

These are the more significant of the benefits that all P1 agents enjoy. How does your current company compare?



Professional One Real Estate
Value Propositions for Realtors

“REAL Professionalism in Real Estate®”

*** More Income in Your Pocket ***

- No transaction, royalty or “hidden fees” of any kind
- Leads from web-dominating ProfessionalOne.com
- Dual income: **active AND passive** income streams
- See Formula for Financial Freedom for earnings potential
- Competitive - or better - commission splits
- **RESULT: More money & a clear path to financial freedom**

C\$!: The Most Powerful Residual

- New brands w/ residual income models are taking agents and market share from the big, established real estate brands; P1 studied every residual & created the most powerful: Commission Sharing®; C\$!:
 - Provides INCOME DIVERSIFICATION
 - Is based on GCI, NOT on “profit”
 - Is completely auditable & verifiable
 - Produces results at low levels of success
 - Is NOT limited to only your office - it can be earned on any P1 agent in any office
 - Is PASSIVE in nature; can fund retirement (Kiyosaki: passive income is KING)
- **RESULT: A significant PASSIVE INCOME opportunity w/ infinite growth potential**

The Financial Muscle of C\$!

Assuming maximum downline depth & an average commission rate of 3%, here is how much any licensed member of P1 can earn PER YEAR:

# of Agents Per Level →	2	2	3	3
Ave Sales Per Year Per Agent	\$1.0M	\$1.5M	\$1.0M	\$1.5M
Your C\$! PER YEAR	\$18,600	\$27,900	\$108,900	\$163,350

★ Opportunity ★

P1 gives you, the hard-working, integrity-driven Realtor, all you need to compete, win AND earn more money in today's radically changing real estate industry. All of the franchises succeeding right now are based on residual income models - our C\$! is the most powerful of those models. The next wave will be based on affiliate programs - our RSP is the first. And, perhaps most importantly, the public is demanding integrity and character from our industry - and we are the first company that embraces this. So much so, in fact, that “Character-Driven Real Estate®” is the very foundation and brand strategy of P1. This “fixes and leverages” the image problem of the industry.

RSP: Your Own, Personal Referral Network

- Referral Source Program 1st of its kind in real estate
- Creates a network of people sending you referrals to increase income and Realtors to increase your C\$!
- Perfect for lenders, attorneys, title, VIPs, CEOs, etc.
- Low barrier to entry/low cost to participate
- **RESULT: A network of people increasing your income**

Technology that You can Leverage

- Our website dominates local Google rankings
- Leverage our Google rankings in your marketing
- Create your own sales force w/ RSP + marketers
- **RESULT: A network of people increasing your income**

Timely, Original Brand Identity that You can Leverage

- Realtors have an image problem: “Again among least trusted professionals”
- Turn weakness into strength with P1’s Character-Driven Real Estate®
- 5-12-08 Wall Street Journal: “Ethically-oriented clients provide biggest profits”
- 5-16-08 National Realty News: “Realtors focusing more on professionalism”
- **RESULT: Competitive differentiation and a unique, original, TIMELY brand concept**

If making more money and having the #1 passive income opportunity aren't enough to convince you to join P1, and you need more motivation to make the switch to P1, then consider these additional compelling reasons:

