



Redd, Brown & Williams Real Estate Services

Since 1950



Real Estate Services Business:
Discover a Career With a Leader In the Real Estate
Services Business

Redd, Brown & Williams Real Estate Services
Real Estate, Appraisal, Auction, Education



Redd, Brown & Williams Real Estate Services

*Educated, Competent, Ethical, Honest,
Experienced, Professionals who provide service you
expect.*

RBW has prepared this information for you to assist with understanding basic policies, procedures, and other information. RBW is very proud of our staff, company success, and unparalleled drive to provide the best possible service to our clients and customers. **YOUR SUCCESS** as a staff member is inevitably up to you. Relationships you build, "word of mouth", referrals, education, self-motivation are only a few of the factors that determine your success. The RBW family is committed to making sure you achieve your goals.

RBW has been in the real estate services business since 1950. Our company has multiple offices and services a large portion of Kentucky plus portions of West Virginia, Virginia, and other states. RBW feels this provides you with an excellent opportunity for success.

RBW continuously strives to be the most innovative, successful, and advanced real estate services company in the region. RBW understands our clients and customers are the most important part of our business. This mission statement can only be accomplished by providing our staff family with the tools, education and technology to allow them to be successful.

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Expect What ??

The real estate services business offers numerous rewards. Being an independent, self motivated, professional has great benefits, but RBW wants to make sure you understand that **YOU CONTROL** your own destiny and success. A RBW career in real estate services allows you the opportunity to run your own business, work on your schedule, and **EARN** payment in direct proportion to your time and dedication invested. There is no ceiling on what you can earn, only you limit your potential earnings.

RBW has long been recognized as the leading real estate services company in their coverage region. The RBW family is extremely proud of our reputation in the market place. RBW has earned the top real estate services producing company in their operating area. Our staff family averages over fifteen years of experience in their area of expertise and earns over double the average for similar professionals in marketing area. RBW conducts all business with dignity, integrity and professionalism.

RBW has a standing tradition of working well within the RBW family as well as with other firms. In order for you and RBW to be successful, the staff person sitting next to you must be successful. In other words, we must work together for each of us to be successful.

Steps to Success in Real Estate Services Business

Be aware of what is important to be a success in the real estate services business. Take the following quiz and see if you have what it takes to have a successful real estate services career.

- ❑ I understand the importance of education and am willing to continuously educate myself
- ❑ I am personable....
- ❑ I am willing to provide service to my clients and customers WHEN they need it...
- ❑ My ethics, integrity and work quality is beyond question
- ❑ I have enough financial stability to enable me to build a solid real estate business
- ❑ I understand the importance of an excellent 1st impression, both of myself and the company. I will dress accordingly and keep my office work space in appropriate condition.....
- ❑ I set goals and don't stop until I reach them.....
- ❑ I can handle difficult people, situations, and setbacks.....
- ❑ I can make responsible decisions.....
- ❑ I am willing to work nights and weekends.....
- ❑ I can sell and am not afraid of rejections.....
- ❑ I can put the client/ customer's needs over my own.....
- ❑ I always look for a win-win scenario.....
- ❑ I am looking for a career where I can earn exactly what I am willing to work for.....
- ❑ My family understands the requirements of a real estate services career and they are behind me 100%.....
- ❑ I WILL succeed, I WILL place my clients/customers needs ahead of mine, I WILL do what it takes to be the best I can be.....

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The RBW Real Estate Services Company !!

- Founded in 1950
- Leading real estate services company in our coverage area
- Numerous locations throughout region
- Extensive education, training, experience,
- Sound business
- Modern technology
- High agent success
- Multi-Line real estate services firm (real estate, appraisal, auction, education)
- Every staff member has opportunity to grow
- Recognized name in region
- Independent Firm- no outside fees, requirements, goals to meet, pressure,

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New and Existing Agent Initial and Annual Investment

* You must apply for membership to applicable Board of Realtors when affiliated with RBW

***NOTE:** Education provided by RBW's education department is recognized as being the leading real estate and or appraisal education in the region. Talk to representative regarding requirements.

Pre-licensing Courses

Pre-licensing course are required prior to licensure to any professional real estate career. Costs vary depending on how quickly you want to complete, type of education you are looking for, education you may have already completed, etc...

Kentucky Real Estate Commission

*Once required education is completed, the typical expenses include: Finger Print Fee, Exam Fee, Initial License Fee, KREC required E & O Insurance, Optional Excess Liability

MLS Fee

MLS fee vary depending on which of the MLS systems in RBW operating area you join. Monthly usage fees vary also.

Kentucky Real Estate Appraisal Board

Once required education is completed including required college education, additions costs are Exam Fee, (NOTE: Exam in not taken until all education and experience hours are completed), Initial License Fee, Permanent license annual fee, E & O Insurance, Optional Excess Liability

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Agent's Career Investment- Continued

Kentucky Auctioneers Board

Once education is complete, Exam Fee, Initial License Fee, E & O Insurance, Optional Excess Liability

Instructor Boards

These fees depend on experience of instructor, educational background, etc.

Advertising

Yard signs

Agent pays same fee as RBW- signs in stock

Print

Internet

Radio

Other

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RBW Training and Education

- ❖ **RBW** in house mentoring program
- ❖ **RBW** technology training
- ❖ **RBW** ethics training program
- ❖ **Increase** commission for higher level training, education, licensing accomplishments

RBW Training and Education Programs

RBW in House Mentoring:

RBW will assign in house staff to conduct field, in office, contracts, ethics, and other types of training.

RBW Training Program:

RBW provides their staff family with constant access to free education, license update potential, additional license, etc...

RBW Technology Training:

RBW provides technology training to all staff family members to assist them with MLS system, word processing programs, spread sheets programs, equipment, and other...

RBW Continuing Education Program:

RBW provides continuing education to all their staff family. Long term success in the real estate services business depends on continuing your education throughout your career.

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New Staff "Get Started" Program

RBW assists with:

- 100 announcement cards off computer and postage- licensee prepares and addresses
- Newspaper ad in licensee's main county of operation welcoming new agent
- Notice in HOMES or similar real estate magazine in county of licensee's main operation
- Photo, phone numbers and other information of licensee placed in applicable print, internet, radio and other advertising
- Assistance with setting up your own "agent" web site if you desire.
- And on and on ...
-

*Services/ Amenities RBW Staff Family Have
Access To:*

- Office space: desk/ chair, telephone, voicemail, filing cabinets, file storage, office supplies, etc...
- Computer at work station
- Local phone calls
- Long distance phone calls (work related)
- Voice mail
- DSL fast access internet connection
- Fax Machine
- Copy machine and paper
- Computer programs
- Use of any office location
- All applicable forms from real estate commission, appraisal board, KAR, NAA, etc....
- E-mail
- Kitchen facilities
- Conference facilities
- Free parking
- Building
- Building Maintenance
- Office Cleaning
- Furniture
- Furniture Maintenance
- Electric
- Gas
- Water
- Garbage
- Kitchen supplies
- Kitchen supplies
- Postage Machine & Postage
- Office Supplies: Copy paper, film, pencils, staplers, etc.....
- Support Staff
- Accounting (staff records)
- Building Insurance
- Contents Insurance
- Premises Liability Insurance
- Flood Insurance (if applicable)
- Business Permit (RBW)
- Business Licensing Permits/ Fees (RBW)
- Signs (agent has some of own)
- Speaker system, tents, etc...
- Advertising (agent participates)
- MLS, Various county sales and marketing data
- E-Neighborhood data
- Educational class
- AND MUCH MORE !!!!

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MORE ...

New Listing Ads in print, on internet, and other resources

Virtual tours available

Yard signs

Client Club: once agent provides information to appropriate staff person, all CLOSED buyers will receive follow up in AGENT'S name for each client in a closed transaction. This will consist of three follow-up cards per client within the year following closed transaction date.

Agent Photo, phone numbers, etc will appear in all print, internet and other ads in agent's area of operation

Company Software and Storage:














- RBW internet and resource information
- On line inventory
- On line MLS data
- On line selling/ listing forms
- On line marketing information
- On line appraisal forms
- On line education
- Multi forms of software and hardware for efficient production of work product
- Other

Customary Additional Expenses You May Incur

- Taxes- as a self employed person you are responsible for your own taxes
- Travel and entertainment
- Automobile expense
- Health, life and accident insurance
- Gifts for clients/ customers
- Personal promotions- personal ads, business cards, etc....
- Business needs-
 - Camera, tape measure, real estate calculator, personal office supplies, etc..
 - OPTIONAL- handheld GPS, carrying case for materials, etc...

Just The Facts !!

When deciding on a career, which real estate services business to affiliate with, and other major career decisions; it is extremely important to compare each company's programs, meet with company personnel, and get a "gutt" feeling about the company and staff. The following may assist you with this decision. RBW is confident once you get the facts and compare, you will want to join the RBW real estate, appraisal, auction family.

	RBW	Other
Support Staff		
Seminars, Training		
Competitive Compensation		
Name Recognition		
Minimal Fees		
Independent Company		
Yellow Page Ad		
Professional Advertising Program		
Technology		
CE and other education		
Desk, phone, conference, kitchen		
Coverage area's #1 R.E. Services		
Buyer Follow-up Program		

(Continued)

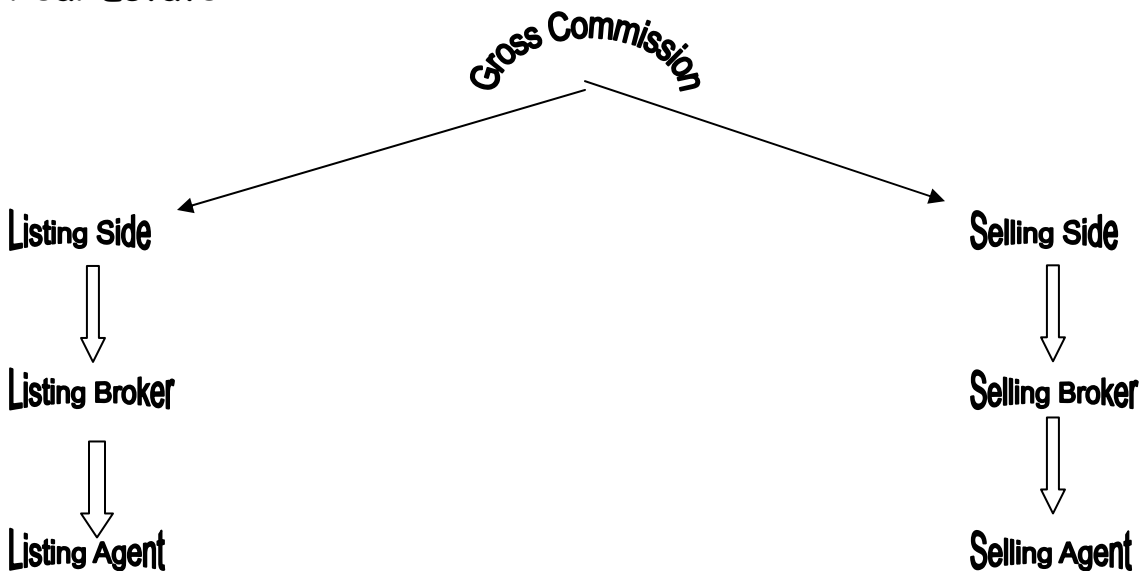
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- #1 Experience Agency in Region 
- #1 Coverage Area in Region 
- #1 Producing real estate services firm 
- #1 Producing appraisal firm in Region 
- More million dollar agents than any other area firm 
- PLUS other 

How are You Compensated ?

Real estate services staff are compensated as independent contractors; they are not employees, even if they affiliate with one office location. RBW staff family are compensated on a commission based on *Gross Closed Commission* earned generated from real estate sales, appraisals, auctions, and/ or education instruction. You are compensated based upon your participation in specific services. RBW does require an Independent Contractor Employment Agreement, which staff member would complete prior to work beginning. The following is AN EXAMPLE which illustrates commission splits for various scenarios.

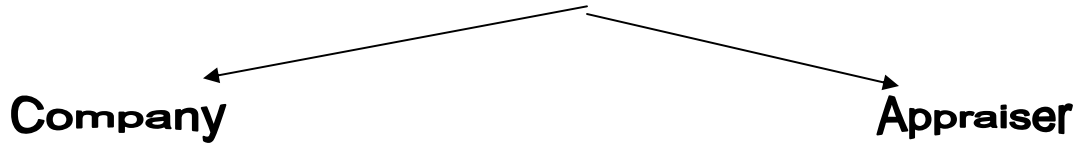
Real Estate



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Appraisal

Appraisal Commission

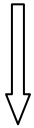


Auction

Auction Commission

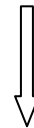
Listing

Listing Agent



Sale

Selling Agent



Education instructors are compensated based upon number of students in class.

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Process of Joining RBW Family

Joining the Redd, Brown & Williams Real Estate Services family is an easy process. A RBW representative will be glad to assist you every step of the way to insure your success.

Your steps include:

- Initial Application
- Initial Interview
- Select Office to Visit
- Pre-Hire Commitment
- Pre-licensing school graduation and pass state examinations (if not already licensed)
- Complete independent contractor agreement
- In house training
- Register with applicable Board of Realtors, appraisal board, etc...
- MLS Orientation
- Ethics training
- Office Orientation
- Constant training to insure your **SUCCESS !!**

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Redd, Brown & Williams Real Estate Services
"The Right Choice"

The Redd, Brown & Williams Real Estate Services Creed

"Professionalism is taking the extra step;
Expecting more than anyone else;
Treating others as you want to be treated;
Demanding what is best for client/ customer over what is best
for you."

Thank you for considering RBW Real Estate Services. Whether
you choose RBW or not, we wish you the best in you Real Estate
career.

If you have further questions, needs or just want to discuss your
real estate future, please feel free to call RBW.

Paul David Brown
And all the staff at RBW

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Redd, Brown & Williams Real Estate Services
Corporate Mailing Address: P.O. Box 1720, Paintsville, KY 41240

Staff Application

(Applicable to Employees and to Independent Contractors)

Redd, Brown & Williams employs both employees and independent contractors. Typically a preponderance of the staff are independent contractors due to the type of business (real estate, appraisal, auction, environmental report, education).

In order to be considered for a position at Redd, Brown & Williams Real Estate Services, please provide the following information.

- A current resume including but not limited to education, experience, personal data, license/ designations received, etc
- A letter of recommendation from a minimum of two people who are not family or related.
- A list of all work experience in the past ten years
- Current address, phone number, fax number, e-mail address, cell phone, etc...
- Three credit references including name, address, phone numbers and contact person.
- **Please bring all aforementioned items as well as complete the following to Redd, Brown & Williams. Once items are reviewed, if an interview is required, a RBW staff member will contact you.**
- **WHY DO YOU WISH TO APPLY FOR STAFF POSITION AT RBW?**

- **WHAT ARE YOU SHORT TERM AND LONG TERM PROFESSIONAL GOALS?**

You should be aware that Redd, Brown & Williams Real Estate Services has an aggressive education requirement and program. All staff members are required to complete annual education in excess of the state requirements. All staff members are also subject to an employment/ independent contractor contract.