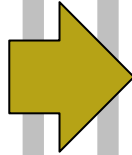




*** Situation: An Era of Unprecedented Turmoil, Transition and Change ***

- Real estate going through an era of unprecedented change right now; every aspect of the real estate brokerage ownership experience is being re-examined and reconsidered
- On both coasts, in Colorado, Florida and in other states, traditional office configurations are already becoming a thing of the past
- Many “big box” offices are in trouble; offices are trending toward **small and/or virtual**



*** Problem: Pressure on Profits Like Never Before ***

- Because of the financial crisis, the loss of cumulative wealth in America and the increase in fiscal conservatism among the general public, real estate sales volume and brokerage profitability will likely be impaired for the foreseeable future
- Change is not AN option; it is the ONLY option in order to survive and make a reasonable return on your investment



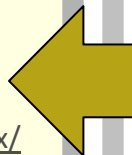
*** SOLUTION: The P1 Virtual Office ***

- The Professional One Virtual Office/Professional Call Center alternative MINIMIZES YOUR EXPENSE LOAD while MAXIMIZING YOUR CONSISTENCY AND QUALITY OF SERVICE (a true win-win)
- This not only reduces your expenses, but also the hassles of office ownership (managing your critical reception function, wrestling with technology, etc) and the time you need to invest in your job
- Be first in your market to leverage this to compete and win in today’s changed real estate game; learn from other industries in which the first to “go lean” displace their larger, more established competition



★ **The OTHER Benefits of P1** ★

- Optimal brand strategy for right now
- The most powerful residual in real estate: Commission Sharing Income (C\$I)
- C\$I is a second, PASSIVE income stream
- P1 helps set up AND SUPPORT your office and your technology (a significant bonus)
- Run your office one of two ways: small box/low overhead, OR virtual/almost NO overhead (the final frontier of office ownership)
- **PERFECT FOR: Brokers who see the future, sole practitioners & teams who want their own presence at the lowest cost & the least hassle, those looking for income diversification and a higher quality of life**



*** How it Works ***

- You have phone number specific to your market; you “call forward” that number to the PCC
- PCC sets appointments for you and forwards calls for your agents to your agents seamlessly
- PCC completely invisible; clients think it’s you
- You don't need a traditional ‘front desk’
- You don't even need traditional brick & mortar
- You save the cost of a receptionist (at a bare minimum, that’s a savings of \$32K/year @ \$10/hr w/ no employee benefits) AND the value of the time you spend managing the reception function (meaning less frustration)
- **Less hassle and lower expense = better quality of life AND greater bottom line profitability**