

# THE ONE DIFFERENCE

## OUR FRANCHISE PROCESS

*ONE of the many things that makes Realty ONE Group different from other real estate franchises is simply our people. We're in a people business. From the first phone call or meeting and even after the deal is done, we're here to build a long-term, meaningful and win-win relationship.*

*Let's move forward together.*

*Here's what you can expect during the discovery process:*

**INITIAL CONSULTATION** We'll host a brief phone call or meeting with the Director of Growth that heads up your region. The Goal? Simple - to answer your initial questions and to review with you how we award franchises.

**WHY REALTY ONE GROUP?** We'll design follow-up calls and meetings, that fit for you and your schedule, to cover a wide array of topics. You'll learn more about our comprehensive platforms and offerings including:

- ▶▶▶ Our proprietary, zONE backend system that integrates all of our technology and tools with ONE simple sign in
- ▶▶▶ ONE University and our Learning Management System
- ▶▶▶ Our agent recruiting program that helps our franchises be more profitable
- ▶▶▶ Our modern and pervasive brand marketing and the dynamic Coolture that sets us apart
- ▶▶▶ The extensive support you'll receive before, during and after you open
- ▶▶▶ ... and so much more!

*Throughout this phase, you'll see why Realty ONE Group is the fastest growing full-service real estate franchisor today!*

### **CONVERSATIONS WITH LIKE-MINDED ROG OWNERS**

*We believe this is ONE of the most critical parts of the journey for you. We encourage you to speak to other Broker/Owners who were in your same position only a short time ago! Undoubtedly, we have the most collaborative set of franchise owners in the world, regardless of the industry.*

**FRANCHISE DISCLOSURE DOCUMENT** We will send you a Franchise Disclosure Document (FDD) as required by the Federal Trade Commission. This is an important part of the process as it provides you with important information about us so you can make an informed decision.

*We're excited to show you why so many franchise owners and real estate professionals are joining Realty ONE Group and feeding the excitement behind our brand. We invite you to be part of this movement. Thank you in advance for investing your time to learn more about Realty ONE Group!*

**ARE WE THE RIGHT FIT? VIP DAY** What better way to find out if we're the right fit for you than to see for yourself. We'll invite you to join us for a special day at our corporate office (aka THE HUB) in Laguna Niguel, California, or at a Regional Realty ONE Group location near you! You'll meet our leadership, visit ONE of our active, modern offices and get a good look "under the hood" of our organization. Get ready for a special VIP presentation and other cool surprises. Keep in mind that we value passionate, motivated entrepreneurs just as much as those who meet financial prerequisites.

**APPLICATION/BUSINESS PLAN** Let's get to the paperwork. You'll find our application simple and straight forward. And we'll also provide you with a template for your new Business Plan Template that you'll bring with you to your official Realty ONE Group training.

**FRANCHISE AWARD/FRANCHISE AGREEMENT** We'll review the time we've spent together, one-on-one and with the Realty ONE Group leadership, including Realty ONE Group President, Vinnie Tracey. This is a time to celebrate and sign on the dotted line!

**FRANCHISE TRAINING** We host a jam-packed four days of franchise training at our HUB in Laguna Niguel, CA, and will help you schedule that when you're ready. The cost to you? FREE. This training helps you get started on the right foot. Investing in your business on day ONE is key to your lifetime success with us.

**PERSONALIZED OWNER ON-BOARDING** Immediately after your Realty ONE Group franchise is awarded, we'll assign a dedicated team to you whose sole purpose is to support you in every way we can, every step of the way at no additional charge.