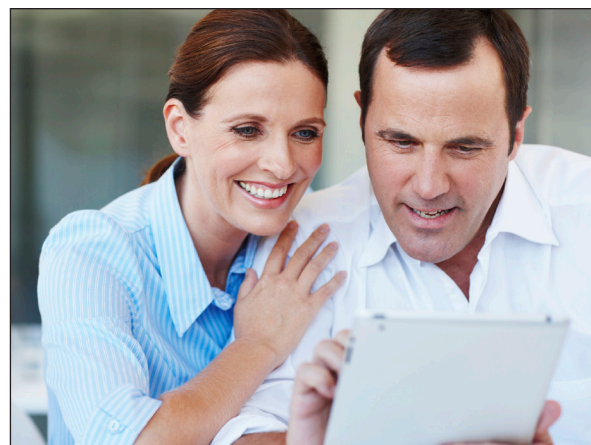
## **Leadership & Support**

You have my personal commitment to increase your success.



## **Sales & Marketing Tools**

Our market relevant tools give you the competitive edge that grows your business.



## **Internet Strategy**

Our industry-leading search engine strategy maximizes the number of visitors who view your listings.



## **Leads**

Our unparalleled Open House Program, for example, turns your visitors into solid leads.



## **Training**

As the industry's recognized leader, we'll help build your skills and your business.

## **WHY WEICHERT?**

We go beyond the basics, with 6 distinct Weichert advantages that will significantly enhance your ability to list and sell real estate.



# your FOUNDATION

For growing your business.



Jim Weichert  
Co-President & Founder

James Weichert, Jr.  
Co-President

- Founded with one sales office in 1969.
- Associate-centered philosophy:  
*“People buy people before they buy a product or service.”*
- Hundreds of company-owned and franchised offices.
- The entire management team is focused on helping our Sales Associates function with a minimum of hassle and a maximum of return.

## WHY WEICHERT?

Everything we do as a company will help you continue to grow by serving more customers more effectively than ever.



# your POSSIBILITIES

Multiplied through expansion.



- As one of the nation's largest private providers of real estate services, we offer more opportunity than ever.
- Weichert offices are now in 36 states from coast to coast\*.
- Second among real estate franchises as ranked by Entrepreneur Magazine\*\*.
- Weichert Companies serve tens of thousands of customers a year.

## WHY WEICHERT?

As we add new offices and expand others, your sense of security will grow, along with your opportunities to use networking to further build your business.

# your PARTNERS

Valuing you and your career.



## **Office Management**

- Because I don't compete with you for business, my entire focus is on you and guiding your business to the next level, even outlining a specific Success Plan to help you achieve your goals.
- I help you outperform the competition by providing you with every advantage – from current market information and the latest strategies to sales tools and weekly training.

## **Weichert Management**

- The entire Weichert management team – including Jim and James Weichert – shares their expertise in order to support you and the success of your business.
- If you enter the Weichert Management Development Program, in-depth interaction with Weichert management and hands-on experience will prepare you to manage a Weichert office.

## **WHY WEICHERT?**

You will have our Weichert management team behind you, treating you as the company's most important asset.



# your OFFICE

Providing a very supportive environment.

**Weichert® WIRE**  
The newsletter for the Weichert®

**First-Time Buyer Tax Credit and Seminar Resources**  
The \$8,000 tax credit is a huge plus for first-time buyers. Use these resources to educate yourself and your customers about the tax credit, and when inviting buyers to the "Know When Opportunity is Knocking" seminar on Sept. 26:

- Seminar Invitation Flyer - Post this customizable flyer in your Open Houses, and e-mail it as an attachment to your leads.
- Tax Credit Informational Flyer - Use this flyer to help prospects understand the tax credit, and to promote it as yet another reason why now is a good time to buy.
- Weichert.com First-Time Buyer Online Resource - You'll find everything you need to keep you and your buyers informed about becoming a first-time homeowner.
- National Association of Realtors (NAR) Frequently Asked Questions - Can be used as a reference when discussing the tax credit with

E-mail Newsletters

**WEICHERT PRIDE**

Recognition Award

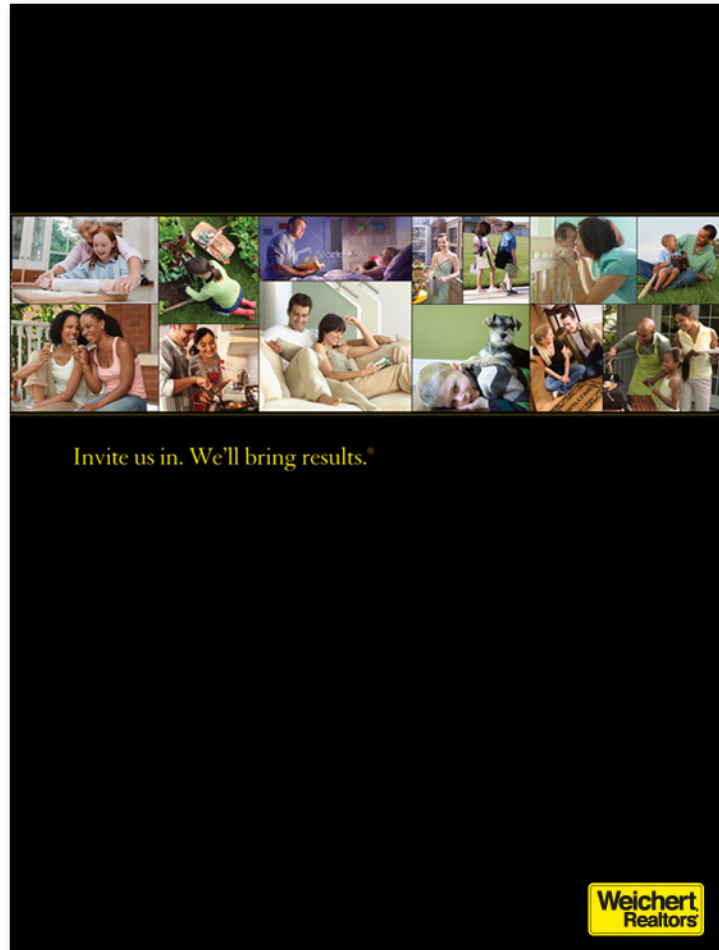
- Weekly communications provide up-to-date information.
- Within an office environment of mutual trust and cooperation, seasoned Sales Associates mentor others, formally and informally.
- Celebrating our successes and important events together adds to a comfortable, supportive and friendly atmosphere.
- Annual awards and recognition.

## WHY WEICHERT?

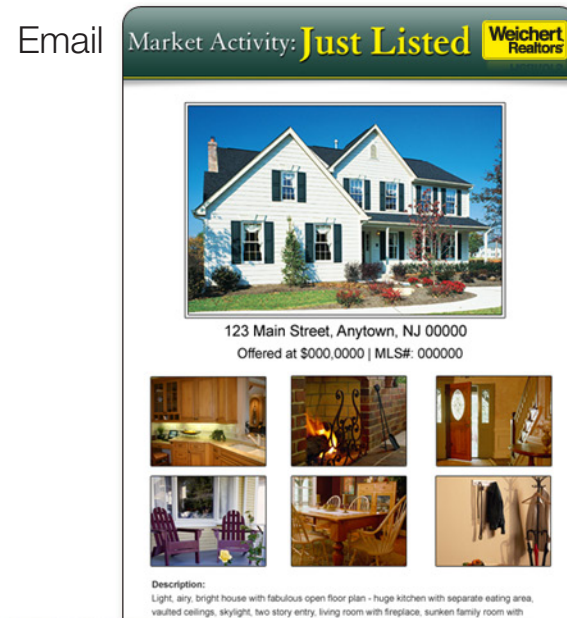
We believe our Sales Associates' success is enhanced by our concern for their comfort, public image and morale.

# your TOOLS

To showcase your expertise.



Buying & Selling Guidebook



Direct Mail Postcards

- Unique sales materials including comprehensive brochures.
  - Present you as the customer's reliable guide throughout the entire buying and selling processes.
- Complete, turnkey and customizable direct mail and email campaigns generate responses.
  - Creates awareness and builds your image with highly relevant messages.

## WHY WEICHERT?

The industry's most comprehensive and effective selling tools will enhance your value and help you convince customers you can deliver superior service.



# your PRESENTATION

Closing more deals with sellers.



Listing Presentation -  
Print and online version  
for iPad, tablet or other  
web enabled device.

- Two-step listing process leads to customized presentation.
  - Clearly explains the 6 key advantages of working with Weichert versus the competition.
  - Page after page positions you to gain the homeowners' trust.
  - The strongest way to justify your full commission.
  - Training features tips and dialog that make the presentation easy to master.

## WHY WEICHERT?

You can win more full commission listings by utilizing our proven, customized Weichert Listing Presentation.



# your SOURCE

For determined buyers and sellers.

- Among the world's leading corporate relocation companies with offices around the US and in London, Toronto, Calgary, Singapore and Hong Kong.
- No other privately-owned real estate company in America works with as many buyers relocating to new areas.
- Serving 385\* of the world's leading and most respected corporations, including several Fortune 500 companies, who regularly relocate anywhere between several hundred and several thousand employees each year.



## WHY WEICHERT?

You could receive many quality leads, because transferees need to buy new homes quickly and typically qualify for company benefits that make it easier.

# your CONTACTS

Made easy to maintain



Weichert Pro is our unique contact management system that receives your leads and organizes your client notes and emails. It also features a wide range of email marketing templates to help you:

- Demonstrate your value.
- Gain buyers and win listings.
- Reconnect with past clients.
- And much more.

**Weichert PRO Dashboard**

Upcoming Appointments & Tasks (8/2/2013 - 8/12/2013) 1 overdue, 23 upcoming

Date	Time	Description	Name	Type	Actions
08/09/2013		Email OH attendees to show your value.	9 Park Ave	Open House	Update
08/09/2013		Make OH invite calls & gather OH materials including comps & flyers	123 Hockenbury Dr	Open House	Update
08/09/2013		Office Meeting and caravan		Business	Dismiss
08/09/2013	10:00 AM - 1:00 PM	Customer Meeting		Business	Dismiss
08/09/2013	4:00 PM - 5:00 PM	Pick up Erin from practice		Personal	Dismiss
08/10/2013		WLN Monthly Event	Mr. Manoj Test Kumar	Action Plan	Update
		Call OH attendees to follow up on email			

**Contact Sources**

Letter	Count
A	96
B	21
C	10
D	6
E	6
F	5
G	4
H	2
I	1
J	1

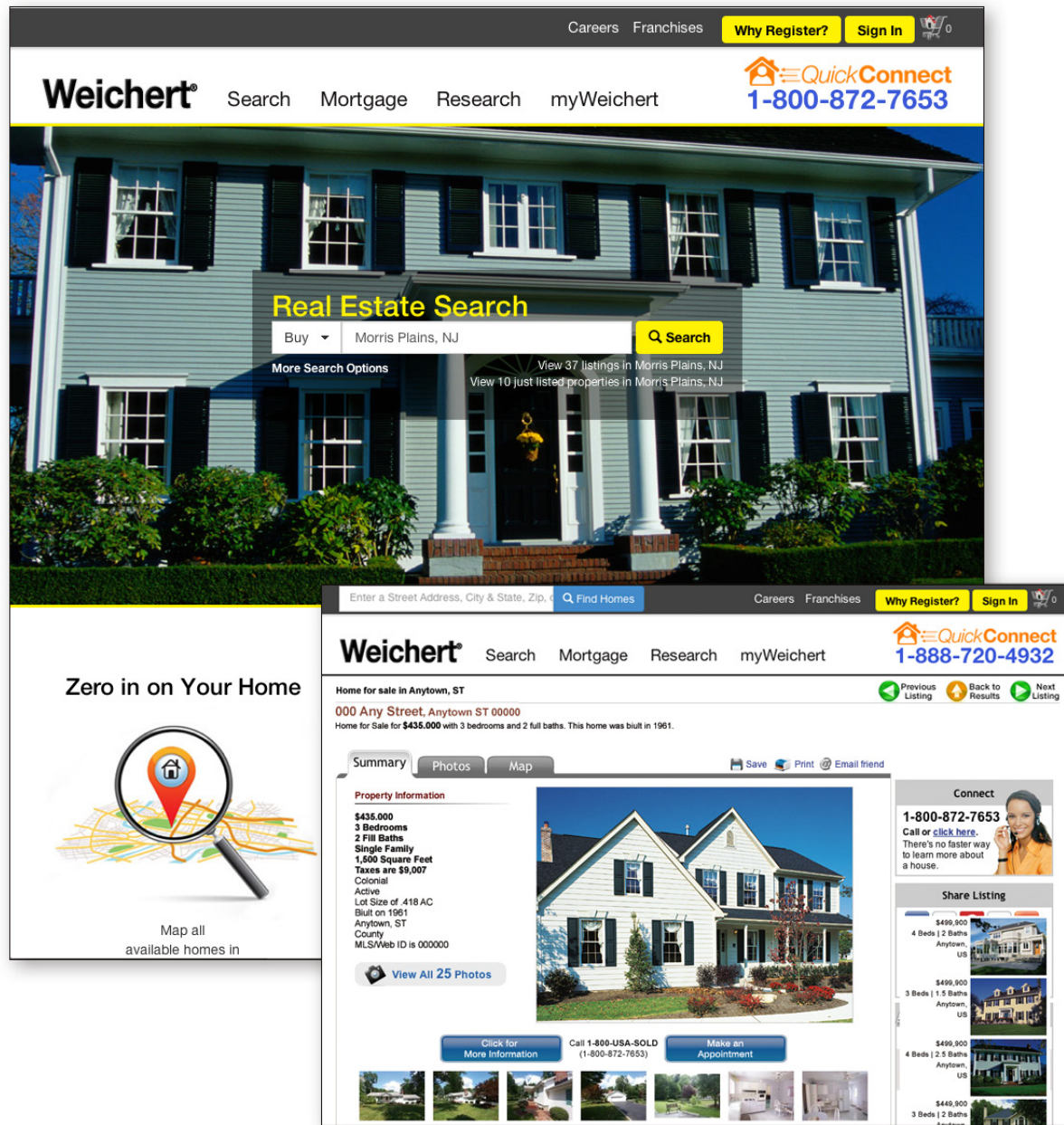
## WHY WEICHERT?

Because we understand how important it is to stay in touch with a multitude of new, potential and repeat customers, we've designed a free, automated system that compares favorably to systems that charge as much as thousands of dollars.



# your LISTINGS

Viewed by more online buyers.



**Your business will be front and center on the web where 89% of all buyers search for homes\*.**

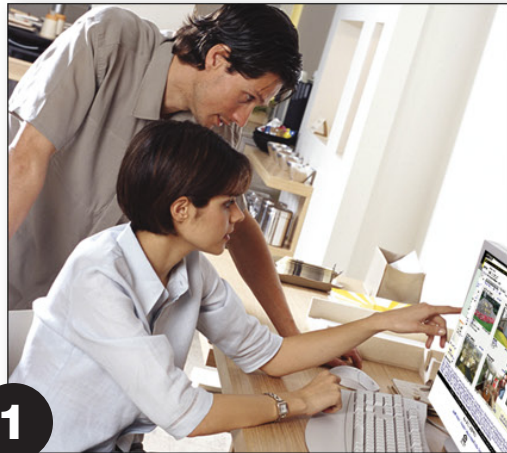
- Weichert.com is the #1 most visited Real Estate broker site on the east coast\*\*.
- Weichert.com is among the top real estate broker websites with more than 3 million visits each month\*\*\*.
- Weichert invests millions of dollars in Internet marketing every year, with a campaign encompassing over a million different search terms.
- Strong search engine connections and our streamlined, efficient and amazingly fast search process lead potential buyers directly to your listings.

## WHY WEICHERT?

Our industry-leading Internet marketing strategy maximizes the number of potential buyers who can view your listings.

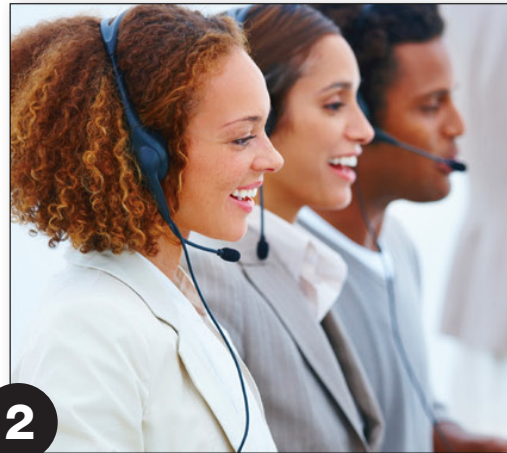
# your CONVERSIONS

How online shoppers become buyers.



1

Customer finds your listing on weichert.com



2

Customer speaks with our Contact Center by calling 1-800-USA-SOLD or submitting a web request



3

Contact Center immediately transfers calls to a local Weichert Sales Associate



4

Sales Associate sets up appointment and shows your listing

**You can receive leads captured by our revolutionary Weichert Lead Network.**

- Unique 7-day-a-week contact center identifies serious online prospects for you and gives them immediate, personal attention.
- While other real estate companies may take hours to respond, we connect qualified, motivated buyers directly to you in minutes.
- Winner of the coveted Inman Innovation Award presented to technologically innovative companies, people and applications in real estate.

## WHY WEICHERT?

You can increase your business from the Internet when you join a company that converts leads at a rate significantly above industry average.

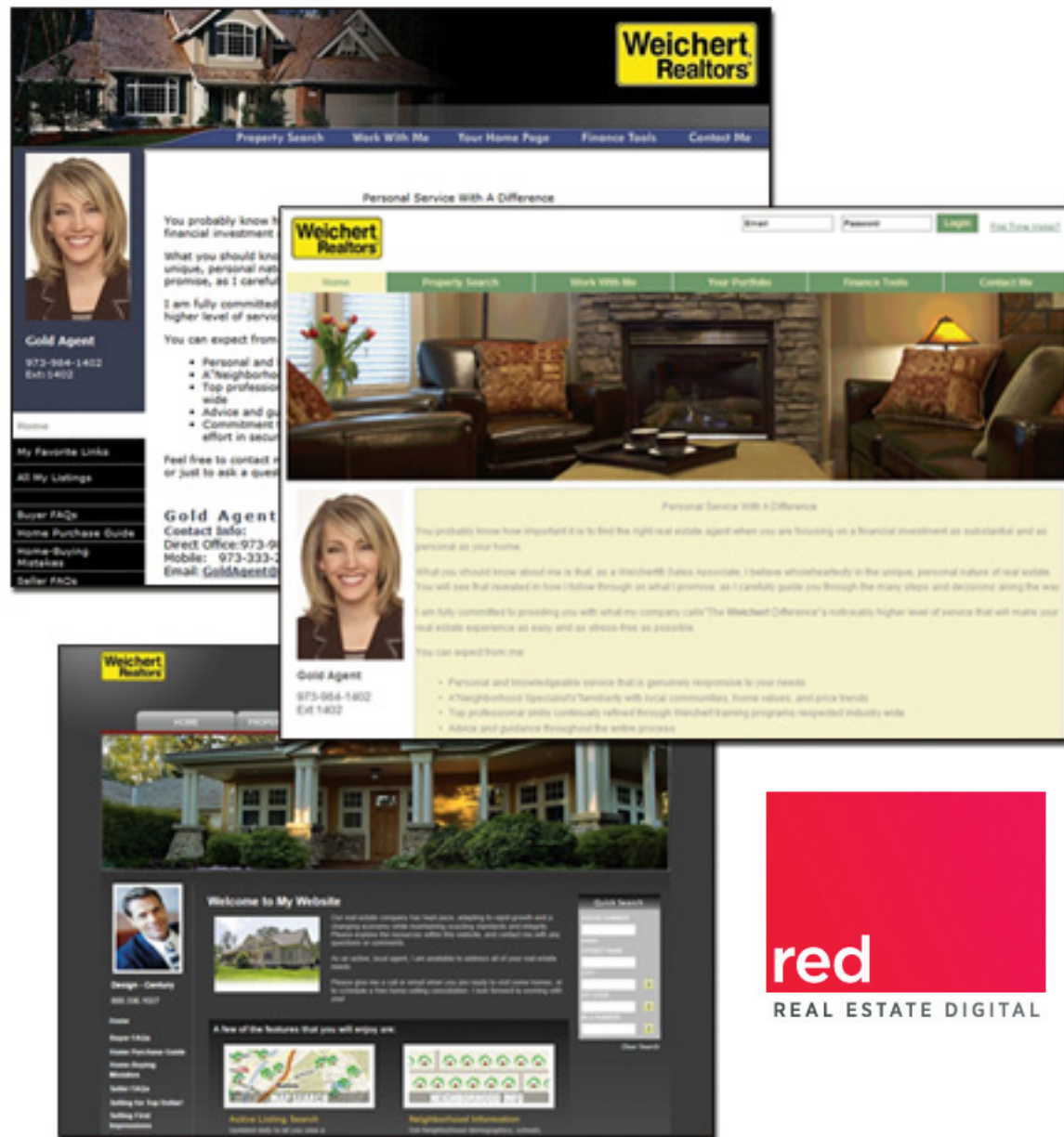


# your SELF-PROMOTION

Maximizing your own online presence.

**Your personal “Weichert Agent Pages” website, powered by Real Estate Digital (RED), lets you:**

- Reach potential customers and connect with clients through your own online storefront.
- Generate leads from all listings with virtually all member MLS listings integrated and branded by you.
- Gain additional exposure on weichert.com – one of today’s most visited websites – where all leads on your listings can go directly to you.
- Wow visitors with Microsoft® Virtual Earth-based property search and built-in Neighborhood and School data.
- Receive live support and access to local website training classes.



## WHY WEICHERT?

We offer three levels of “Weichert Agent Pages,” the most complete Internet program for Sales Associates.

# your SALES

Strengthened by Open House leads.

Property Brochures



**Welcome to Our Open House**  
As a courtesy to our sellers, please sign in.\*

Name:

e-mail:

Call Phone:

Home Address:

Home Phone:

How did you hear about this Open House?  
 Phone  Sign  Internet  Newspaper  Other

What are you looking for in a home?

Would you like to receive mortgage information?  Yes  No

Do you own a home?  Yes  No

Thank you for visiting this Open House!  
See more Open Houses at [weichert.com](http://weichert.com)

Guest Registry

- 73% of homebuyers visit at least one open house\*.
- Last year, nearly one million potential buyers visited Weichert Open Houses\*.
- The industry's most thorough program markets your seller's home before, during and after the event.
- Materials including signage, registry and fact sheets for property highlights and financing help you capture buyers.

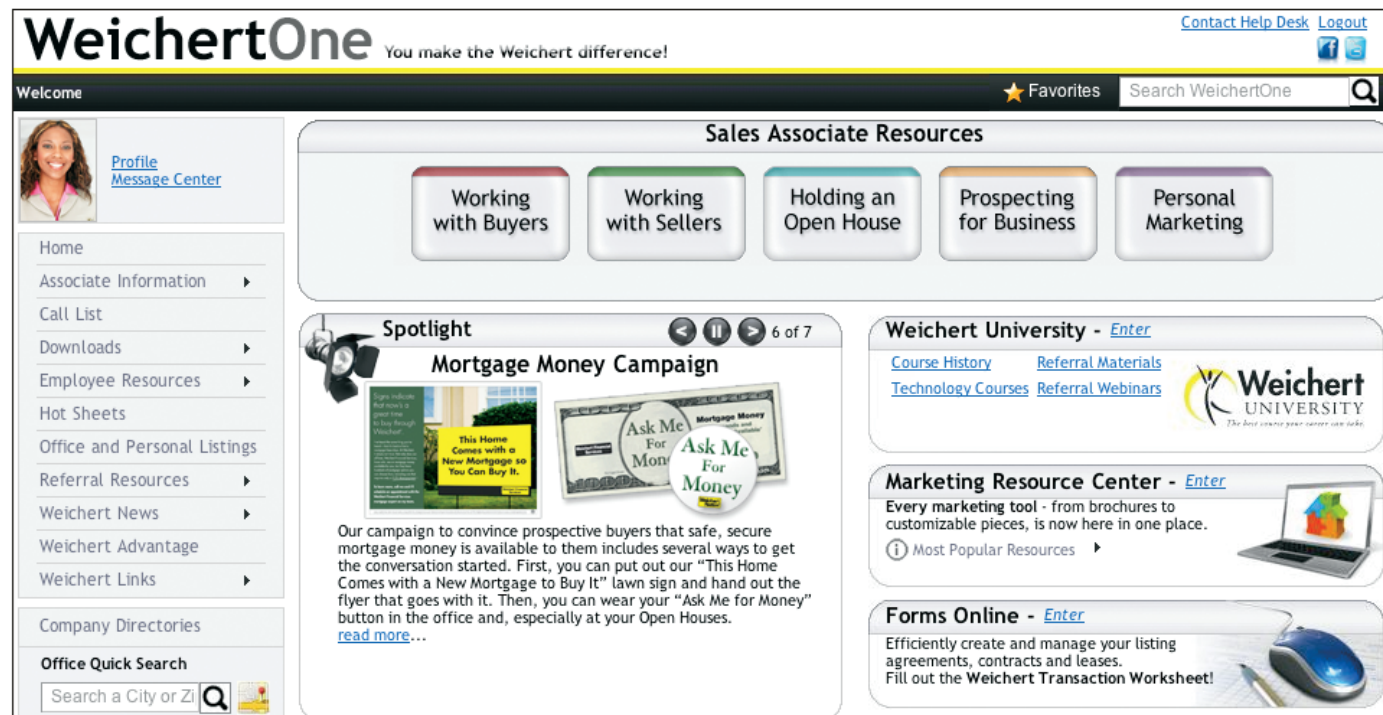
## WHY WEICHERT?

1 of every 3 Weichert Open Houses lead directly to a sale\*.



# your RESOURCES

Efficient in-office support.



- Comprehensive intranet site for easy access to:
  - All the information you need to stay current on the business you're doing.
  - Downloadable brochures, sales tools and customizable marketing materials.
  - Online courses, tips and dialog from Weichert University.
  - A wide variety of helpful resources from industry updates to "do call" lists to a record of all your recent transactions.

## WHY WEICHERT?

Our office provides the resources to free you up, so you can use your time efficiently and stay focused on building your business.

# your SERVICES

One-stop shopping for your customers.



**Weichert Gold® Services**  
one stop, many solutions | *Mortgages, insurance, home warranties,  
moving and related home services.*

**Weichert Gold® Services\* builds loyalty by adding more value for your customers.**

- Weichert Financial Services is among the nation's top lenders\*\*, giving you access to safe, secure mortgage money and related services.
- Gives you a team member you can trust to help you provide a full range of services and trusted financing.
- Pre-approves your buyers to ensure they can complete the transaction.

## WHY WEICHERT?

You can rely on the support of a financial expert to help you provide one-stop service 7 days a week.

\*Not available in all areas; services vary by location. \*\*Ranked in the top 75 sellers of loans to the GSE's with Private Mortgage Insurance in 4Q13, according to the January 24th 2014 edition of Inside Mortgage Finance.

Subject to qualified buyers. Mortgage product and rates subject to change. Company NMLS # 2731 ([www.nmlsconsumeraccess.org](http://www.nmlsconsumeraccess.org)). Mortgage Access Corp. d/b/a Weichert Financial Services, Executive Offices, 225 Littleton Road, Morris Plains, NJ 07950. 1-800-829-CASH. Licensed by the NJ Dept of Banking and Insurance. Licensed Mortgage Banker with the State Dept of Banking in NY and CT. Licensed by the Pennsylvania Department of Banking, Mortgage Lender 21042. Licensed Lender in AK, AR, DE, MD, D.C., GA, ME, MN, WI, IA, IN, LA, VT, WV, KY, NC, NE, WY, OK, TN, MI. Licensed Mortgage Lender in the Commonwealth of Massachusetts. License #ML1713, Certificate #43155. Certificate of Authority to transact business in CO. To check the license status of your mortgage loan originator, visit <http://www.dora.state.co.us/real-estate/index.htm>. Licensed Lender in SC. Licensed Mortgage Lender in TX. Licensed with the Financial Institutions Division in New Mexico, License # 01297. Licensed by the Department of Corporations under the California Residential Mortgage Lending Act. Licensed Mortgage Broker and Lender Ohio. MB.803167.000; SM.501248.000. Licensed Loan Broker and Lender Rhode Island. Kansas Licensed Mortgage Company, License #MC.0001229. Licensed by the New Hampshire Banking Department, License # 8714-MB. Licensed Oregon Mortgage Lender License #ML2528. Illinois Residential Mortgage Licensee, License #MB.0006377. Mississippi Licensed Mortgage Company, License #357/2008. Washington Consumer Loan License # CL-2731. Alabama Consumer Credit License #21213. Weichert Financial Services arranges loans with third-party providers. Equal Housing Lender.

**Weichert  
Realtors®**





# your KNOWLEDGE

Growing with your career.



- The industry's most recognized brand for training offers everything you need to add skills and build business – from weekly in-office and regional training to hundreds of online courses – all for free.
- Experienced Sales Associates can attend exclusive Top Performer Series sessions covering timely, revenue-generating topics like “Leveraging your Internet Marketing Strategy” and “Influencing your Sellers on Price.”

## WHY WEICHERT?

Weichert University's online offerings are always available, even in the comfort of your own home.

# your ORIENTATION

The best way to get started.

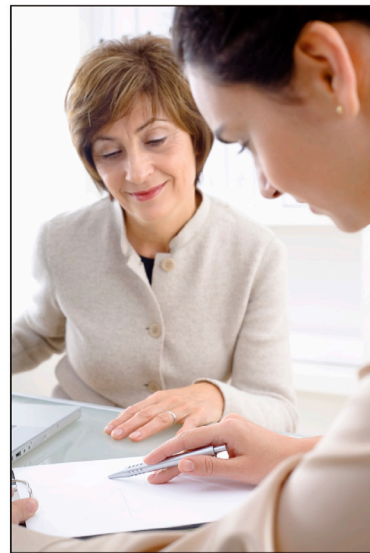
**FastTrack**



**Fast Track is our renowned training program designed to help you bring in business within your first 90 days on the job.**

- This practical, hands-on program supplies you with winning dialogue, video examples and practice sessions.
- You'll learn to use the Weichert® tools and systems and follow our lead generation strategies.

**PARTNERUP**



**PartnerUp teams you with an experienced Sales Associate on your first two transactions in the business.**

- Your partner will be a productive and positive person who has been chosen to be a good role model.
- A Sales Associate who embraces Weichert tools and systems will be a great resource for the help you need to succeed.

## WHY WEICHERT?

Our training programs for new Sales Associates will give you the confidence you need to get your career off to a great start.



# your **TRANSITION**

To Weichert® and increased success.



- Our Success Track orientation program, designed exclusively for experienced Sales Associates, will streamline your transition and introduce you to sales tools that will increase your success.
- Success Track will show you how to use our proven tools to differentiate yourself from the competition.
- Free weekly in-office training keeps you up to date on current market trends and resources.

## **WHY WEICHERT?**

Only Weichert delivers the industry-leading training programs and cutting edge tools to help you expand your success beyond your fondest dreams.

# your CAREER

Reaching a new level.



“ I’m confident we can help you exceed your own expectations. ”