

# 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 over 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



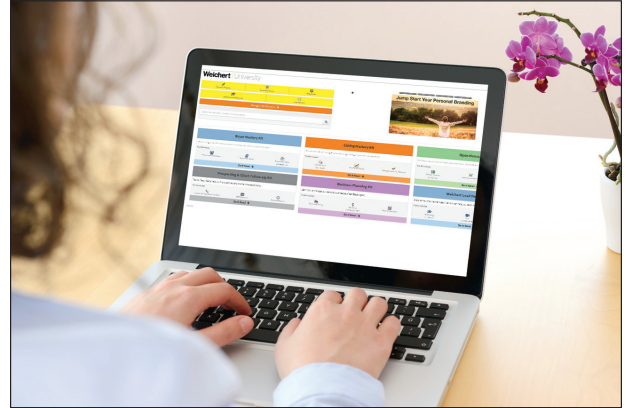


## TRAINING

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 [schoolsofrealestate.com](http://schoolsofrealestate.com)



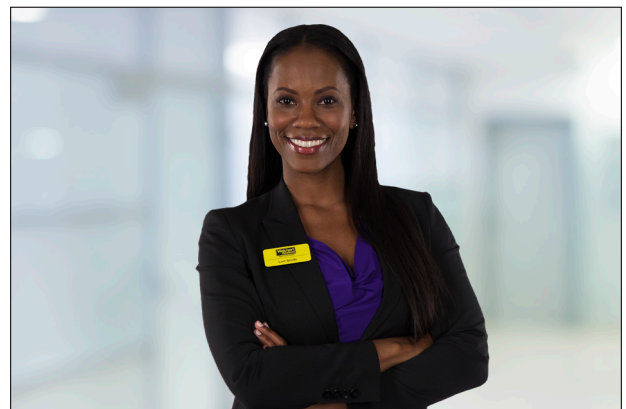
### Success Track – Experienced Agents

- 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

- Robust webinar series with practice assignments on everything from how to prospect to creating a listing presentation
- Expert, active instruction in easy-to-learn segments
- Brings you up to speed and productive fast





## TRAINING

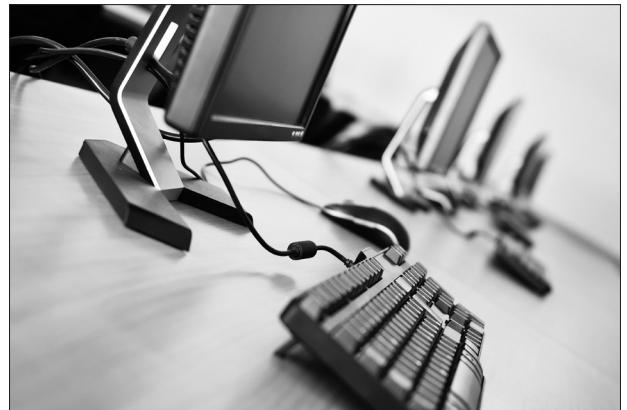
### Weichert® PartnerUp Program for New Agents

- 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, Marketing With Social Media 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 21 times total for just \$5 per year





## 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

### Personal Branding Materials

- Marketing designed to help showcase you
- Features your unique personality bar & bio
- Professional, ready-to-customize and coordinated



### 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



### Sales 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"

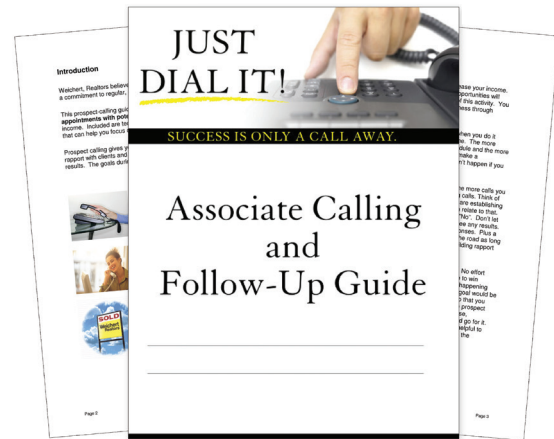




## TOOLS & SYSTEMS

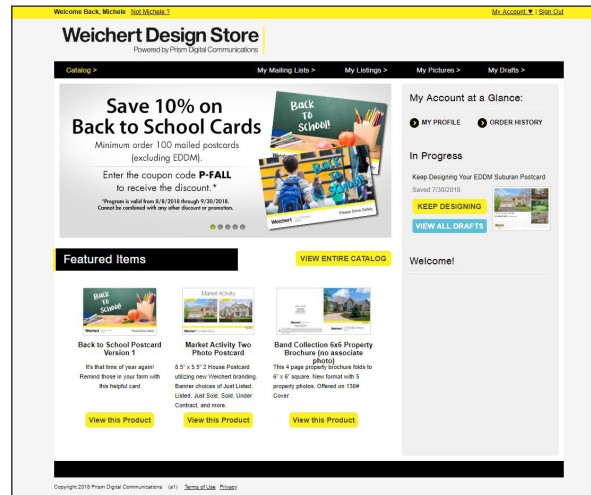
### i-Call

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



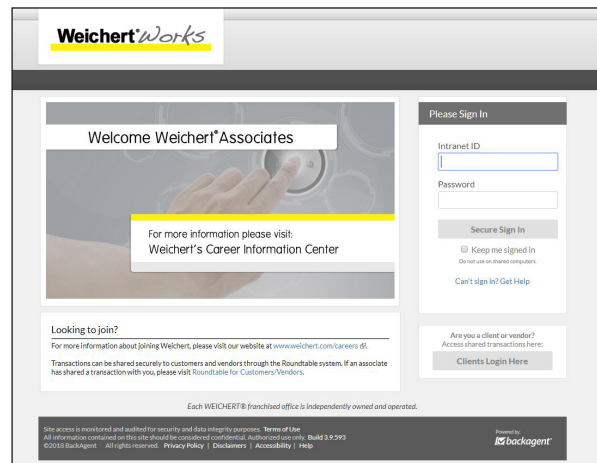
### Online Marketing Centers

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



### Local Intranet – WeichertWorks.net

- Guides you through the transaction steps
- Tracks and reports on transactions and production
- Promotes interoffice communication through calendar and posting features

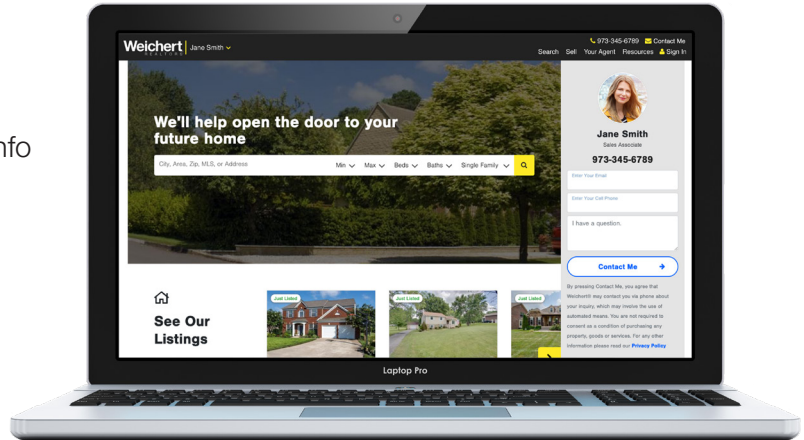






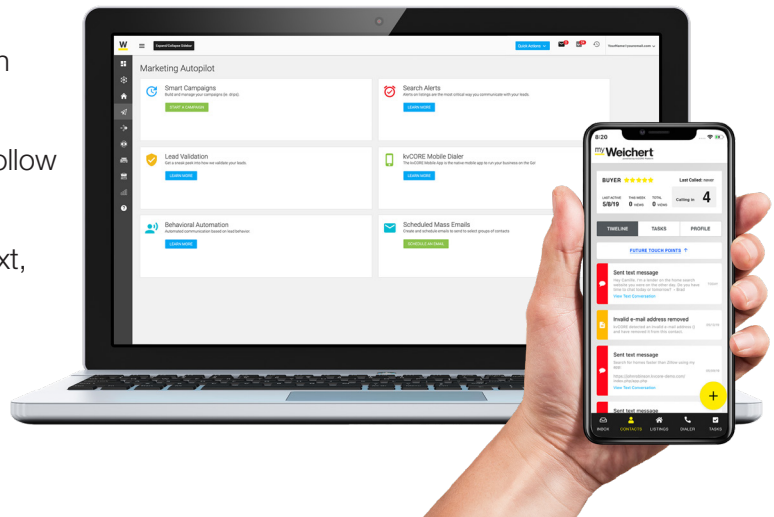
## Professional Branded Website

- Customized with your name and contact info
- IDX ready
- Showcases your personal brand
- Designed for lead gen and capture



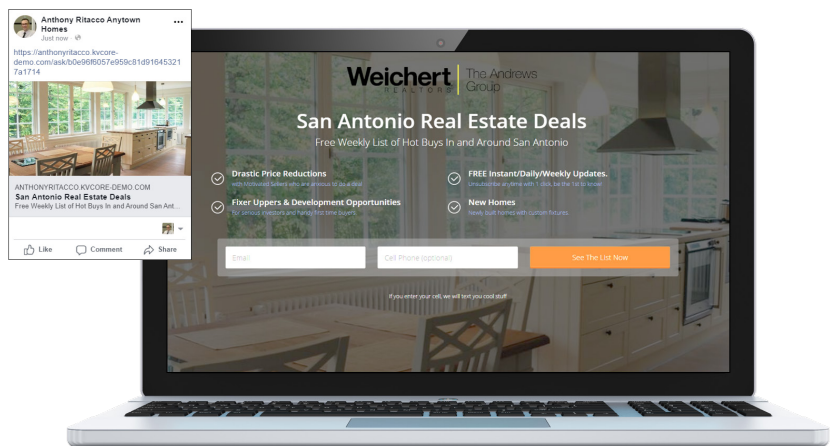
## Smart CRM

- Ability to organize leads by type and maintain full contact records
- AI-driven, behavioral automation helps you follow up the right way at the right time
- Automated, pre-built campaigns integrate text, email and phone follow-up
- Auto-dialer and mass email functionality
- Marketing and email templates for prospecting, farming and open houses



## Lead Gen Tools

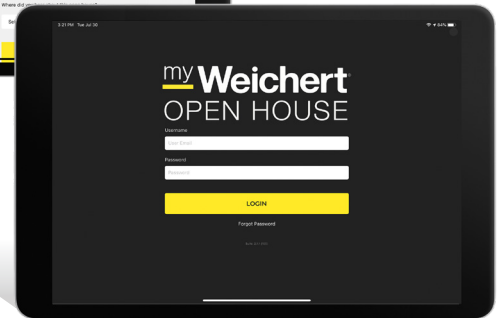
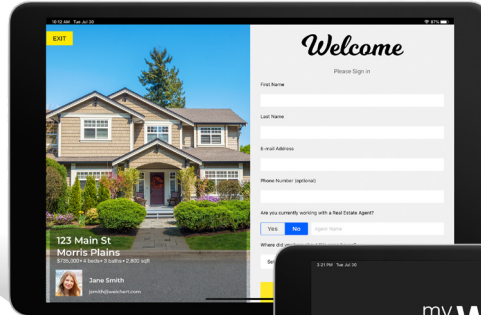
- Landing and squeeze pages for attracting and converting prospects
- Ability to boost to Facebook
- Ability to sync with any lead source, including Weichert.com





## Open House App

- Digitally capture visitor info onsite using the app
- Info automatically goes into your myWeichert CRM
- Attendees are automatically assigned to a follow-up campaign



## Weichert Tools Access:

Easy online access via myWeichert to:

- Customize Listing Presentation and supporting materials
- Weichert University courses
- Flyers, sales tools and approved supplier products





## BUSINESS SUPPORT

### Additional Lead Sources

As part of the larger Weichert network, you have the opportunity to receive leads from these sources:

- Weichert.com
- Weichert Workforce Mobility Inc.
- Weichert Referral Associates
- Broker to Broker



### 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



### 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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