

SERVICES

Home Marketing Services

The Base Service

Home Finding Services

Mortgage Services

Rental Services

OPERATIONS/PROCEDURES

01. Service Agreement – Facilitator Relationship and Exclusive Agent*

02. Service Agreement – Right to Represent Buyer*

03. A Complete Guide to Working with HouseSavvy*

Provides Clients with answers to their every need

04. Your HouseSavvy Tool Kit*

Provides Clients with all the necessary forms

05. Listing Instructions*

06. Rental Listing Package*

07. Agent Referral Fees*

When we refer seller or buyer to another broker/agent we receive a referral fee

08. Rental Package*

All documents needed for renters to list and lease their homes

09. Agreement – Referral Fees*

Agreement between HouseSavvy and broker/owner and agents involved.

010. Your Sales Documents & Instruction Package*

For FSBO (For Sale By Owner) clients

011. Start Smart Programs*

Preparing Sellers & Buyers to maximize the process

012. Start Smart Formats – Sellers and Buyers*

MARKETING

M1. Menu of Services and Fees*

M2. HouseSavvy Web Site*

M3. Analytics*

M4. Comparison with major real estate web sites*

M5. The HouseSavvy Program for Home Sellers*

M6. What It Takes to Sell Your House*

M7. Selling Your House for Top Dollar*

M8. Handbooks (3)* (all exhibits)

Seller, Buyer, Renter

M9. Brochures (7)* (all exhibits)

- Welcome to the Future of Real Estate
- Ten Good Reasons to List with HouseSavvy
- The Smart Way to Sell, Find & Finance Your Home
- The Savvy Way to Sell Your House Yourself
- The Smart Way to Finance Your New Home
- The Smart Way to Sell Your House and Save Money
- Marketing Brochures of Individual Homes

M10. Postcard Marketing (4)* (all exhibits)

- Keep More of What's Yours
- Free MLS/Internet Listing
- FISBO Postcard
- Recruiting Postcard

M11. Billboard Advertising (3)* (all exhibits)

- Reach the World – Sell Your Home
- Why Pay More Than You Have To
- Keep More of What's Yours

M12. TMI (Timely Market Information) with Accompanying PR*

Detailed monthly summary of real estate activity very popular PR with the media

M13. HouseMAP House Market Analysis & Plan*

M14. Rewards Program*

Provides Sellers & Buyers with discounts

M15. Opportunity for exclusive partners & preferred suppliers*

The many businesses that benefit from new sellers, buyers and renters

FRANCHISING

F1. FEDERAL REGISTRATIONS*

Names, Logos, Marketing Language*

F2. MARKETING (Brochures, etc.)*

Invest in the Future of Real Estate

*(8-1/2 x 11 and bi-fold)**

Four Good Reasons to Buy a HouseSavvy Franchise

F3. Market Trends Direct Mail Program for Franchisees*

Franchisees program of direct mail within their territory

OPERATIONS/PROCEDURE

F4. Instructor's Manual:

The HouseSavvy Way Training Program*

Synchronized with the Consultant's Training Program

F5. HouseSavvy Consultant Training Manual*

Training Manual for Franchisee Agents ("Consultants")

F6. Franchisee Orientation Manual*

Contents: *You and HouseSavvy, Pre-opening, Staffing, Marketing, Operations, Communications, Financial/Accounting, Records and Reports*

F7. Franchisee Operating Manual*

Contents: *Staffing, Marketing, Operations, Communications, Financial/Accounting, Records and Reports*

F8. FEDERAL FRANCHISE REGULATIONS

Franchise Disclosure Document*

Key Provisions:*

- Initial Fees
- Other Fees
- Initial Financial Investment
- Territory

Franchise attorney described these as the best key provisions that he ever reviewed.