

# Weichert®

## Associate Resources Summary

An overview of our available tools and services



This advertisement is not an offering. In New York State, an offering can only be made by a prospectus filed first with the Department of Law of the State of New York. Such filing does not constitute approval by the Department of Law.

# Your Path to Success With Weichert.®

Weichert® is the rare real estate brand that brings you the best of both worlds. We're a large real estate company with all the tools and programs you could hope for. Yet at the same time, we're a family business that offers all the support and personal attention the best independent agencies can provide. This winning combination has led to a well-deserved reputation as a brand customers thoroughly trust. We're thrilled to welcome you to our winning team!

We will always remain true to our original underlying principle. In 1969, we determined that "people buy people before they buy goods and services." That's why we consistently stress responsiveness, follow-up and exceeding clients' expectations which together underlie our core values:

- Integrity
- Professionalism
- Added Value
- Personal Service
- Relationships for Life

For nearly 50 years, we've found that the right tools, systems and training make our best even better. The following pages walk you through all the "Weichert Differences" and key resources available to you as we work together proactively to engage the market.

***Jim Weichert***, Founder and Co-President

***James Weichert Jr.***, Co-President



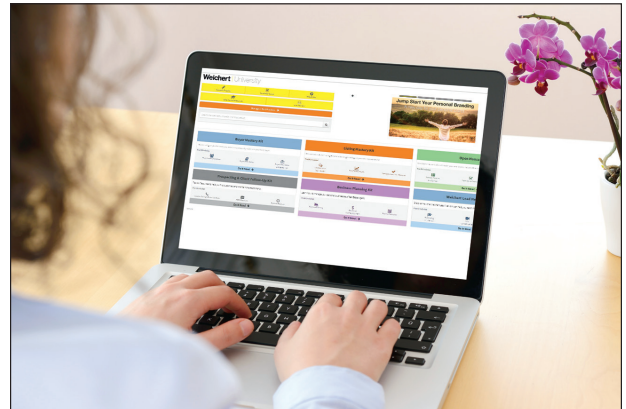


## TRAINING

We offer both activity-based and virtual training opportunities to support you every step of the way – no matter your level, your schedule or the type of learning that suits you best.

### Weichert University e-Learning

- Over 200 online courses for ongoing learning
- Accessible 24/7 to fit your schedule
- Topics range from sales skills to negotiating to technology
- Easy access to videos, scripts, presentation materials and more
- Continuing education credits online at [schoolsofrealstate.com](http://schoolsofrealstate.com)



### Success Track – Experienced Agents

- Familiarizes you with our full range of programs and services
- Helps you master our approach to open houses, the listing process, our marketing tools and more



### Fast Track – New Agents

- Nine, 90-minute webinars over 3 weeks
- Expert, active instruction in easy-to-learn segments
- Brings you up to speed and productive fast





## TRAINING

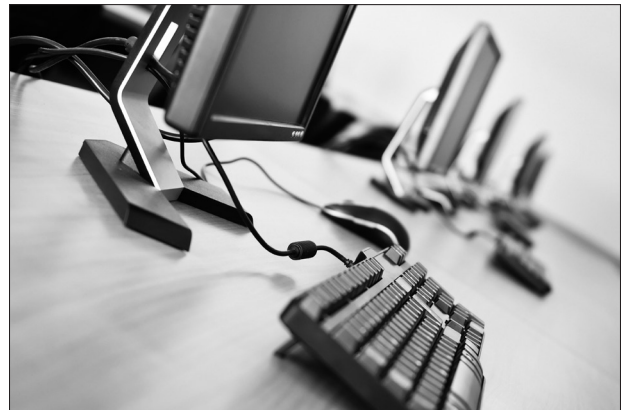
### Weichert® PartnerUp Program for New Agents

- New agents partner with experienced agents
- Great opportunity to learn while you earn



### Live Weekly Webinars

- Free sessions cover popular topics, such as Becoming a Neighborhood Specialist, Connecting with Millennial Customers and Open Houses...The Weichert Way
- Run by our expert trainers



### Local Office Training Support

- **One-on-one coaching** to stay on track
- **Weichert Workshops** to grow your business
- **Weekly Sales Meetings** to stay up to date





## TOOLS & SYSTEMS

### Exclusive Weichert® DOORS Listing Presentation

- Proven tool for communicating your value, setting expectations and overcoming objections
- Includes “Getting to Know You” brochure to set the stage and assess the seller’s needs
- Training guide and online templates let you customize the presentation and leave-behind materials



### Weichert Price Trend Analysis

- Unique format goes beyond a Comparative Market Analysis
- Uses trend indicators to add credibility to your pricing strategy
- Helps buyers assess asking prices



### Client Follow-Up Program

- Stay in touch with clients for 5 years
- Contact clients 23 times total for just \$5 per year





## TOOLS & SYSTEMS

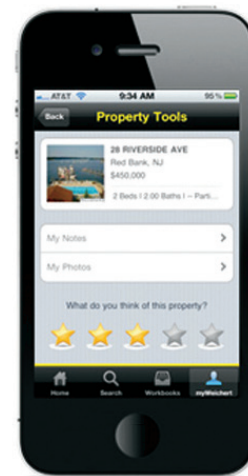
### Award-Winning Online Strategy

- Over 3 million visits a month to weichert.com\*
- Ranked as one of the top national real estate broker websites\*\*
- SEO investment, online advertising, listing syndication partners, directories and more
- Company page presents your profile



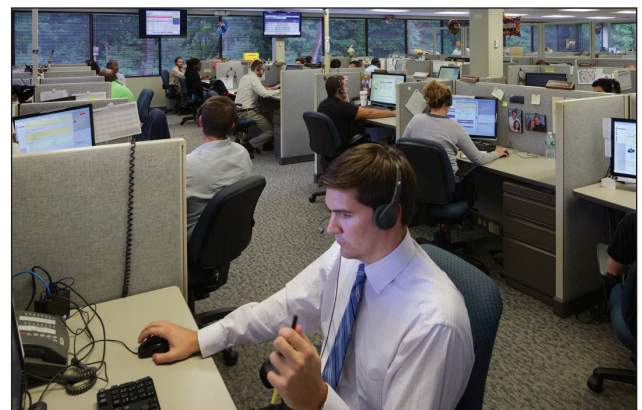
### Mobile Connectivity

- Weichert.com accessible from any mobile device
- One-click property & open house search based on GPS location
- Buyers can save listings, organize properties and make notes right from their device



### Weichert Lead Network

- Delivers the fastest response time to online inquiries
- Generates solid leads by connecting active buyers and sellers right to participating Sales Associates.
- Helps your listings sell faster





## TOOLS & SYSTEMS

### The Weichert® Buying and Selling Brochure

- For use with all prospects
- Educates buyers as well as sellers
- Illustrates the Weichert Way



### Exclusive Weichert Buyer Consultation

- Unique tool for building loyalty with buyers
- Educates buyers to save you both time



### Weichert Open House Program

- Before: Helps you create exposure to maximize traffic
- During: Helps you demonstrate your expertise
- After: Includes methods to build leads from attendees
- Weichert materials available to address every need





## TOOLS & SYSTEMS

### Weichert Digital Platform

Easy online access to:

- Customize Listing Presentation and supporting materials
- Access Weichert University courses
- Access flyers, tools and supplier resources



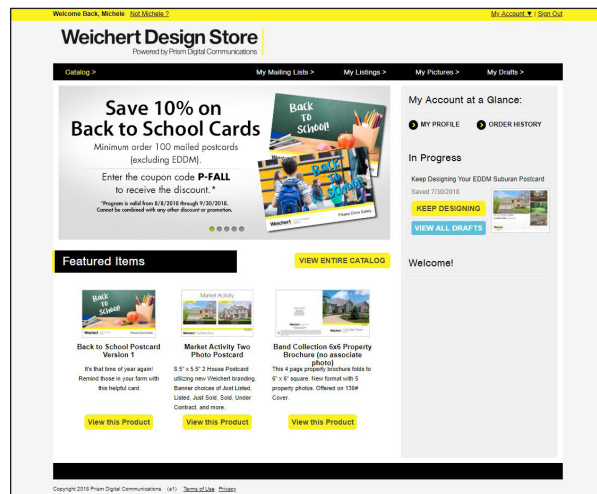
### WeichertPro

- Proprietary contact management system
- Lets you set up client follow-ups and reminders
- Provides access to a variety of email templates
- Receives Weichert® leads for you



### Online Marketing Centers

- Browse libraries of templates to download and customize materials, including postcards, property flyers and more
- Order brochures and marketing materials






## TOOLS & SYSTEMS

### e-Marketing

- Customizable templates for prospecting, farming, open houses and recruiting
- Provides tracking feature and ability to opt out

**Weichert** Open House **\$625,000**



Units: 5  
Baths: 2/1  
Sq Ft: --  
Lot: 0.23 Acres

You're invited  
**Open House**  
Sunday, March 18, 2018 from 1:00 PM - 4:00 PM  
20 Winding Way, Morris Plains, NJ 07960

One of the best streets in Morris Plains! Pristine, HOF floors, open floorplan, quiet street, walkable town & train. Furnace, AC & HWH new 2017. 1st Fl. master, kitchen & butler pantry. Great walkability! NEW PRICE! MUST SEE TO APPROPRIATE SPACE! EXTENSIVE UPDATES! Lemonade front porch welcomes you to this pristine & spacious updates & living space. Large rooms, sunshine streams in. Master bedroom w/ vaulted ceiling, newer full bath, jetted tub, ceramic tile floor & skylight. Sunny open floor plan. Level back yard w/ patio, hot pond & room to garden or play. Top marks updates to hot, new furnace, CA & HWH 2017, hardwood floors, finished basement, w/other daughter options VERY CELEBRATING! Must see to appreciate. Come see.

Directions  
Speedwell/Chenook/Winding/Winding

I hope you can attend. Please share this with anyone you think would be interested in seeing this home.

**Pro Trainers**  
Sales Associate  
Weichert Pro Training - Franchise  
Cell: 973-401-5559  
Email Me

**Weichert**  
Weichert Pro Training

**Local Market Update**

Anytown, USA  
Local Market Update

Address	Price(\$)	Beds	Baths
100 Main Street	\$500,000	5	3.5
200 Main Street	\$400,000	4	2.5
300 Main Street	\$300,000	3	2
400 Main Street	\$200,000	3	2

**Just Sold**

Address	Price	Beds	Baths
500 Main Street	\$500,000	4	2.5
600 Main Street	\$400,000	3	2.5
700 Main Street	\$300,000	3	2
800 Main Street	\$200,000	3	2

**Anthony Agent**  
Sales Associate  
Cell: 973-401-5559  
Email Me  
Visit My Website

**Weichert**  
Weichert Pro Training

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### Direct Mail

- Weichert® iMail keeps you in touch with specific markets, demographics or your sphere of influence
- Proprietary LeadLink Program sends Just Listed/ Just Sold cards that deliver leads directly to you

**JUST LISTED**

John,  
The owners of 29 Scarsdale Farm Road just listed their home with us. If moving is within your plans, or if you know someone who may be interested in learning more about this property, go to [LearnMoreNow.com](http://LearnMoreNow.com) Enter code **LEARNMORE**

**Sally Woods**  
REALTOR



**Weichert** 29 Scarsdale Farm Road  
Scarsdale, New York 10583

**Jane Smith**  
Sales Associate

**Weichert** Just Listed  
29 Scarsdale Farm Road, Scarsdale, NY 10583

### Marketing Materials

- Tools for all types of buyers and sellers
- Choose from brochures, flyers, property brochures, door hangers and more
- Includes brochures to win expired listings and win over homes "For Sale by Owner"

**Selling your own home?**  
It's more involved than you'd imagine.



**Weichert**

**Months without selling?**  
Maybe it's time for a whole new direction.



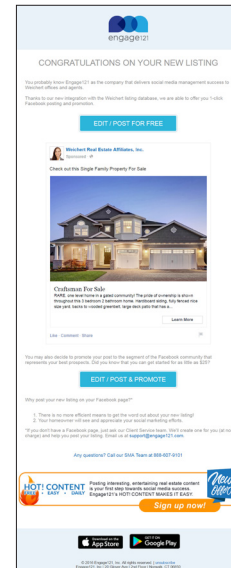
**Weichert**



## TOOLS & SYSTEMS

### Social Media Ad Programs

- Two options available to promote listings
- Automatically get a prompt with each new listing to promote or advertise using social media



### Lead Sources

- Weichert.com/Lead Center
- Weichert Workforce Mobility Inc.
- Weichert Referral Associates
- Broker to Broker

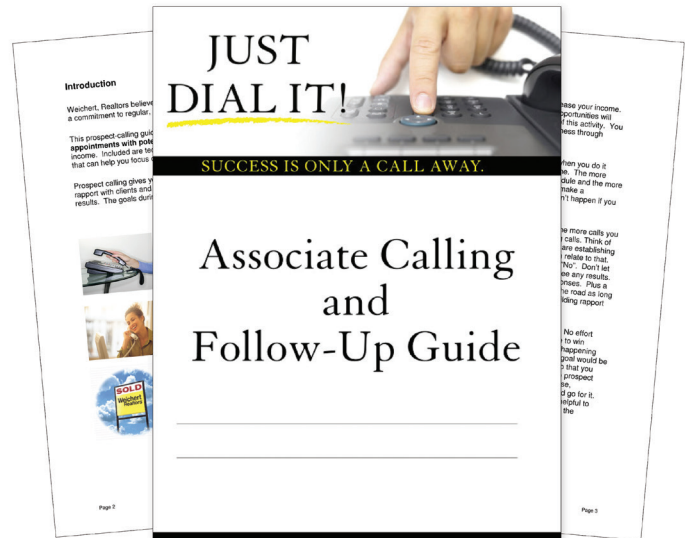




## TOOLS & SYSTEMS

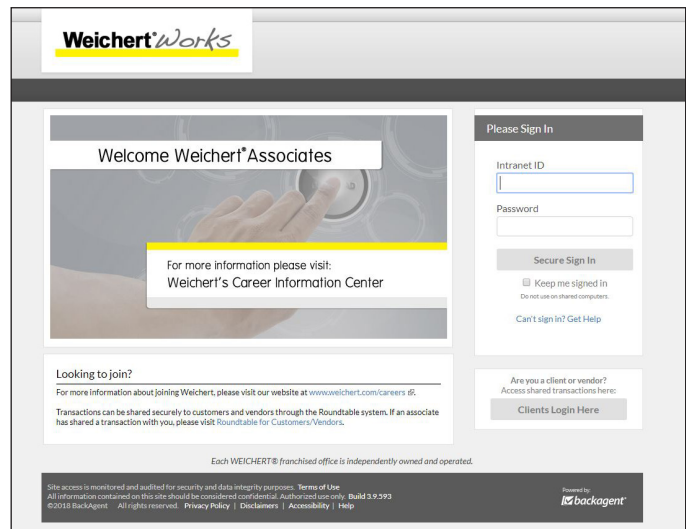
### i-Call

- Team exercise to identify buyers and sellers
- Strategies, scripts and training are provided
- Broker provides you with “Do Call” lists



### Local Intranet – WeichertWorks.net

- Tracks and reports on transactions and production
- Lets you schedule appointments and track leads through a lead interface
- Promotes interoffice communication through calendar and posting features
- Presents video content from industry experts and professional trainers
- Links to Weichert Digital Platform, press release requests and more





## BUSINESS SUPPORT

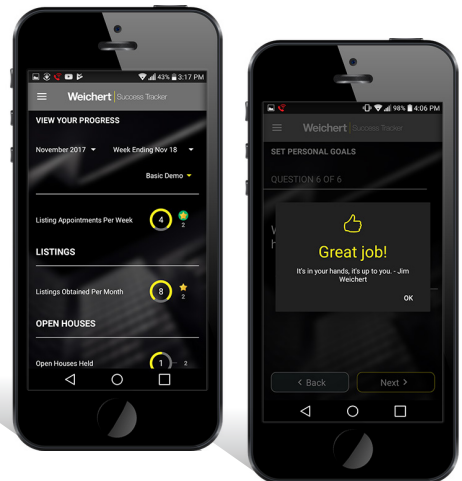
### Business Planning Tool

- Decide on your annual goals with the help and support of your Sales Manager
- Lets you track your efforts to help you reach your goals



### Success Tracker App

- Helps you set, track and meet your production goals
- Easy to set up and fun to use



### Approved Supplier Program

- Intranet links connect you to approved suppliers for one-stop shopping
- Wide range of products to support your everyday business needs to save you time
- Ensures brand consistency throughout the Weichert® network





## BUSINESS SUPPORT

### Advertising, Public Relations and Social Media Support

- Advertising support raises brand awareness in your local community
- PR creates national awareness and opportunities for press coverage
- Local news distribution of your awards, designations, trainings and charitable activity
- Content to support your social media pages



### Motivational Events

- **National Convention** with top speakers and trainers to learn, network and be inspired
- **Regional Award Banquets** to recognize agent and office accomplishments
- **Regional Sales Rallies** to network with and learn from other offices



# Everything You Need To Be Productive.



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