

# UNtraditional, UNbelievable, The UNBrokerage

The Only Modern, Lifestyle Real Estate Brand

*A Franchise  
Opportunity*



Real estate is one of the most important investments made around the world with real estate professionals at the nucleus of these comprehensive and intricate transactions. For the ambitious real estate professional, it's an always-on, everyday, every buyer and seller matters kind of business.

Real estate franchising is another significant aspect of the industry, offering numerous benefits for both real estate professionals and entrepreneurs. It provides a framework for success, leveraging the strength of a recognized brand, proven business model, and ongoing support and training. Realty **ONE** Group has been recognized by *Entrepreneur* as **the No. ONE real estate franchisor**, renowned for its innovative approach, **agent-centric focus**, and commitment to empowering real estate professionals.

The same entrepreneurial spirit that led CEO and Founder, Kuba Jewgieniew, to launch Realty **ONE** Group is shared with other ambitious entrepreneurs, around the world, who want to build their legacy and let others **achieve greater success faster**.



## Contents

### *Concept Introduction*

- UNBrokerage
- UNRivaled
- UNBelievable

### *Industry Insights*

- The Real Estate Industry
- The Data

### *Advantages of Franchising*

- Becoming a RealEstate Franchise Owner
- Franchise Support
- FTC Protection (for franchisor and franchisee)
- Personal Benefits
- Steps to Franchising

### *The Realty ONE Group Opportunity*

- Brand Introduction and Overall Concept
- Unique Franchise Support
- More Reasons to Invest



# UNBrokerage

Businesses that accept and even embrace change are known for their staying power. The real estate industry, despite its traditions, is constantly changing and to stay relevant, the more modern brands will change with it. These brands that **innovate** and **aim to disrupt** are more flexible and agile by nature, ready to listen and respond to their customers' needs and wants. Because of this, they build brand loyalists who make the products and services they create part of their everyday life.

Known in the industry as the UNBrokerage, Realty ONE Group has always had a YOU-first focus, making the needs of its entrepreneurs and real estate professionals top priority. That means good is never good enough and we'll continue to innovate to attract passionate people and loyal believers. We seek to always make an impact in what we do, personally and professionally.

# UNRivaled

Since our inception in 2005, there's been no stopping our growth. Because we're focused on our real estate professionals' success, we continue to experience our own, unrivaled success. For the third year in a row, Realty ONE Group was named **the No. ONE real estate franchise** by *Entrepreneur*, beating all other traditional and new-age brands. We've also been recognized by others for our numerous achievements:

- Most Innovative Franchise, *Franchise Business Review*
- Top Global Franchise, *Entrepreneur*
- Outstanding Company Culture, *Franchise Business Review*
- Top Recession-Proof & Top Low-Cost Franchise, *Franchise Business Review*

# UNBelievable

Despite nay-sayers who believe traditional brands would always rule the industry, Realty ONE Group achieved success beyond expectation. We believe the combination of our 100%-commission model and **full-service brokerage and support** is the difference. And with our welcoming COOLTURE (cool + culture) and dynamic brand, the results have been UNBelievable.

But we won't stop there. Our passion is to paint the globe gold, opening new locations around the world, in turn opening new opportunities for real estate professionals and buyers and sellers everywhere. What started as ONE entrepreneurs passion, has become the purpose of so many in markets big and small.



MORE THAN A MISSION STATEMENT,  
OUR ONE PURPOSE IS TO OPEN  
DOORS ACROSS THE GLOBE - ONE  
HOME, ONE DREAM, ONE LIFE AT A  
TIME. AND WE LIVE THIS PURPOSE  
EVERY DAY.

# The Real Estate Industry

As populations continue to grow, and change, the real estate industry will continue to grow, and its position as a foundation of the global economy makes it an essential part business, no matter other influences.

Technology and innovation has changed so much of our world in recent years. But, even today, real estate remains **ONE** of the best investments a person can make in their future. Which makes a modern, innovative real estate franchise a smart option for many entrepreneurial owners.

## The Data

- The real estate industry is a global force, with a value of more than \$10.5 trillion and growing.
- Real estate is in demand in good times and bad and can see strong home sales despite adverse conditions.
- The real estate industry is expected to continue expanding for at least the next five years, with an annualized growth rate of 4.1%.
- Today's real estate businesses are increasingly focusing on modern advancements to drive future industry growth.
- That need to innovate extends to all aspects of the industry, with online sales expected to continue their growth in the years to come.



# Becoming a Realty ONE Group Franchise Owner

Owning your own real estate franchise can be exciting. Does the idea of managing an office the way YOU want, **becoming your own boss**, and forging your own path to success instead of following others sound like you? You could be a part of **the next generation of business leaders!**

At the same time, getting a real estate franchise up and running may seem daunting. We've done it hundreds of times

and have **the blueprint for success** - from managing costs and staffing to your official grand opening. We'll get into the details with you including payroll, staffing, taxes, territory, site location, design, training, and marketing.

We're here to get you started and work hand in hand with you throughout the entire process until you have an army of devoted real estate professionals and the success you've always wanted.

## Franchise Support

**What is a franchise?** A franchise is a business system where potential franchise owners pay a fee to utilize and grow an existing brand. It's a relationship regulated by the Federal Trade Commission (FTC) for the protection of both parties, and a Franchise Agreement spells out the intricacies of the deal.

A modern, forward-leaning real estate franchisor should provide awarded franchisees with the business blueprint for operations and training, along with a wealth of support that can include everything from global networking opportunities to technology and marketing tools, to extensive and ongoing training.

Most importantly, a franchisor is obligated to disclose initial costs and ongoing fees so you'll have a good idea of what the business will cost before you even get started.





Taking the **steps toward owning a real estate franchise** is called “doing your due diligence,” and...

- 1** Completing an inquiry form
- 2** Joining us on an introductory call
- 3** Reviewing the Franchise Disclosure Document
- 4** Attending a VIP Virtual Tour of Realty ONE Group
- 5** Signing the franchise agreement
- 6** Connect with our Support Team to set up your business
- 7** Hiring your team and attending training
- 8** Preparing to launch your real estate franchise!

Franchise ownership with  
**Realty ONE Group** means  
going into business *for yourself*,  
but never *by yourself*.



# The Realty ONE Group Franchise Opportunity



Realty ONE Group recognizes the need for **constant innovation, mutual support,** and a **spirit of inspiration** to help us lead the way and transform the industry. We believe in the people we work with, and embrace the best of today to help us create a new business model for tomorrow.

We're dedicated to giving our professionals the tools they need to build their business, with everything from training and coaching, to motivational strategies designed to bring out the best in every person on the team. We stay nimble and adapt to the ever-changing world of real estate but it's the **Power of ONE** that brings us together and moves us forward.

Becoming an owner with Realty ONE Group means becoming part of our family, and connects you with a franchise ready to shake up the real-estate business.

- ✓ **The Brand:** Realty ONE Group is known as "The UNBrokerage," and we earn that reputation with outside-the-circle thinking and a disruptor's approach to the industry. We believe that everyONE matters and everyONE has a voice, and it guides our franchise development.
- ✓ **The Market:** We serve the housing market across the world, with a rapidly expanding number of locations in North America and around the globe.
- ✓ **The Product:** We help clients find the right home at the right price, and use modern methods to help streamline and improve the experience.
- ✓ **The Value Proposition:** A modern COOLTURE and business approach.
- ✓ **How We Support Our Franchise Owners:** Realty ONE Group gives our owners the support they need to build their business and grow the brand through training, coaching, masterminds and events that build endless networking opportunities.



# Join Us

Realty ONE Group is getting ready to expand into new territories again, and we're looking for future owners to come with us as we lead the industry into the future.

- **Belief in innovation** to help you find the best solution, every time
- **A disruptive attitude** that looks for new ways to excel and grow the business
- **Focus on growth** that's helped us continue expanding during tough times
- **Access to Waking Up to Win and ONE University** for coaching and education
- **Family approach to business** designed to help you and your team develop as a unit
- **Marketing assistance** to build brand awareness together
- **Ongoing support**, at all times, so you know we've got your back

For more information on how you can become a franchise owner with Realty ONE Group, contact us today!



## Realty ONE Group

10750 W. Charleston Blvd, Suite 180  
Las Vegas, NV 89135  
**(949) 297-2020**

© 2024 Realty ONE Group. ALL RIGHTS RESERVED.

THIS FRANCHISE SALES INFORMATION DOES NOT CONSTITUTE AN OFFER TO SELL A FRANCHISE. THE OFFER OF A FRANCHISE CAN ONLY BE MADE THROUGH THE DELIVERY OF A FRANCHISE DISCLOSURE DOCUMENT (FDD). CERTAIN STATES REQUIRE THAT WE REGISTER THE FDD IN THOSE STATES. SUCH REGISTRATION, OR EXEMPTION, DOES NOT CONSTITUTE APPROVAL OF THE INFORMATION IN THE FDD BY THAT STATE AGENCY. THE COMMUNICATIONS HEREIN ARE NOT DIRECTED BY US TO THE RESIDENTS OF ANY OF THOSE STATES. MOREOVER, WE WILL NOT OFFER TO SELL FRANCHISES IN THOSE STATES UNLESS WE HAVE REGISTERED THE FDD (OR OBTAINED AN APPLICABLE EXEMPTION FROM REGISTRATION) AND DELIVERED THE FDD TO THE PROSPECTIVE FRANCHISEE IN COMPLIANCE WITH APPLICABLE LAW.