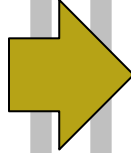




Value Propositions for Brokers & Franchisees

* More Income from More Sources *

- A superior model: for Brokers AND for Realtors
- **Active AND passive** income streams
- Help with building income & decreasing expenses
- Company-provided website & internet leads
- Built-in financial exit strategy to fund retirement
- **RESULT:** *Single actions create dual income streams*



Meaningful Franchisee Support

- Assistance with Recruiting (MAP), web leads and internet dominance all serve to increase income
- Professional Call Center (PCC) reduces overhead
- **RESULT:** *Allows you to focus on your core business: recruiting agents, increasing revenues and building your passive income stream*

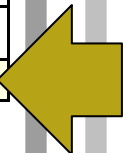


The Financial Muscle of C\$!

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

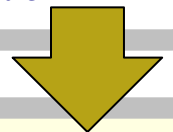
# of Agents Per Level →	2	2	3	3
Ave Sales Per Year Per Agent	\$1.0M	\$1.5M	\$1.0M	\$1.5M
Your C\$! PER YEAR	\$18,600	\$27,900	\$108,900	\$163,350

This is ONLY passive income from C\$!. This does NOT include your normal income from running your P1 brokerage. And C\$! is NOT limited to only your office - it can be earned on any P1 agent in any office



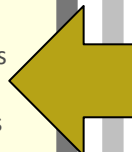
C\$!: The Strongest Residual Model

- Studied every residual & created the most powerful: Commission \$haring Income®
- Based on gross commissions, NOT "profit"
- Completely auditable, verifiable & provable
- Significant results at low levels of success
- PASSIVE in nature; can fund retirement
- **RESULT:** *A second source of income with exponential growth potential. Earn passive AND direct income on EVERY sale*



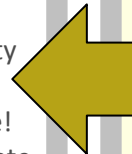
★ Opportunity ★

- Right Foundation:
 - C\$! beats other residual plans
 - RSP leads & leverages the next wave: affiliate programs
 - PCC saves money and enhances quality and consistency of service provided to clients
- Right Timing:
 - Residual brands gaining/big brands losing/period of historic change and opportunity in R/E
 - Public wants integrity, professionalism & character
- Right Brand Differentiator:
 - Character & professionalism
- **RESULT:** *P1 beats the competition at its own residual game, leverages the industry's poor reputation and provides the strongest income potential - on two levels*

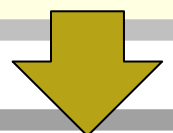


RSP: The Power of the Network

- Referral Source Program 1st of its kind
- Creates a network of people sending you Realtors and referrals to drive profitability
- Perfect for lenders, attorneys, title companies, CEOs, CPAs, VIPs - almost anyone!
- Low barrier to entry/low cost to participate
- **RESULT:** *A network of people helping you grow your business and pump up profits*



Having the #1 residual model MAY NOT BE ENOUGH to recruit some Agents. P1 provides **MORE DIFFERENTIATION** to stand out from the crowd of generic real estate franchises



True Differentiation & Brand Identity

- Realtors have an image problem: among "least trusted professionals"
- Turn weakness into strength with P1's "Character-Driven Real Estate®"
- Wall Street Journal: "Ethically-oriented clients provide biggest profits"
- National Realty News: "Realtors focusing more on professionalism"
- All professionals required to take "character & behavior assessment"
- **RESULT:** *LEGITIMATE, TIMELY competitive distinction and differentiation, and a UNIQUE, ORIGINAL foundation upon which the P1 brand is built*

