



Professional One Real Estate

## The Professional One Branding Strategy

P1 was designed specifically to compete and win in today's changing industry. How does your current company compare?

"REAL Professionalism in Real Estate®"



### Unprecedented Era of Change

- The industry is in an **era of unprecedented turmoil, flux and uncertainty** - the rules have changed, forever...
- The industry at large has a **serious image problem**
- The **biggest and "best" brands are losing market share** to a new generation of franchisors and upstart concepts
- There is increasing **downward pressure** on Realtor commissions and Broker profitability; most are making less income
- Many brokers and agents are **looking for something better** and the next big trend in real estate
- Timing is **absolutely OPTIMAL** for a new idea to take root



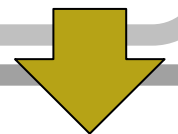
### The Big Trends

Everyone intending to stay in the industry long-term MUST read Stefan Swanepoel's "Trends Report." From that great resource and a number of others, here are the biggest issues impacting the real estate industry:

- **Public dissatisfaction** with the collective performance of the industry (due to the historically low barrier to entry and weak self-regulation; according to a Harris Poll, "Realtors again rank as least trusted professionals") - this is a major challenge
- A **move toward professionalism, character & integrity** (providing the 'bare minimum' is a recipe for extinction, and people are finally starting to realize this)
- A **move away from "big box" offices** (broker income levels can no longer support big "brick and mortar" operations)
- **Increasing influence of the internet** and technology (NAR reports that 84% used the Internet to search for a home)
- A **move toward "residual income" companies** (franchises based on residual concepts are becoming dominant)
- A **move toward "affiliate programs"** (this is the NEXT "next wave")
- A **decrease in Broker & Realtor income levels** (most everyone has been affected)
- A **dramatic rise in the number of new companies**, concepts and franchises

### ★ P1: The Right Brand for the New Paradigm ★

*We can all agree that real estate is going through serious changes that few anticipated even a few short years ago; the paradigm has shifted like never before. Looking forward, the savvy professional should seek to align with the company that provides the greatest competitive advantage and the best chances for success. While there is value in established brands, the question you should be asking yourself is this: where do I have the greatest chance to make the most money and have the most success IN THE FUTURE? The rules of the game have changed, forever; have you changed your strategies accordingly? The proof is in the pudding: P1 is GROWING while most every other company is LOSING agents! Today's new idea is tomorrow's established brand.*



### How Professional One's Brand Identity Addresses these Trends

- P1 is the first company to actually *capitalize* on the public's mistrust of the industry by screening all of its professionals for the character and behavioral traits deemed essential for the furtherance of its Mission Statements and Core Values. This is "**Character-Driven Real Estate®**" - the **next big differentiator in real estate**
- P1's **entire concept is founded on professionalism** - it's why the company is called "Professional One"
- P1 advocates a **small office/home office platform** which reduces costs - allowing brokers AND agents to make more money. **Professional Call Center** provides tremendous financial leverage and increased professionalism
- P1's website philosophy is "get great Google rankings at company - not agent - expense and encourage agents to **leverage those great Google rankings** to win more business and reduce their expense loads"
- P1 management studied every residual program and created the most powerful: **Commission \$haring Income®**
- P1 created **the most powerful affiliate concept** in real estate: the Referral Source Program
- See "**How Realtors Make More Money at Professional One**" for all the ways P1 helps pump up agent income