



# *REALTY EXECUTIVES OF NEW YORK*

## *FORMULA FOR SUCCESS*

*Proven Systems. Cutting Edge Technology. Strength.  
Freedom. Leadership. Inspiration. Credibility.  
Unsurpassed Support. Brand Value. Powerful Networks.  
Training & Events. United Marketing Efforts.*

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# ABOUT REALTY EXECUTIVES NY

*This brand is our company's most valuable asset. It's taken years of hard work and careful planning to create a culture that meets the highest standards time after time. A culture that supports, protects and lives-up-to, our brand. We take this very seriously because we believe there is no greater sales tool than a logo that stands for integrity, character, trust and experience. And our Executives - and their customers - benefit from this reputation of excellence.*



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## Experience the Advantages of Owning your Own Realty Executives Franchise in New York

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    2. On boarding Systems
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# Realty Executives Academy

OBJECTIVE: TO EDUCATE REALTORS/ BROKER OWNERS  
ACROSS ALL TOOLS/ PLATFORMS/ SYSTEMS THAT RENEY &  
REX INTERNATIONAL HAVE TO OFFER



- MONTHLY REALTY EXECUTIVES NY TRAINING CALENDAR INCLUDING
  - SOCIAL MEDIA AND WEB DEVELOPMENT
  - COMMERCIAL PROPERTY TRAINING/ EVALUATION
  - LISTING PRESENTATIONS FOR BUYERS AND SELLERS
- CERTIFIED MSA DIRECTOR VISITS- MONTHLY

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CERTIFIED  
MARKETING  
SERVICES  
ASSOCIATE

# Marketing Services Associate

**Objective:** To train the Executives and Staff in your office on how to:

- Use the Realty Executives Tools & Systems
- Implement and Apply the Tools & Systems in Marketing, Lead Generation and Cultivation of New Business
- Assist the Broker in Recruiting Efforts, Public Relations and Maintaining your Company's Web Presence

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# BROKER & AGENTS WEBSITES

OBJECTIVE: TO CREATE A UNIFIED WWW PRESENCE FOR ALL RENY AGENTS & BROKERS

- PERSONALIZED AGENTS WEBSITES
  - CUSTOMIZABLE PAGES/ FREE DOMAIN NAME (1 YR.)
  - INITIAL SETUP- NO FEE!
  - SOCIAL MEDIA INTEGRATION
    - FACEBOOK
    - LINKEDIN
    - TWITTER
  - CUSTOMIZED IDX FEED IN ALL COUNTIES
  - TRULIA & ZILLOW LEAD INTEGRATION
  - SMS LEADS
  - SEO OPTIMIZATION VIA GOOGLE, YAHOO
- PERSONALIZED BROKER/ OWNER WEBSITES
  - ADD/ EDIT/ DELETE AGENT SITES
  - EASILY CUSTOMIZABLE WEBSITES
  - LEAD GENERATION
  - RECRUITING ASSISTANCE (CAREERBUILDER, MONSTER, HOTJOBS, Etc.)



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# REAL ESTATE ANALYSIS

OBJECTIVE: IF AN AGENT REQUIRES HELP IN ANALYZING A REAL ESTATE ASSEST WHICH INCLUDES:

1. PROPERTY ZONING ANALYSIS (Architect on Staff)
2. PROPERTY VIOLATION ANALYSIS OF ECB AND DOB IN QUEENS
3. RESIDENTIAL/ COMMERCIAL MORTGAGE CALCULATION/ OPTIONS
4. PROPERTY TAX REVIEW
5. LOCATING OWNERSHIP RECORDS
  - A. PHONE #'s/ ADDRESSES OF CURRENT OWNERS
  - B. DEED
  - C. TITLE DOCS
  - D. MORTGAGE NEEDS
6. ATTORNEY HOTLINE: **Stephanie Lagoudis, Thomaidis & Lagoudis, P.C.**, Attorneys at Law  
214-11 Northern Blvd, Suite 200, Bayside NY 11361  
**Tel:** 718-229-7090 **Email:** Lagoudis.Stephanie@gmail.com

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# MARKETING INITIATIVES: RENY

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- SPOT TV COMMERCIALS ON LOCAL NETWORKS
  - NY1
  - LI CH 12 NEWS
  - WLNY
- SEO CAMPAIGN ([www.renyexecutives.com](http://www.renyexecutives.com))
  - SOCIAL MEDIA
  - GOOGLE AD WORKS
  - TRULIA, YAHOO, EBAY HOMES
  - LIBOR & REALTOR.COM
- NAR CONVENTION BOOTH & LIBOR CONNECTION
  - SPONSOR EVENTS
  - PROMOTIONAL SOUVENEIRS
- PROPERTY MARKETING SUPPORTS
  - OPEN HOUSE FLYERS
  - MORTGAGE CALC FLYER
  - VIDEO BIOS FOR AGENTS \*EYEJOTS

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# SOCIAL MEDIA

OBJECTIVE: TO APPROACH ALL SOCIAL MEDIA UPDATING WITH A UNIFORM APPROACH IN ORDER TO CREATE A SYNERGY AMONST ALL BROKERS/ AGENTS MEDIA PLATFORMS

- FACEBOOK- HELPING PROFILES ATTAIN MORE VIEWS
  - POST LISTINGS
  - POST DATA
  - POST PHOTOS
- LINKEDIN- TO CREATE / UPDATE COMPANY & AGENT PROFILE PAGES
  - DEVELOP CONNECTIONS ( GOAL: 1000+)
  - DAILY ECONOMIC MARKET & LISTING UPDATES
  - CONSISTANT MONITORING OF PROFILES
- TWITTER
  - CREATE PROFILE
  - INCREASE FOLLOWERS
  - DAILY TWEETS OF UPDATES, LISTINGS& ECONOMIC DATA



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# MIKE FERRY ORGANIZATION

- Includes:
- Brokers, Owners, and Managers attend training events at no additional charge (productivity school, action workshop, sales training)
- Each of your active agents attend training events for a low flat rate of \$50 per event
- Broker, Owners, and Managers attend East and West Coast Superstar and Production retreats at no additional charge
- Each of your active agents attend Retreats for a flat rate of \$150 per event



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# COLES REALTY RESOURCE

- Coles Realty Resource gives you unlimited prospects to help you grow your business.

 **COLE REALTY RESOURCE**  
**SELL THE ENTIRE NEIGHBORHOOD**

- **NEIGHBOR SEARCH**

Capitalize on the success of selling a home by introducing yourself to the neighbors of the home you just sold. Since you just sold that home, you will be more likely to be able to sell theirs. Or, introduce yourself to the neighbors of the home you are trying to sell to try to find potential buyers, or to see if the neighbors need an agent.

- **RENTER**

Reach first time home buyers before anyone else by prospecting to renters.

- **COMMERCIAL**

Prospect to commercial properties to increase your revenue.

- **DIRECTORY**

Take advantage of our history of reference directories, by accessing information online. Search by name, phone number, zip code, etc.

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# PROSPECT NOW

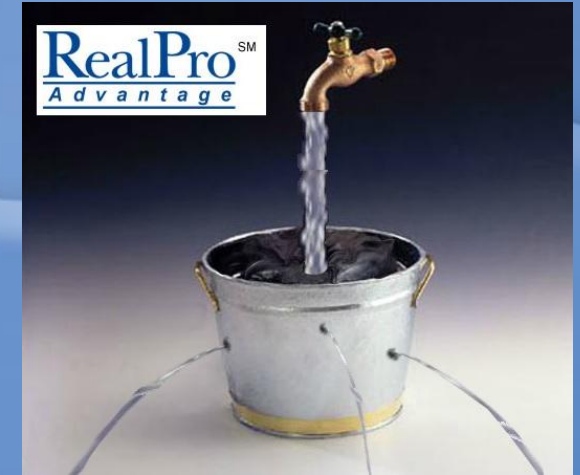
- An online real estate database of 100 million property owners, including phone numbers, mailing addresses, building details and 30 million commercial tenants.
- Marketing to property owners or businesses including brokers, investors, banks, insurance, ISPs, roofers, or solar companies among others.



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# AGENT RECRUITING TOOL

- REAL PRO ADVANTAGE
  - REVIEW OF POSSIBLE CANDIDATES IN SPECIFIC AREAS
  - ONE HOUR OF EXCLUSIVE RECRUITING PER WEEK
    - SCHEDULING APPOINTMENTS
      - List of Agents In your area will be contacted on your behalf and appointments will be set up
  - EMAILING CANDIDATES/ REX EDGE
    - We will access broker/owner, REX edge accounts for recruiting purposes
  - SOCIAL MEDIA CONNECTING
    - Via Linked in , we will post daily career opportunities



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# CREATING MORE LISTINGS FOR OUR AGENTS

1. MONTHLY UPDATE OF CURRENT COUNTY FORECLOSURE LISTINGS + LIS PENDENDS LIST
2. MONTHLY TRAINING ON PURCHASING FORECLOSURES/ SHORT SALE TRAINING
3. REO DEPARTMENTS OF EACH BANK
  - A. PROCESS OF SIGNING UP WITH BANK REO DEPTS.
  - B. REVIEWING LISTINGS OF BANK REO DEPTS.
4. WEEKLY REPORTS OF PROPERTIES SOLD IN YOUR AREA

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# MEETINGS & EVENTS

OBJECTIVE: TO CREATE A SYNERGY BETWEEN BROKERS/  
REALTORS/ AGENTS AND REGIONAL DEVELOPER



- MONTHLY BROKER/OWNER BREAKFAST MEETINGS
- ANNUAL EXECUTIVES AWARD CEREMONY
- ANNUAL HOLIDAY PARTY
- COMPANY SPORTING EVENTS/ LEAGUES
- COMMUNITY SERVICE (DONATIONS, DRIVES-CLOTHING, FOOD, TOY, ETC)

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THANK YOU!  
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QUESTIONS/ COMMENTS



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