



/RECRUITING

PRESENTATION GUIDE

ABOUT US

We're a dynamic lifestyle real estate brand focused on making noise together, as ONE team, to create our own original sound that will work for you. By understanding, appreciating, and investing in you, we're showing why we believe that everyONE and everything matters, with a philosophy that everyONE has a voice. With a 'you first' focus, you can think of RealtyONEGroup as your own personal rock band, making ONE noise that ignites change in the industry and creates raving fans.

6CS + YOU = SUCCESS

Coolture

This is the ONE word that defines who we are as a company. It's a mindset and lifestyle; it's waking up every day with a positive attitude, believing you are going to win. Coolture takes many forms, but it always leads to greatness, and that greatness comes from creating a culture of believers.

Care

The 'you first' model treats people with respect and makes them a part of the vision. It's a 24/7 business, which means transparency and open communication are the keys to unity. We believe in providing number ONE support to follow your vision, because it's all about empowering you.

Coaching

Creative coaching hands you the keys to your own success, because we're here to help cater to your clients' lifestyle so that you can turn houses into homes.

Connect

We pledge to never be a virtual-only company, which is why we offer the technology and face-to-face support that you need. Providing you with the latest tools and technology to connect with your clients is our ONE promise to you.

Community

Giving back and spreading positivity is our ONE mission that effects change. Helping hands are more than just a symbol; when they come together to complete a circle, they inspire others to do the same.

Commissions

We believe in giving you the crazy commissions you deserve to celebrate your success. It's a company that allows you to invest in yourself.

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STATS AND AWARDS

Take a look at all the awesome things we've achieved in just over ONE decade!

- INC 500/5000 Fastest-Growing Companies for 7 years
- 100% debt-free, always - 100% family business
- Top 5 independent firms in the nation
- Top 3 within 3 years in new markets
- ONE house sold every 15 minutes
- 136K+ lives changed - 2K+ trees saved

NATIONAL LOCATIONS

Gold is the color of success, achievement, and triumph. When we say we're "painting the nation gold," we're really talking about how quickly RealtyONEGroup is expanding across the nation. The numbers are growing daily, and best of all: you can use any of these offices across the ONE Nation to conduct your business! You can look up all the official office locations on RealtyONEGroup's website. *(Pull up RealtyONEGroup.com and show them how to navigate and search locations)*

THE ZONE/MYROG

The zONE/myROG is your backend system that features some of your most up-to-date news, paperless exchange, downloadable forms and marketing materials.

LISTHUB

ListHub is the syndication site used by all RealtyONEGroup offices. By submitting your feed to ListHub, your office's listings will be syndicated to 900+ websites including Zillow, Realtor, and Homes.com.

ONE DASHBOARD

The quick links for all things marketing. The ONE Big Book of Answers, the Brand Guidelines, listing presentations, the Social Media Bible, and links to the ONE Shop and ONE Studios' premiere site are all accessible from the ONE Dashboard. The best part is that more things are added all the time, because high-powered real estate professionals need the best tools to succeed!

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(Go through different sections of the ONE Dashboard to provide a short how-to on its navigation)

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BRAND GUIDELINES

RealtyONEGroup's brand identity is a representation of who we are, helping to communicate our ONE Vision to the world. In the signature black and gold style, we've unveiled a simple guide for using RealtyONEGroup's logotype, design, and more. Check out the Brand Guidelines, live now!

MARKETING MATERIALS

Think outside the circle! There's no ONE size fits all in real estate, and you can customize the way you achieve your own career goals with RealtyONEGroup's marketing materials. Working together as ONE, we provide the tools and creative freedom you need to ONE up your business! On top of having access to all logos and branding through the Brand Guidelines you will receive kits with templates, checklists, presentations, and informational flyers. Your kits include:

- Listing Presentation Kit
- Agent Templates Kit
- Coaching Kit
- Open House Kit

REALTYONEGROUP APP

ONE of the many perks of becoming a RealtyONEGroup real estate professional is your access to the official RealtyONEGroup mobile app. It's an incredibly easy-to-use opportunity to increase your online reach and retain clients, and here's the best part: it's FREE!

VIDEOLICIOUS

Another awesome part of being an agent with RealtyONEGroup is your access to a free enterprise account with Videolicious, ONE of the best apps to help you market your business. With Videolicious, you can make listing videos, build your own agent video profile to connect with future clients, offer full neighborhood tours, provide testimonials from previous clients about your amazing service, and brag about the RealtyONEGroup coolture, all in ONE place!

REALTYONEGROUP.TV

RealtyONEGroup.TV is the official platform of ONE Studios' video collection. Catch news updates, random acts of coolture, and ONEderful moments of the giving back!

SOCIAL MEDIA

The Social Media Bible is now available for download through RealtyONEGroup's Brand Guidelines. Consider it your number ONE guide to mastering social media, with all sorts of content advice, marketing options, even a full description of our branded hashtags!

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RELOCATION

RealtyONEGroup provides a relocation and referral services network, with a team of professionals dedicated to helping you and clients meet any and all relocation needs.

(take agent to relocation.realtyonegroup.com to show them all of the areas we have access to)

AGENT BENEFITS

RealtyONEGroup has partnered with Lumina Insurance Services, providing a Private Health Care Exchange for our individual real estate professionals, real estate team members, and family members. You now have the flexibility to choose a right that fits you best!

REALTY ONE GROUP CARES

Real estate is a hyper-local industry, and RealtyONEGroup Cares, a 501c3 non-profit charity, is committed to #GiveONEBack and appreciating the communities where we live, work, and play. Our ONE mission is to make a positive impact and difference in lives, locally and across the globe.

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DAILY 5/5 SHEET

Name: _____ Daily 5/5 Activities _____ Month: _____

FIVE HABITS	Daily Goals	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Totals	Notes
WEEK 1										
Build & Manage your Database	5 People									
Closing/Co-Op Calls	5 Connections									
Hand out 5 Business Cards	5 Business Cards									
Follow Up	5 Personal Notes									
Network - 5 Business Cards	5 Cards Weekly									
FIVE HABITS	Daily Goals	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Totals	Notes
WEEK 2										
Build & Manage your Database	5 People									
Prospect	5 Connections									
Hand out 5 Business Cards	5 Business Cards									
Follow Up	5 Personal Notes									
Know your Market	5 Homes Weekly									
FIVE HABITS	Daily Goals	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Totals	Notes
WEEK 3										
Build & Manage your Database	5 People									
Prospect	5 Connections									
Hand out 5 Business Cards	5 Business Cards									
Follow Up	5 Personal Notes									
Know your Market	5 Homes Weekly									
FIVE HABITS	Daily Goals	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Totals	Notes
WEEK 4										
Build & Manage your Database	5 People									
Prospect	5 Connections									
Hand out 5 Business Cards	5 Business Cards									
Follow Up	5 Personal Notes									
Know your Market	5 Homes Weekly									

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RECRUIT & RETAIN ACTION PLAN

Name: _____ Office: _____

ANNUAL GOALS			
RECRUITING (ATTRACTING)	RETENTION	TRANSACTIONS/TC CAPTURE	OTHER
Hire New Licensees Hire Seasoned Agents Terms Net Agents Hire Recruiter – Appointment Setter	% at Office Meeting Training/Mentee Program Training Events Agent Coaching Program Awards Event Closed Transactions % TC Capture % Private Offices Leased Vendor Program
MONTHLY GOALS			
RECRUITING (ATTRACTING)	RETENTION	TRANSACTIONS/TC CAPTURE	OTHER
Hire New Licensees Hire Seasoned Agents Terms Net Agents Training Events/L&L Attend 1 Networking Event % of Sales Meeting Training/Mentee Program Agent Coaching Sessions Agent Lunch/Coffee Personal Notes Closing Calls to my Agent Agent Appreciation Event Closed Transactions % TC Capture % of Private Offices Leased \$ Vendor Program
WEEKLY GOALS			
WEEK 1	WEEK 2	WEEK 3	WEEK 4
RECRUITING Contacts/Calls Appointments Made Interviews Conducted Referrals from Agents Open Houses Visited Email Blasts Sent Social Media Email Drip Campaigns New Licensees Hired Seasoned Agents Hired	RECRUITING Contacts/Calls Appointments Made Interviews Conducted Referrals from Agents Open Houses Visited Email Blasts Sent Social Media Email Drip Campaigns New Licensees Hired Seasoned Agents Hired	RECRUITING Contacts/Calls Appointments Made Interviews Conducted Referrals from Agents Open Houses Visited Email Blasts Sent Social Media Email Drip Campaigns New Licensees Hired Seasoned Agents Hired	RECRUITING Contacts/Calls Appointments Made Interviews Conducted Referrals from Agents Open Houses Visited Email Blasts Sent Social Media Email Drip Campaigns New Licensees Hired Seasoned Agents Hired
RETENTION % at Office Meeting Training Classes Agent Coaching Sessions Agent Lunch/Coffee Personal Notes Closing Calls to my Agent	RETENTION % at Office Meeting Training Classes Agent Coaching Sessions Agent Lunch/Coffee Personal Notes Closing Calls to my Agent	RETENTION % at Office Meeting Training Classes Agent Coaching Sessions Agent Lunch/Coffee Personal Notes Closing Calls to my Agent	RETENTION % at Office Meeting Training Classes Agent Coaching Sessions Agent Lunch/Coffee Personal Notes Closing Calls to my Agent