



## ABOUT US

Raymond J. Real Estate is a boutique real estate firm for Long Island focused on customer service in the new reality of online real estate. With over 90% of home buyers searching online we saw a need to update the typical brokerage model with a better balance of technology and service. Our company is founded on the belief that the use of technology can actually increase the amount of human interaction in the real estate business.

Any real estate agent will tell you what they need is more time, it is their most valuable resource. Our use of technology allows our brokers and managers to handle the business of the business so our associates can spend their time in homes and with clients.

Many traditional firms and franchises have become so focused on growth they have forgotten about quality. Each agent runs their “own business” as they see fit and borrow the corporate name to simply increase stats. Raymond J. associates are held to a higher standard. Our brand is important which is why each and every client has access to both their associate and the associate’s manager and/or broker throughout the process. We also survey every client both during and after the transaction to ensure we are meeting or exceeding our clients expectations.

You will have many choices to make as you begin or grow your real estate career. We hope that you will choose to work with Raymond J. Real Estate for two simple reasons... our passion for real estate and our commitment to the highest level of customer service for both our clients and our agents.



# RAYMOND J

R E A L E S T A T E

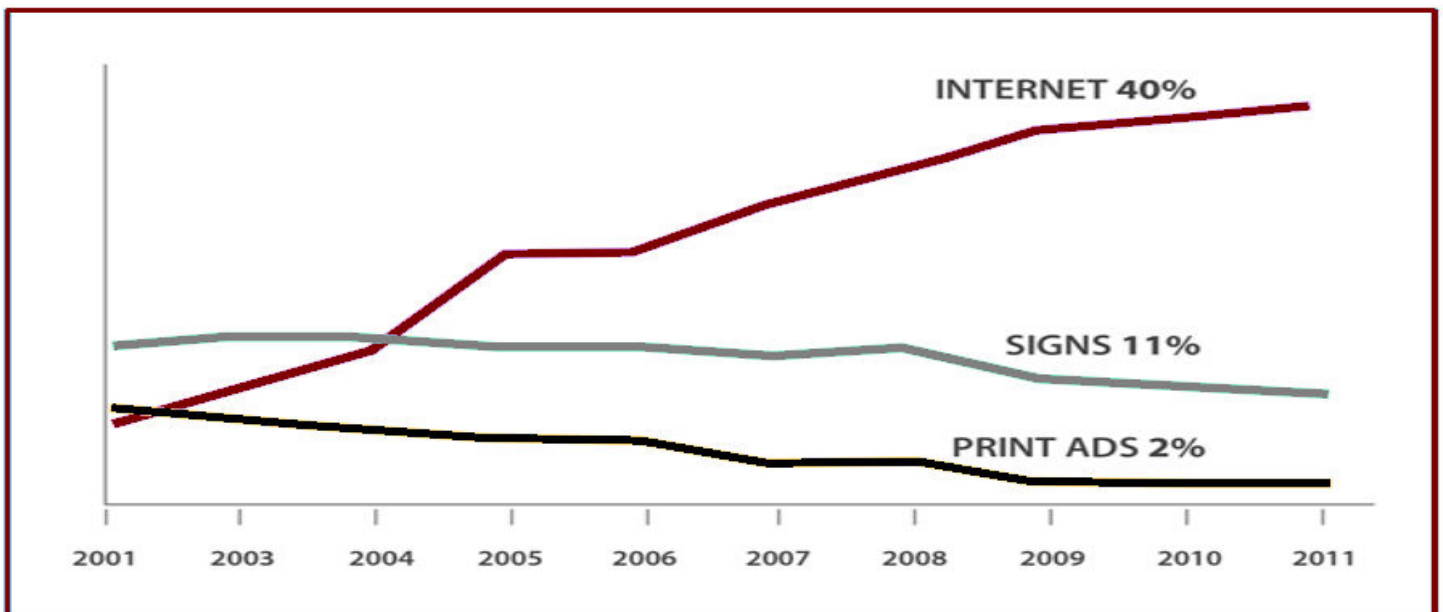
## WHY THE INTERNET?

### WHERE BUYER FOUND THE HOME THEY PURCHASED, 2001-2011

(Percentage Distribution)

	2001	2003	2004	2005	2006	2007	2008	2009	2010	2011
Internet	8%	11%	15%	24%	24%	29%	32%	36%	37%	40%
Real estate agent	48	41	38	36	36	34	34	36	38	35
Yard sign/open house sign	15	16	16	15	15	14	15	12	11	11
Friend, relative or neighbor	8	7	7	7	8	8	7	6	6	6
Home builder or their agent	3	7	7	7	8	8	7	5	4	5
Directly from sellers/knew the sellers	4	4	5	3	3	3	2	2	2	2
Print newspaper advertisement	7	7	5	5	5	3	3	2	2	2
Home book or magazine	2	1	2	1	1	1	1	·	·	·
Other	3	6	4	--	--	--	--	--	--	--

\* Less than 1 percent



Source: National Association of REALTORS®, Profile of Home Buyers and Seller, 2011



## WHAT'S THE PLAN?

*All of our agents will eventually earn 100% commission, however agents with less experience will require more help and attention from the office staff and broker therefore they will start in the new agent plan. Any agent with less than three closed transactions (with any New York broker) in the prior two years will be considered a "New Agent". Once a "new Agent" closes three transactions they will be automatically transitioned to 100% commission.*

### EXPERIENCED AGENTS

- \$350 Per Month
- No Split - You Keep 100%
- No Transaction Fees
- Free Signs For Listings  
Within the First 10 Days

### NEW AGENTS

- \$35 Per Month
- 90 / 10 Split
- No Transaction Fees



## KEEP MORE OF YOUR COMMISSION

*Let's assume you close 4 average transaction sides next year.  
That would give us an average sale price of \$420,000;  
With an average commission of 2%.*

**That's a commission earning of \$33,600. How much will you keep?**

With another broker at 70/30 split:

With Raymond J. Real Estate:

\$33,600
- \$10,080 to broker
<hr/>
<b>\$23,520</b>
- E & O?
- Marketing costs?
- Showing Time?
<hr/>
<b>?????????</b>

\$33,600
- \$4,200
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<b>\$29,400</b>

Now consider, this is an example of average.

**What happens if you are above average?**

*At Raymond J. Real Estate we take nothing more. You pay \$350 per month... period.  
You are rewarded for your hard work by earning even more money. Other brokers  
reward themselves putting more of your hard earned money in their pocket.*



## WHAT'S INCLUDED?

**E & O Insurance:** *You are covered by the Raymond J. Real Estate Errors & Omissions insurance policy at no additional cost to you.*

**Email Marketing and Lead Management:** *Create your own custom email campaigns or use predesigned campaigns to keep in touch with leads.*

**Showcase Listings on Realtor.com:** *All of your listings will be "showcase listings" on Realtor.com with leads routed directly to you.*

**Leads without Floor Time:** *Location, Location, Location is what we preach, yet most brokers are still sitting in an office waiting for buyers and sellers to come to them. We concentrate where 90% of the customers are... Online!*

**Showing Time:** *All of your showings will be handled by showing time allowing for easy, efficient scheduling.*

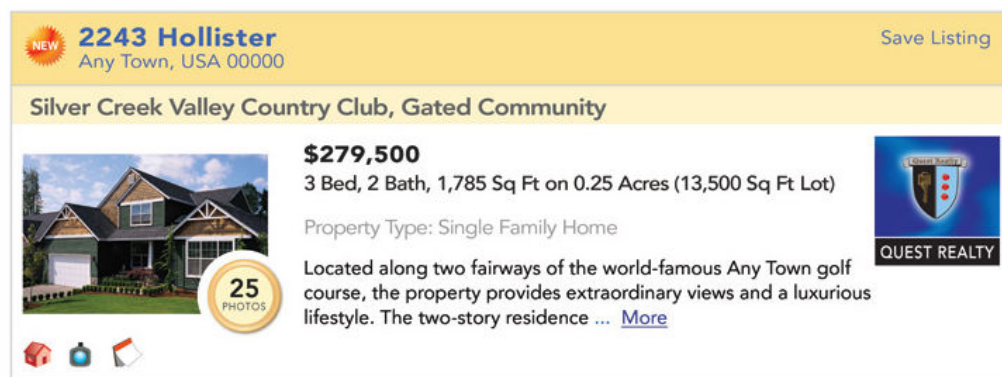
**Virtual Phone System:** *Calls to our office are routed to find you on any number of phones you wish to use. Calls can be made from any location with the appearance of coming from our offices.*

**Professional Email:** *Business email address with @raymondj.com domain so you maintain a professional appearance.*



## WHAT IS A SHOWCASE LISTING?

*Every one of your listings will be a showcase listing on Realtor.com with no additional cost to you. This is a great selling point when giving a listing presentation. Here is how a showcase listing benefits you and your sellers:*



- Yellow banner with custom headlines and icons on search results page to highlight your listing.
- Ability to add up to 25 images, videos and virtual tours.
- Your direct contact information and lead forms so buyers go directly to you.
- Open house alerts.
- Up to three teaser ads for your other listings for cross promotion.
- Traffic reports to let your sellers know how their listing is performing.



## WHAT IS SHOWING TIME?

*Showing Time appointment center allows our associates to concentrate on building their business while the time consuming task of coordinating showings between buyer agents and homeowners is handled for them with no additional cost to our associate.*



**Long, Convenient Hours:** *The Showing Time call center is open from 7am to 11pm, 7 days a week which increases the chance of making a connection between seller and buyer agent and decreases the chance of missing a showing opportunity.*

**Easy Approvals:** *Homeowners can approve showing requests via phone, e-mail, or text and you will be notified of their response.*

**Automatic Feedback Requests:** *Feedback is automatically requested and can be easily be provided to your sellers removing the burden from you.*



## QUESTIONS TO ASK

*You will likely be meeting with other brokers to be sure you get the right match for your career goals. Here are some questions we suggest you ask to compare their offerings to those of Raymond J. Real Estate.*

- **What percentage of your advertising budget is spent online and are all your Realtor.com listings showcase?**
- **What is your commission split and what benchmarks will reduce the split?**
- **Do you charge any per transaction fees?**
- **Do you include errors & omissions insurance?**
- **Do you include ShowingTime? If not, who schedules showings and what are their hours?**
- **Do you survey every client to ensure all of your agents maintain the brand image?**
- **Will you release listings if I choose to go with another broker?**
- **Is office time (floor time) required? If so, how much?**