

Mission Statement: Our mission is to provide the highest level of customer service by incorporating knowledge, integrity, professionalism, and commitment. Our team is dedicated to exceeding our client's expectations.

Core Values: Excellence is our minimum standard. Absolute honesty and integrity. Live the "Platinum Rule"...treat others the way they want to be treated. Education and self improvement is vital to our success. There is no "I" in TEAM.

Executive Summary

RE/MAX Town & Country is currently in an expansion phase. 2006 was an excellent year in terms of increased business and exceeding the year's goals. The 2007 Team Goal of 34 Million in sales is a 13% increase over 2006's closed Team business. Our goal is still for the team to "gel" more and to perform more efficiently. This was focused on in this year's Team Retreat. We may also need to add a buyer's agent to the team this year.

RE/MAX Town & Country's objective is to give our clients unwavering service and negotiate the best possible purchase contract with the greatest likelihood of closing escrow and closing on time.

RE/MAX Town & Country may also look to add additional "independent" agents to the company that will perform outside the realm of the "Team". Clyde Davis moved to an independent agent status in 2006 and we added one other agent in '06. The independent agents had a sales volume of \$6.2M in 2006. The company goal is for that production to increase to \$7M and net money to RE/MAX Town & Country to be \$60,000 (including commission splits and desk fees).

RE/MAX Town & Country operates as a Sub Chapter S organization. Its key management is as follows:

Shane T. White	CEO/Listing Specialist/Team Leader 7 years in the business Chairman's Club from RE/MAX Hall of Fame from RE/MAX Consistently ranked among the top Austin RE/MAX Teams
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2007 Goals

Sales: 34 Million
Units: 235 Sides
Gross Commission: \$1,000,000
Average Sales Price: \$145,000

Quest:
Perfect real estate transaction.

Values:
Family, Fun, Respect, Profit

Strategies:
*Team Approach
Customer for Life
Unquestionable Integrity
Team Development*

Paige White	Owner/Advisor 5 ½ years in the business
Clyde A. Davis	Independent Agent/Advisor 26 years in the business Hall of Fame from RE/MAX
Liz Barta	Accounting/HR Financial operations
Ginger Floyd	Team Manager/Marketing Administrator 8 years in the business
Kristen Hamilton	Closing Coordinator/Marketing Assistant
Amber Felps	Closing Coordinator/Marketing Assistant
Juan Ayala	Buyer's Specialist
Karen Barksdale	Buyer's Specialist
Paula Edwards	Buyer's Specialist
Mary Jo Tyrrell	Buyer's Specialist/Drennan Day Sales
Mendy Wright	Buyer's Specialist

Support Teams:

Bill Caton – CPA

Michael Dion – Computer/Technology

Current market conditions for the Liberty Hill area shows a normal market with limited inventory. Range of professionals from independent agents to companies. RE/MAX controls over 28% of the residential market. RE/MAX, Keller Williams, City Real Estate & Mortgage, Shin Oak Realty, Coldwell Banker, and ERA controls almost 58% of the residential market.

Management and Organization

Management Team

Rain Maker: Shane T. White
Partner/Advisor: Paige White

Key support personnel and job descriptions

Team Manager and Marketing Administrator: Ginger Floyd
Listing maintenance
Agent feedback
Property marketing (ads, flyers, brochures, etc.)

Manage the marketing plan
Seller kits
Buyer kits
Special Marketing Events

Closing Coordinators / Marketing Assistants: Amber Felps and Kristen Hamilton
Escrow maintenance to closing
Schedule inspections, responses, loan coordination, etc.
Closing packages and gifts
Assist with marketing duties as directed by Ginger or Shane

Accounting/HR: Liz Barta
Performs all accounting functions including writing checks
Prepares yearly budget and P&L statements
Meets with Shane monthly to go over budget and P&L
Performs HR functions including payroll/retirement plans/etc.

Marketing Plan

Objective: To increase the number of qualified buyers and sellers that we will come into contact with that will lead to an increase in sales and profitability for the team and company.

- I. Client Appreciation Program – Continue with CAP program of mailings followed up with phone calls, writing personal notes (at the minimum 5/person/week), client appreciation functions: Christmas in November, possible summer party, possible summer movie event, Pop Bys with clients in CAP program (at least May: bulbs/plants for Mother’s Day, July: sparklers/flags, December: CDs), business luncheons. This will increase the number of referrals and repeat business that we receive from past clients and our sphere of influence. Continue to increase this database with new clients that we close.
- II. Newsletter – 8000+ per month to Liberty Hill, Bertram, north Leander, west Georgetown, out of town owners, and past clients. This increases our name recognition, market presence, and is an avenue to advertise all of our listings and generate buyer calls. The newsletter will be printed with color front and back (2 color). We will get the newsletters out on time every time according to the marketing schedule. Approx cost for newsletter only is \$850/month.
- III. Just Sold Postcards – Will mail Just Solds and CMA postcards as we deem necessary, but no fewer than 6 times (Just Solds) and 2 times (CMA) to our targeted areas including at least Sundance Ranch, High River Ranch, Gabriel’s Overlook, and Durham Park. Approx. cost is \$250 for 1000.
- IV. Closing Gifts – Continue giving gifts at closings that have better shelf life: T-Shirts, Blankets, Mugs, Gift Cards, Drawings of Houses...the Drawings of

Houses will be more of a standard gift for buyers who buy houses (not trailers, etc.)

- V. Referral Gifts – Continue to send small tokens for referrals received the day we receive it: Restaurant cards, Barnes & Noble, Movie Tickets, Home Depot, Movie Rentals & Popcorn, Alamo Drafthouse
- VI. Referral Contest – add each person that sends us a referral to the referral contest to win 2 airline tickets. The person receives one entry into the contest for the first referral and then 5 entries for each other referral sent during the year.
- VII. Brochures/flyers for each house – Continue to have brochure boxes filled with color flyers with IVR number to call and have every other listing on the back with IVR numbers to call. Also, have the email home search website to the back of the flyer. Flyers to be delivered by Thursday of each week for each listing.
- VIII. Make signs more of a priority, i.e. put up pending/sold signs in a timely manner. Also, use directional signs when the opportunity arises so we have even more of a “presence” in the market. If possible, the directional signs will have our 515-LAND phone number on it. The use of 4X8 signs on highly visible properties, especially commercial properties, is vitally important as well.
- IX. Continue marketing the clydedavisteam website and stealth sites to increase the pipeline of buyer and seller leads. Implement the Monday Morning Coffee into the follow-up system in Real Pro. Continue to improve the libertyhillproperties.net site and look into discontinuing the Comstock site and moving the cadavis.com domain name to the #1 Expert site.
- X. Use virtual tours on at least ½ of our house listings and get them posted on REALTOR.COM
- XI. Use the enhanced listings on REALTOR.COM to promote our listings online.
- XII. Send an email out to all “Liberty Hill” selling agents with each new listing we get within 1 week. Occasionally on the larger listings, we will use the email flyer program to get it out to 4000+ agents within 2 weeks.
- XIII. Local sponsorships – Sponsor local teams: Little League? (cost may be too high), Basketball, Soccer, etc. Stay within the budget for sponsorships as it can get out of control.
- XIV. Provide T-Shirts for P.E. Departments to sell for kids to run across the fields
- XV. Full page color ad in the Liberty Hill phone book
- XVI. Where our business came from in 2006 (see attached)
- XVII. Marketing Calendar (see attached)