



DOING MORE FROM
FOR SALE
— TO —
SOLD
RE/MAX[®]

remaxallpro.com

HOME is where your story begins,
where **LOVE** resides, and where **MEMORIES** are created.

At RE/MAX All-Pro, we believe in the dream of home ownership
and making that dream a reality for our clients.

our
Mission
Actions speak louder than words!

At RE/MAX All-Pro, we believe our responsibility is to our clients. We understand that real estate is the largest investment many people will make in their lives. We will address their concerns and provide the highest level of customer service so they always feel secure and comfortable when working with our Real Estate professionals. We will honor our fiduciary duty, uphold the highest code of ethics, and strive to exceed all of our client's real estate expectations. As real estate professionals, we are responsible to give our clients real estate counsel and advice that will guide them to make educated decisions when buying and selling their home. It is our job to communicate and establish a level of trust with each and every one of our clients.

RE/MAX, LLC is a global real estate network of franchisee-owned and operated offices with more than 140,000 Sales Associates. Those agents constitute the world's most productive real estate sales force. Through their efforts, they've made it possible to say that nobody in the world sells more real estate than RE/MAX. Great things happen when driven individuals come together and treat real estate as a profession. That, in a nutshell, is RE/MAX.



remaxallpro.com

We know our local market, schools and communities — both as agents and neighbors. We'll connect you with an agent that will be the perfect fit for your needs. We look forward to the opportunity to serve you. **#WEAREREMAX**



A LEGACY OF
SUCCESS
An Experienced Team of Professionals!

Founded in 1992, RE/MAX All-Pro's legacy in Los Angeles County has extended into the next generation of real estate under the leadership of the Terracciano family. Today, the company serves Southern California with offices in both Lancaster and Palmdale.

Our associates are full-time, highly educated, and experienced professionals who embrace RE/MAX's entrepreneurial philosophy of empowering agents to negotiate transactions and make real time decisions for the benefit of their clients. RE/MAX All-Pro agents know how to navigate the maze of regulations, contracts, and disclosures to protect their clients and ensure a successful home buying/selling experience.

Our management staff of highly experienced professionals provide continuous behind the scenes support to our associates and clients. Our resources include ongoing continuing education, independent legal counsel, Certified Public Accountants, and a technology department.

Over the past 25+ years we have assisted over 30,000 home buyers and sellers achieve their real estate goals.



LET US EARN YOUR TRUST!

At RE/MAX All-Pro, we believe our responsibility is to enrich the lives of our sales associates. We understand how important it is that our real estate agents trust our leadership. We will assist them in serving their clients' real estate needs. We will address their concerns and provide the highest level of broker support, mentorship, and advice so they always feel secure and comfortable when working at RE/MAX. We will honor our leadership role, uphold the highest code of ethics, and strive to exceed all of our agents' expectations.










As real estate brokers, we are responsible to motivate our agents and staff, lead by example, and communicate the company vision and culture while establishing a level of trust and respect with each and every one of our agents and employees. We will maintain a professional, progressive, agent-centric business. We will strive to be good citizens and support good works and charities by giving back to the communities in which we serve and practice business.

We will actively participate with local government issues that impact the community in which we live. We will instill our three core values of Integrity, Reliability, and Honesty to achieve company goals, agent goals, and our personal goals.



HOME TO HARDWORKING AGENTS

NATIONAL, FULL-SERVICE BROKERAGE BRANDS

	TRANSACTION SIDES PER U.S. AGENT ¹	U.S. TRANSACTION SIDES ²	BRAND AWARENESS (UNAIDED) ³	COUNTRIES & TERRITORIES	OFFICES WORLDWIDE	AGENTS WORLDWIDE
RE/MAX	13.3	781,377	34.0%	110+	9,175	144,014
	8.9	56,099	0.1%	6	500	8,000
COMPASS	7.4	210,365	1.2%	1	502	28,237
	6.9	91,606	2.1%	35	2,400	42,300
Weichert REALTORS	6.7	96,400	1.9%	1	500	14,400
	6.4	608,728	16.3%	39	2,900	103,400
CENTURY 21	6.2	298,562	25.3%	85	13,600	148,600
	6.2	1,047,548	12.7%	60	1,100	191,877
	6.1	307,235	6.0%	13	1,500	50,775
	5.9	132,230	2.3%	81	1,100	26,300
	5.9	72,053	1.7%	6	400	12,400
REALTYONEGROUP	5.5	100,374	0.3%	13	400	18,000
	5.4	397,138	0.9%	24	NA	87,000
	3.3	80,200	0.5%	1	200	24,000

Productive, high-quality agents.

Nearly 1 million U.S. transactions.

A brand people know with an unmatched global presence.

You have all sorts of reasons to choose RE/MAX.

©2023 RE/MAX, LLC. Each office independently owned and operated. Data is full-year as of year-end 2022, as applicable. Except as noted, Coldwell Banker, Century 21, ERA, Sotheby's and Better Homes and Gardens data is as reported by Anywhere Real Estate on SEC 10-K, Annual Report for 2022; Realty Executives, Compass, Weichert, Keller Williams, Berkshire Hathaway HomeServices, Realty ONE Group, HomeSmart and eXp Realty data is from company websites and industry reports.

¹U.S. transaction sides per agent are calculated from the T3 Sixty Real Estate Almanac Enterprises report. It cites 2022 residential transaction sides and agent counts, some of which it estimates when company elected not to provide.

²MMR Strategy Group study of unaided awareness among buyers, sellers, and those planning to buy or sell; asked, when they think of real estate brands, which ones come to mind?

2 TO 1

RE/MAX AGENTS AVERAGE DOUBLE

**the sales of other agents in the REAL Trends
500 survey* of large brokerages.**

Which means...

- ✓ Twice as many trips to the closing table.
- ✓ Twice as many families helped.
- ✓ Twice as many dreams realized.

*Transaction sides per agent calculated by RE/MAX based on 2023 RealTrends 500 data, citing 2022 transaction sides for the 1,561 largest participating U.S. brokerages, excluding 42 who did not report active licensees. RE/MAX average: 13.6. Competitors: 6.2. ©2023 RE/MAX, LLC.





WHAT'S IT
WORTH?

Do you know the value of your home?

DOING MORE FROM FOR SALE TO SOLD

That's the sign
of a RE/MAX agent®

They list, they show, they sell, they close.

They help, they advise, they research, they guide.

They listen, they report, they inspect, they support.

They fix, they stage, they promote, they engage.

They work, they commit, they move mountains, they win.

RE/MAX agents do more from start to sold.

It's why no one else sells more homes than our agents.*

*Each office independently owned and operated. Transaction sides per agent calculated by RE/MAX based on 2023 RealTrends 500 data, citing 2022 transaction sides for the 1,561 largest participating U.S. brokerages, excluding 42 who did not report active licensees. RE/MAX average: 13.6. Competitors: 6.2. ©2023 RE/MAX, LLC.



MARKET VALUE STRATEGIES

IF THE ASKING PRICE IS:

THE PROPERTY APPEALS TO:

15% OVER
MARKET VALUE

20% OF BUYERS

10% OVER
MARKET VALUE

30% OF BUYERS

5% OVER
MARKET VALUE

50% OF BUYERS

FAIR MARKET
VALUE

95% OF BUYERS





GETTING THE RIGHT PRICE

Timing is important in the real estate marketplace. Home prices are constantly fluctuating with the dynamic forces of the local, national, and global economy. While no real estate associate can control these forces, your RE/MAX agent will research and prepare a detailed “Market Analysis” of your property. Your market analysis will compare all other sold and currently listed properties in similar locations, characteristics, amenities, and condition to your home. Together, your RE/MAX associate will help you interpret the data and make an informed decision as to where your home should be priced.

FAIR MARKET VALUE PRICING will enable you to reach 95% of the buyers searching for your home’s criteria.

JUST 15% above fair market value will decrease your buyer pool to 20%.

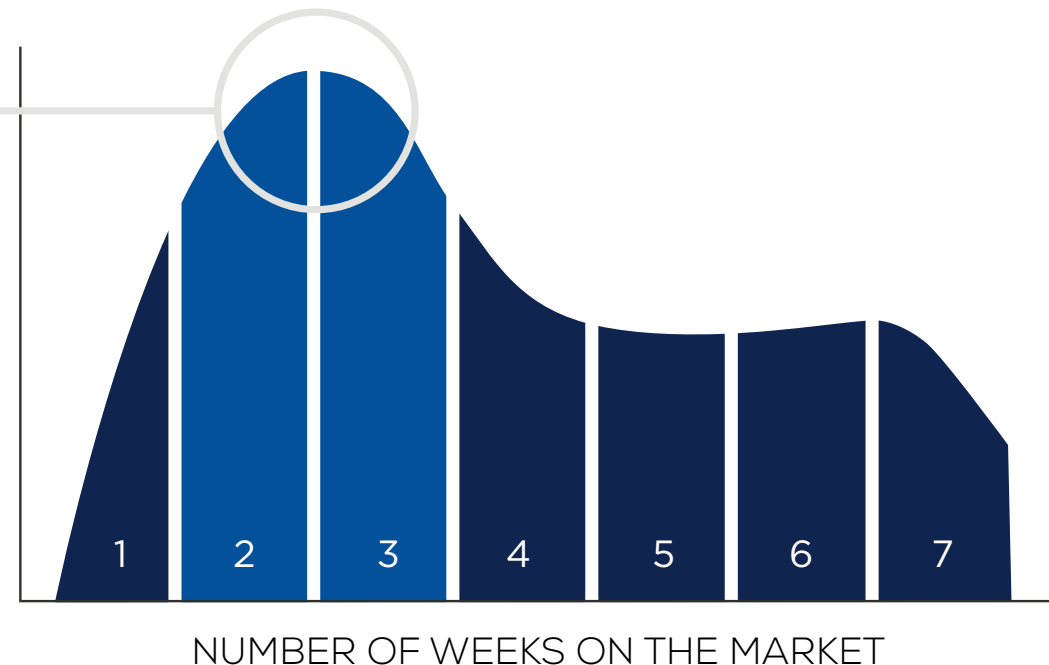
MARKET TIME VS. PRICE

The #1 mistake sellers make is thinking, “I will list at a high price and if it doesn’t sell, I can simply lower the price later.”

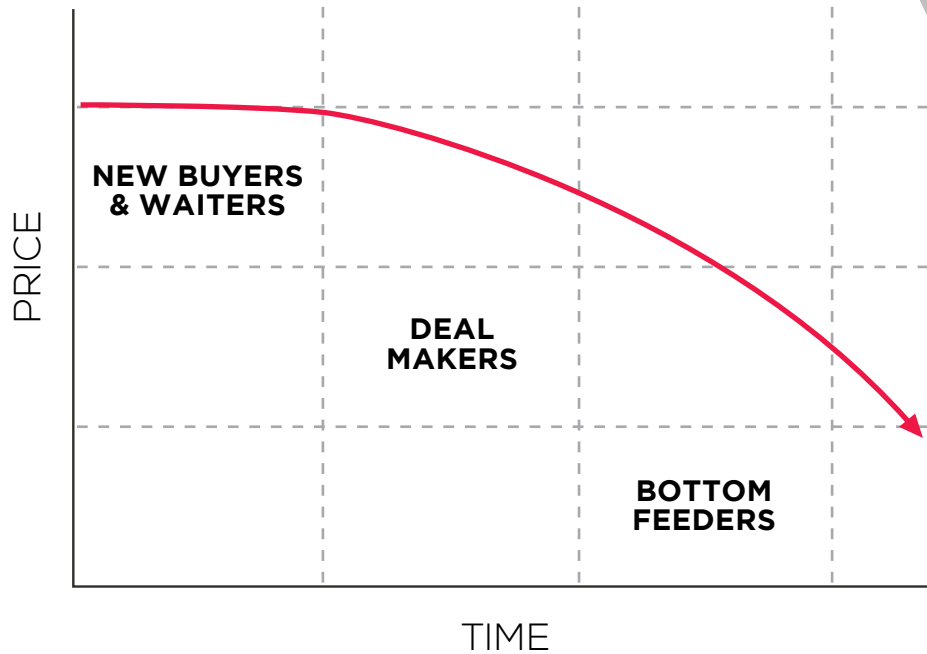
As you can see from this chart, buyer activity peaks in week 3, yet most overpriced sellers don’t reduce their prices until week 5 or 6, effectively missing the buyer peak activity.

Pricing properly the first time enables you to maximize your exposure and increase your chances of attracting the highest possible offer during the peak activity period.

Overpricing is a critical mistake that costs homeowners valuable time and money.



- Once the home is listed for sale the marketing phase begins and your home becomes HOT on the market. It is new, fresh, and we utilize a vast variety of online marketing platforms to reach REALTORS and prospective buyers.
- Potential home buyers search the internet for new listings every day. They are VERY aware of every new property that is listed for sale.
- When a NEW listing hits the internet, EVERY buyer who is currently searching for their perfect home will immediately view the online data and instantly form an opinion.
- Your home will be immediately considered as a Yes, No, or Maybe.
- Interest will build over the first two weeks as the home is perceived as new.
- **Interest peaks between week 2 and week 3.**
- Prospective buyers and their agents will be sure to view the home quickly as they don't want to lose an opportunity.
- The home will begin to be regarded as stale in the eyes of agents and buyers with the notion that there is a reason it has not sold.
- Marketing time is prolonged and momentum is lost the longer the home is on the market.



Another common mistake sellers make is to disregard the first offer they receive. Often, if they receive an offer quickly, they get overconfident and think maybe they could do better if they wait for another buyer. Rarely is that the case. When you first list your home for sale, new buyers and buyers who are waiting for the right fit come see your home. So it's possible, if priced at fair market value, that you could get a good offer right away. After time and more price reductions, you attract the bottom feeders.

SALES DETERMINANTS

PRICE

- Economic Trends
- Market Dynamics
- Fair Market Value

Location

- Geographic Position
- Local Amenities
- Comparable Sales

Home

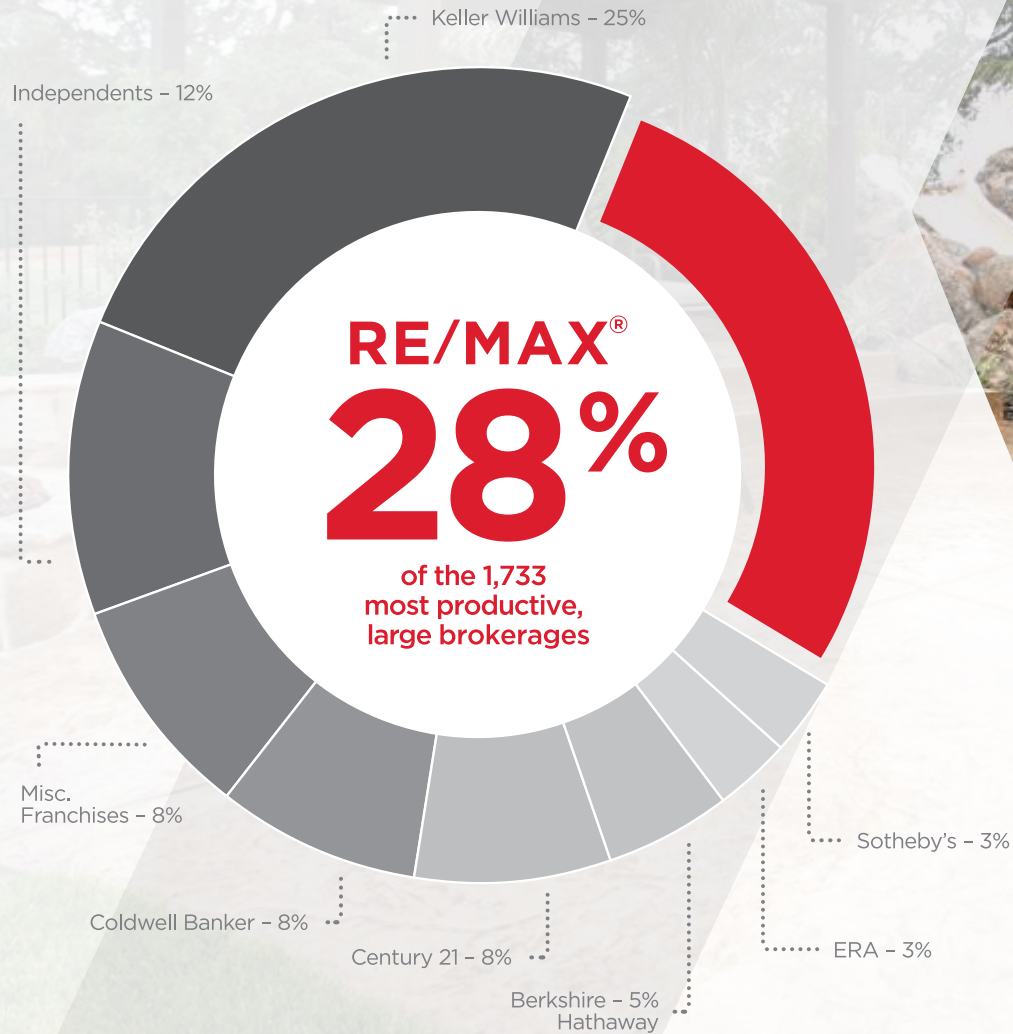
- Staging
- Warranties
- Inspections

TERMS

- Showing
- Expenses
- Contract Timing & Flexibility

THE MOST PRODUCTIVE

U.S. BROKERAGES RANKED BY BRAND



U.S. brokerages that closed at least 500 residential transaction sides in 2021 were eligible to participate in this year's RealTrends 500. Of the 1,733 brokerages that qualified, RE/MAX firms accounted for more than one quarter of them. **That's more than any other brand.**

Based on 2022 RealTrends 500 data, citing 2021 transaction sides for the 1,733 largest participating U.S. brokerages.
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THE RE/MAX MARKETING ADVANTAGE

DISPLAYING YARD SIGNS: A RE/MAX All-Pro real estate sign is the #1 way to show your home is for sale. There is a sense of trust that has been earned with nearly 30 years of experience. When homebuyers see the RE/MAX All-Pro logo, they know you're working with a real estate leader.

BROKER TOURS & OPEN HOUSES: A broker tour opens your home to agents from around the area that are seeking properties to show their clients. The best time for agents to show your property is during an open house. We offer advice and assistance in the most advantageous way to showcase your home to potential buyers.



SALES BROCHURES, FACT SHEETS, POSTCARDS, & VIRTUAL TOURS:

Modern, high quality marketing materials are designed and distributed to keep your home top-of-mind to buyers in your area. A professionally produced online virtual tour gives the world a 24/7 open house to your home and its information. We are committed to marketing your home to get maximum exposure in your market.



SOCIAL & ONLINE DOMINATION

When listing your home, we showcase custom social posts with bright, bold images and we take a step beyond sharing your property with our sphere of influence from Facebook to other social sites like Twitter and LinkedIn.

Our social media campaigns get your home in front of thousands of buyers who would not see it otherwise.

PERSONALIZED RE/MAX App

- Real-time listing information with advanced search filters
- Interactive maps
- Save your searches and favorite listings to your phone, easily share with family
- Easily connect with your agent



Megaphone Powerful marketing and advertising platform



Mobile App Smartphone or tablet listings search. Buyers can revisit later and favorite the homes they love.

ONLINE LISTINGS

Your home will be visible on the major listing sites.



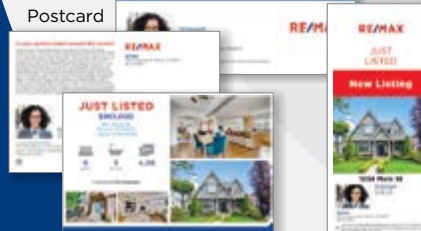
Online Listing

RE/MAX Mobile Search App

Flyer



Postcard



Door Hanger

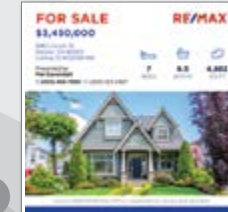
PRINT MATERIALS

Showcase your home with detailed specs.

SOCIAL MEDIA PROMOTIONS

My network is your network.

Facebook & LinkedIn Posts



Instagram Post



Twitter Post



Photofy

Tools to reach Buyers & Sellers

TARGETED INTERNET ADS

Promote your home to a refined audience.



New KVcore

State-of-the-art platform and multiple add-ons to make closing easy and streamlined.



ADVANCED TOOLS TO FIND “THE ONE.”

THE APP, THE WEBSITE,
& AN ARSENAL OF
SUPPORTIVE TOOLS

That’s what you’ll find as we work
together to find your new home.

With all the listings at your fingertips – and one-tap access to your agent – you can browse with ease as you save multiple searches, receive alerts when new listings arrive, mark favorites and so much more. For sellers, agents have the ability to promote like never before through social media advertisements and custom, professional graphics and videos.



See for yourself why so many homebuyers and sellers are loving RE/MAX technology. Download the **RE/MAX Real Estate App** and get started today!



We hit the ground running with our listings. We get our sellers extraordinary visibility to keep them top-of-mind with prospective buyers.
#REMAXHUSTLE



CONSUMERS VISIT REMAX.COM MORE

#1 REAL ESTATE FRANCHISOR SITE¹

RE/MAX vs.
THE INDUSTRY

OVER 120
MILLION VISITS²

MORE TOOLS
MORE FEATURES
MORE HELPFUL

Through the years, BILLIONS of dollars have been invested in promoting the RE/MAX brand.

Every RE/MAX ad drives BUYERS to view your home through remax.com.

¹Source: More visits than any other national real estate franchisor website, according to SimilarWeb report of 2022 data for all U.S. real estate franchisors among website visits in the "Business and Consumer Services/Real Estate" category.

²Source: RE/MAX first-party data for full-year 2022. Not all brands are franchisors. Redfin has nearly 8x as much traffic as remax.com.

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Each Office Independently Owned and Operated.

RE/MAX

Coldwell
Banker
Homes

25% Fewer
Visits

Compass

31% Fewer
Visits¹

Coldwell
Banker

78% Fewer
Visits¹

Century 21

79% Fewer
Visits¹

Keller
Williams

80% Fewer
Visits¹

Data from January-December 2022

5 STEPS TO BUY

From developing your budget to signing your name on the dotted line, RE/MAX® agents help guide you through the entire home-buying experience.

- 1 Choose your local RE/MAX agent
- 2 Define your goals
- 3 Determine your financial standing
- 4 Make an offer
- 5 Close on your new home

EXPERIENCE

FOR TODAY'S MARKET

5 STEPS TO SELL

From determining your home's value to closing day, RE/MAX® agents help guide you through the entire home-selling experience.

- 1 Choose your local RE/MAX agent
- 2 Prepare your home for sale
- 3 Determine your home's value
- 4 Review and accept the offer
- 5 Close on your new home

HELPING IN OUR COMMUNITY

We can make miracles happen here together!



WE LIVE, WORK & PLAY HERE TOO



RE/MAX is known for local and national involvement in many philanthropic organizations and programs. Funds raised in our company directly benefit our community. We take pride in aligning with the following organizations to raise funds and offer support right here in the Antelope Valley.

RE/MAX All-Pro is proud to support the Children's Hospital of Los Angeles and local kids' charities. The Terracciano family founded Cure a Child in 2010, and our RE/MAX All-Pro team has been a driving force behind it ever since. Thanks to the generosity of our corporate partners and individual sponsors, **we've raised over \$1.4 million** to provide support to families struggling with the effects of childhood illness. Cure a Child continues to fundraise throughout the year to help make miracles happen. Visit cureachild.com to learn more.

Every year RE/MAX All-Pro reaches out to high school seniors offering various levels of scholarships. We also proudly sponsor community events such as: The California Poppy Festival, LA County Air show, The Antelope Valley Fair, Streets of Lancaster, Field of Drafts, Magical BLVD Christmas, and Stuff-a-Bus to name a few. We enjoy supporting these events that allow us the opportunity to offer outreach to our community while making friends. Visit outreach.remamaxallpro.com to learn more.



re/max is

me

strong

extraordinary

motivated

productive

energized

inspiring

dedicated

global

unstoppable

**we
are**



WHY RE/MAX?



RE/MAX is #1 in the world for real estate for a reason - not only do they deliver for their clients, they love and support their agents! The RE/MAX All-Pro team celebrates our individual victories and supports us when the going gets tough. This is the ONLY place I would do real estate business in the AV! The agents are loyal, dedicated, passionate, resourceful, and trustworthy. I love working with RE/MAX All-Pro.

Exceptional, client-focused real estate services with strategies that build a just and sustainable world. The agents of RE/MAX All-Pro strongly support each other and each other's clients, giving all clients access to experience and resources much greater than any other real estate office could provide in the area. The company also continues to make a deep commitment to our local community in charity and volunteer work.

RE/MAX All-Pro is driven by a conscience toward the community that is bigger than just real estate alone. They strive for the greater good in many areas and this value is also reflected in the atmosphere of the office. They offer great resources and are quick to help.

It is a pleasure to come to work when you know that you are with a company with ethical agents and dedicated broker/owners. Knowing you're with a company that is involved with the community... Priceless!



see.remmaxallpro.com

When it comes to agent quality, we attract the best. People join us because we're where the true-to-the-end-pros end up. More buyers and sellers recommend RE/MAX than any other real estate brand. **#SELLYEAH**

THE BEST *Journey* ALWAYS LEADS YOU *Home.*

FOR ALL THE THINGS
— THAT —
MOVE YOU[®]
RE/MAX[®]

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RE/MAX ALL-PRO

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