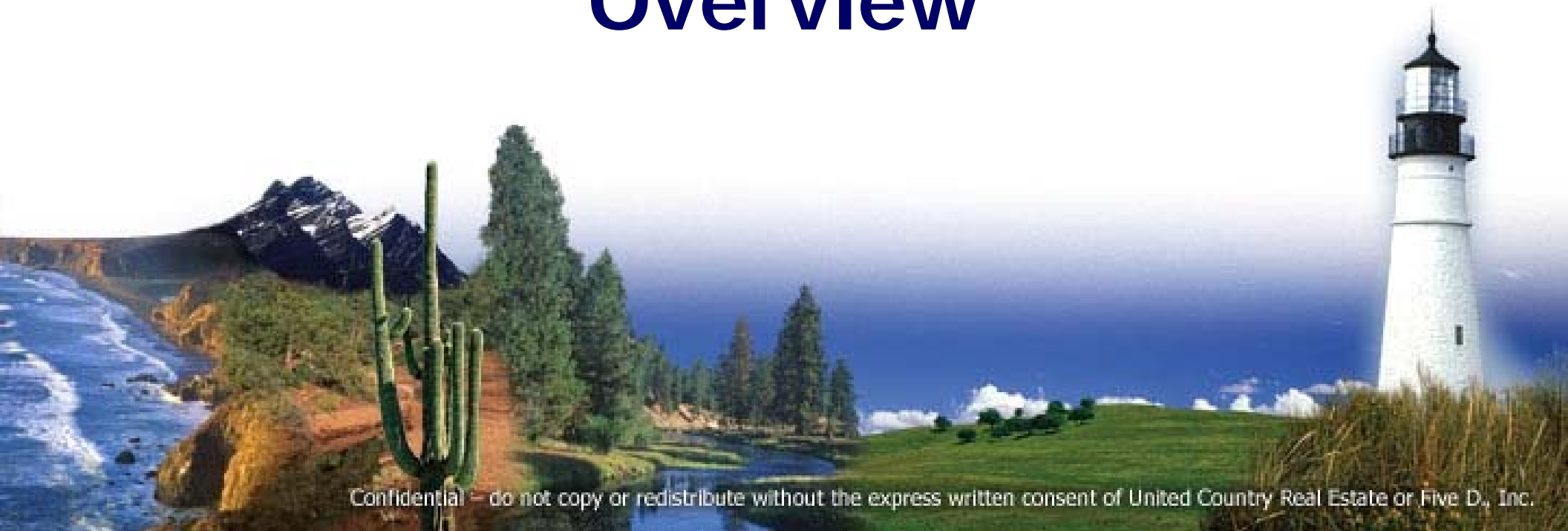


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# United Country® Real Estate Agent Opportunity Overview



# United Country Real Estate Overview

---

Leading Real Estate Franchisor Serving Small Towns and Cities Across America

Recognized as Top 1% Franchise in United States by the Wall Street Journal

Strong and Proven Business Model



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# Innovating Real Estate Since 1925

---

- **Unique, Cutting Edge, Effective Marketing Tools**
  - Exclusive to United County Offices
- **First Real Estate Catalog in 1928**
  - Housed in the Smithsonian
- **Early Internet Real Estate Innovator in 1995**
  - Only National Search Capability
  - Only Search Based on Client Lifestyle Criteria
  - State of the Art Search Engine Optimization
- **Innovative, Proprietary Technology Platform**
- **Fastest Growing Real Estate Franchise in America!**



# The Power of a National Network

National Brand

Networking Support

National Referrals

44 States

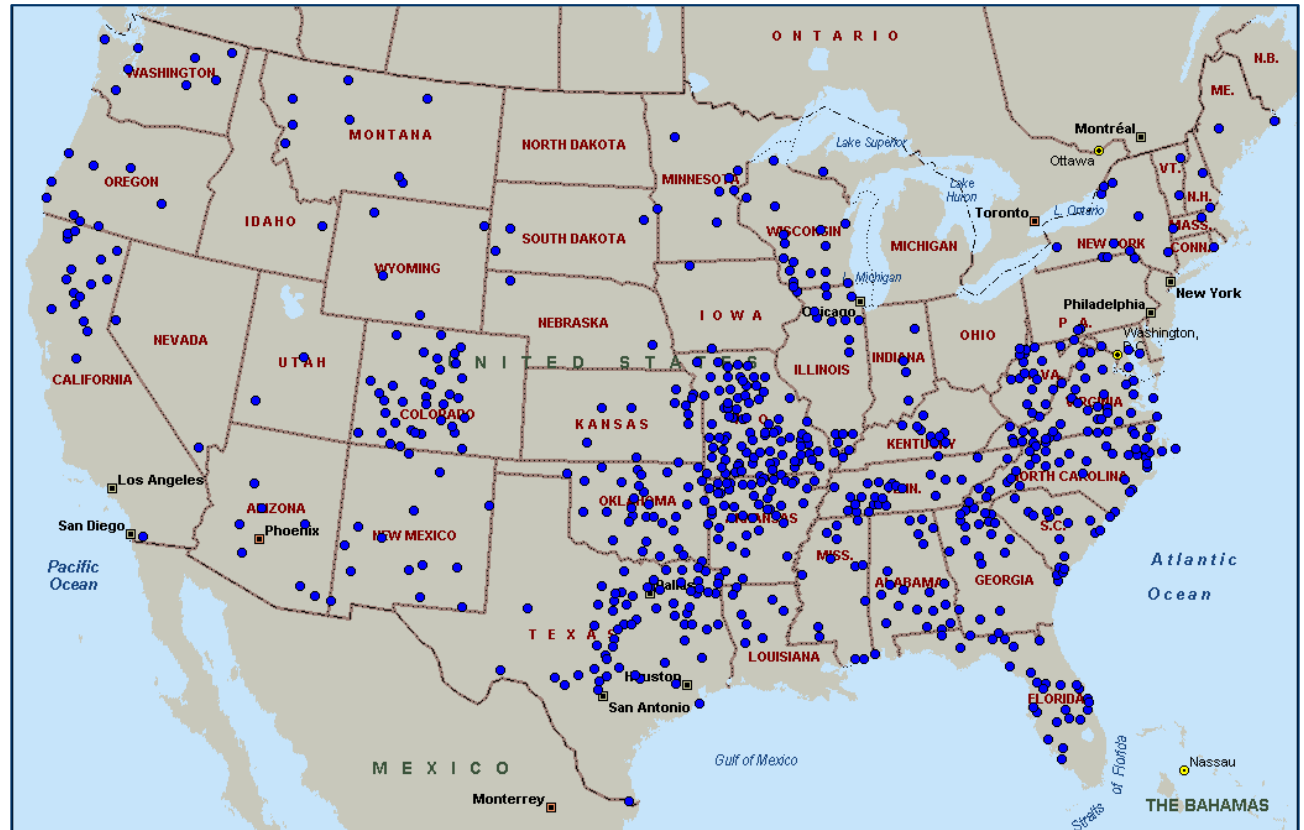
Over 650 Offices

Over 3,500 Agents

Auctioneer Network

Exceptional Culture

Common Values



# Wall Street Journal Independently Recognizes United Country as Top 1%

---

## Announcing our best listing ever.

### THE WALL STREET JOURNAL



We have thousands of listings from coast to coast. But none of them can top this one. A 2006 *Wall Street Journal* study of more than 2,500 U.S.-based franchise systems has named United Country Real Estate to its coveted list of "Top 25 High Performers."

The final list included such well-known brands as Pizzeria Uno, Stanley Steamer, Vision Source and Subway. It honored the organizations that were well established; delivered consistent, superior growth in number of franchisees; had strong financial stability; and experienced the lowest franchisee turnover rates. United Country's turnover rate, a measure of satisfaction, is four times better than the overall average of franchise systems.

We're also the only national real estate franchise system specializing in small city-and-town residential, recreational, ranch, retirement, second home, farm and commercial properties. We currently operate the leading rural real estate Web site, plus a unique marketing program that attracts 800,000 visitors a month and reaches over 90 million homes a week through national advertising of franchisee-listed properties.

With a heritage that dates back to 1925 and extensive franchisee member services, Kansas City-based United Country supports more than 600 franchisees in 42 states and markets the largest national database of country properties. To find out more about United Country Real Estate, visit [www.unitedcountry.com](http://www.unitedcountry.com) or call toll-free: 1-800-999-1020.



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# 99% Franchisee Satisfaction

---

Of current United Country offices\*;

- **Numerous multi-generational offices.**
  - Some offices have been part of UC for over 60 years
  - Exceptionally low turnover rate
- **33% saw profits increase 25% or more.**
- **90% increased listings after joining.**
- **Over 90% have a high degree of respect for United Country and recognize high levels of honesty and integrity.**
- **Nearly 60% get greater than 25% of business from the United Country website alone.**
  - Over 30% get greater than 50% of their business from the UC website.
- **99% find value = or greater than their investment in United Country.**

\* 2006 United Country All Office Franchisee Survey



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# Why Work with a Franchise System?

---

- **Franchising Systems are Well Established and More Profitable\***
- **Comprehensive Training**
- **Customer Loyalty and Credibility**
- **Brand Awareness**
- **Leveragable Referral Network**
- **Marketing and Advertising**
- **Proven Systems**
- **Support and Promotion**
- **Sales, Marketing and Technology Tools**
- **Purchasing Leverage**
- **Ability to Engage The Largest Customers**

\* NAR study found that franchised real estate firms are more profitable than independents



# Why United Country ?

---

- **Proven System, Refined Since 1925**
- **Powerful Brand, Uniquely Positioned**
- **Comprehensive Training (Free or Subsidized)**
- **Exclusive, Unique and Proprietary Marketing Program**
- **Free Advertising of Your Listings Nationwide**
- **Sales and Marketing Tools to Improve Your Performance**
- **History of Bringing In More Buyers from Outside the Local Market**
- **Existing Database of Over 260,000 Buyers**
- **Support Resources Developed for Your Market**





# Why United Country ?

---

- Progressive Company
- Growth and Market Momentum
- Cutting Edge Technology Solutions
- People and Extensive Networking
- In-Market Support
- Home Office Support Team
- Core Values
- No Desk Fees, Adverting Fees, Marketing Fees, Supply Fees, Services Fee, Telephone Fees and other Fees Charged Even if You Don't Sell a Single Property
- Unmatched Value Proposition



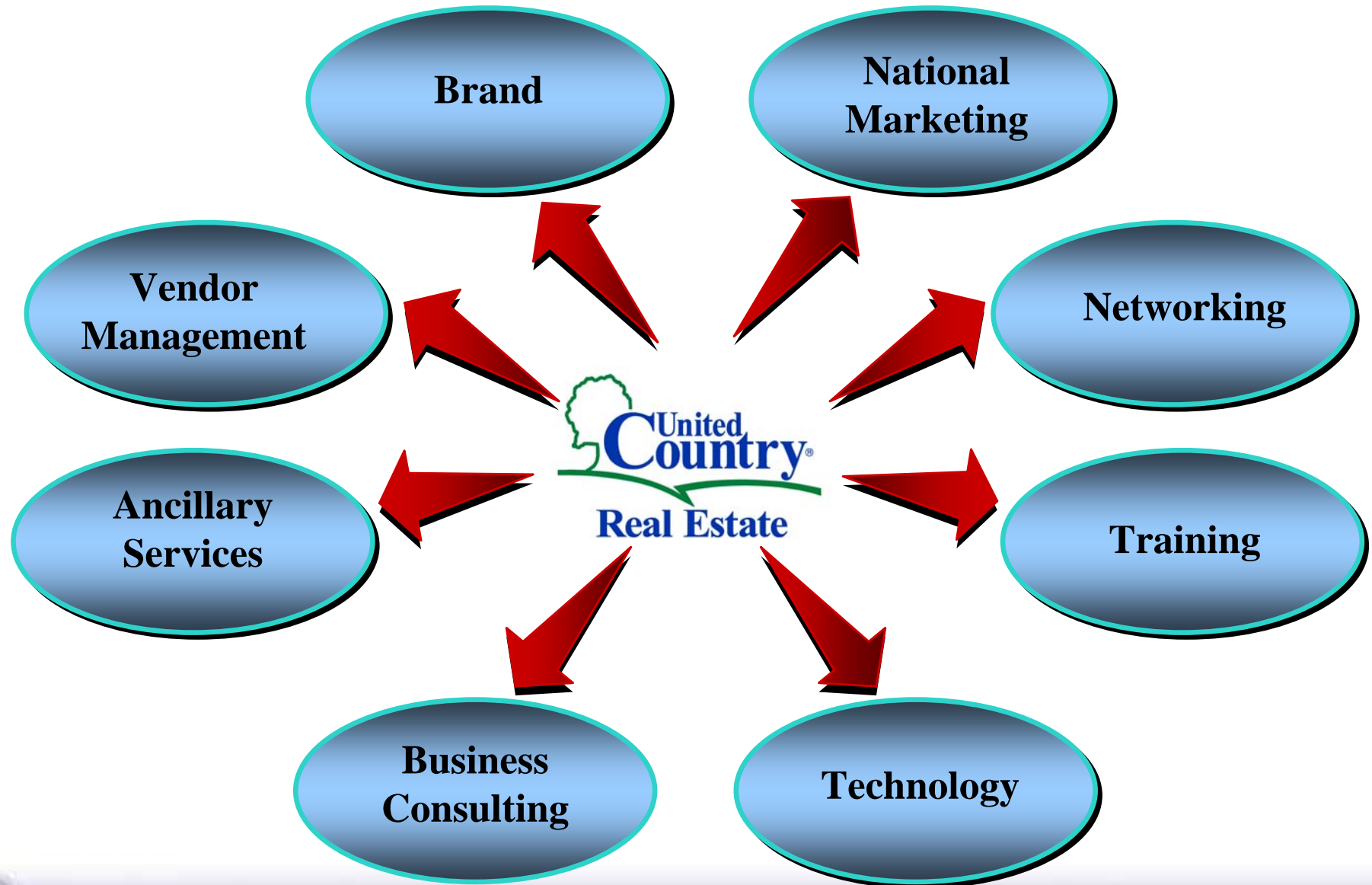
# United Country Value Proposition



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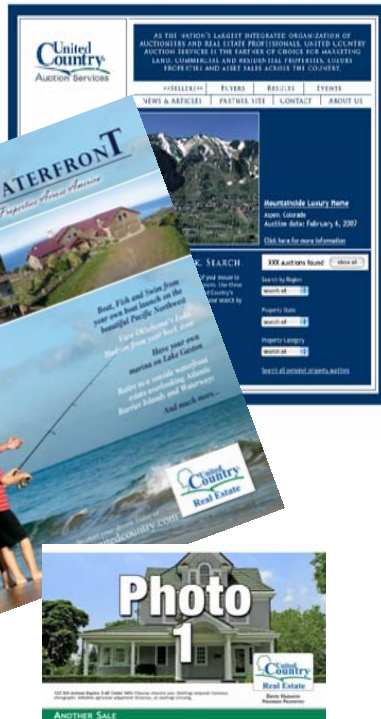
# Value to Agents



# Value to Agents

## National Marketing

- **National Advertising of Listings**
  - Over 200 magazines and newspapers
  - Only national franchisee to advertise listings
- **Media Buying Services**
- **#1 Country Real Estate Website.**
  - Internal SEO team and #1 SEO exclusive retained agency
- **Extensive Direct Mail and E-mail Programs**
- **Exclusive Real Estate Catalogs**
  - National .Com Catalogs, Samplers
  - Four lifestyle magazines: Coastal & Waterfront, Mountain, American Treasures, and Premier Properties
- **Brand Awareness through Affinity Partnering**
  - Progressive Farmer, Duck's Unlimited, FFA
- **Market Leader in Lead Generation and Listing Power**
  - Average office receives over 75 no-fee buyer leads per week
- **Over 260,000 current buyers in database**
- **Sales materials and marketing templates**



# Value to Agents

---

**Brand**



- **Unique, Meaningful Brand Promise**
  - Differentiate versus your competition
- **Large and Loyal Buyer and Seller Base**
  - Over 260,000 buyers in the database
  - Over 20,000 transactions per year
  - Over 900,000 visitors per month to primary UC site
  - Over 2.2 million visitors per month to all UC sites
  - Catalog readership over 1.3 million annually
- **Consumer Trust**
  - Especially for out of town buyers
- **Brand Expertise**
  - Advertising and messaging
- **Extensive Internal Marketing Team**
- **National Advertising Agency**
- **Affinity Partnerships**



# Value to Agents

---



**Training**

- UC University - physical and virtual (web)
- United Power! - owner / broker training
- Fast Start - office training system
- Buffini Training and Coaching
- Success Series - agent training system
- Associate Power! - agent training program
- Regional and Local Training
- Divisional and Regional Meetings
- Fall Planning Workshops - Regional and Local
- Auction Academy – 101 and advanced certification
- Remote Training Solutions – web / video based
- National Convention Training
- World Class Affiliate Services Support Team
  - Home office, regional and local

# Value to Agents

---



## Technology

- **#1 Real Estate Website**
- **Development and Maintenance of Your Office Website**
  - Full feature office websites
- **Full Service Auction Site for all Types of Property**
- **Continual SEO Optimization**
  - Internal team and #1 SEO exclusive outside agency
- **Listing Feeds to Approved 3<sup>rd</sup> Party Sites**
  - Over 50 feeder sites, including Trulia, Google Base, ...
- **Exclusive Website Partnerships and Listing Feeds**
- **Fully Automated Marketing Tools**
  - Customizable sales and advertising templates
  - Automated Direct mail programs
  - National Virtual Tours
- **Strategic Focused, Highly Talented IT Team**
  - In-field technology support resources
  - State of the art computer systems



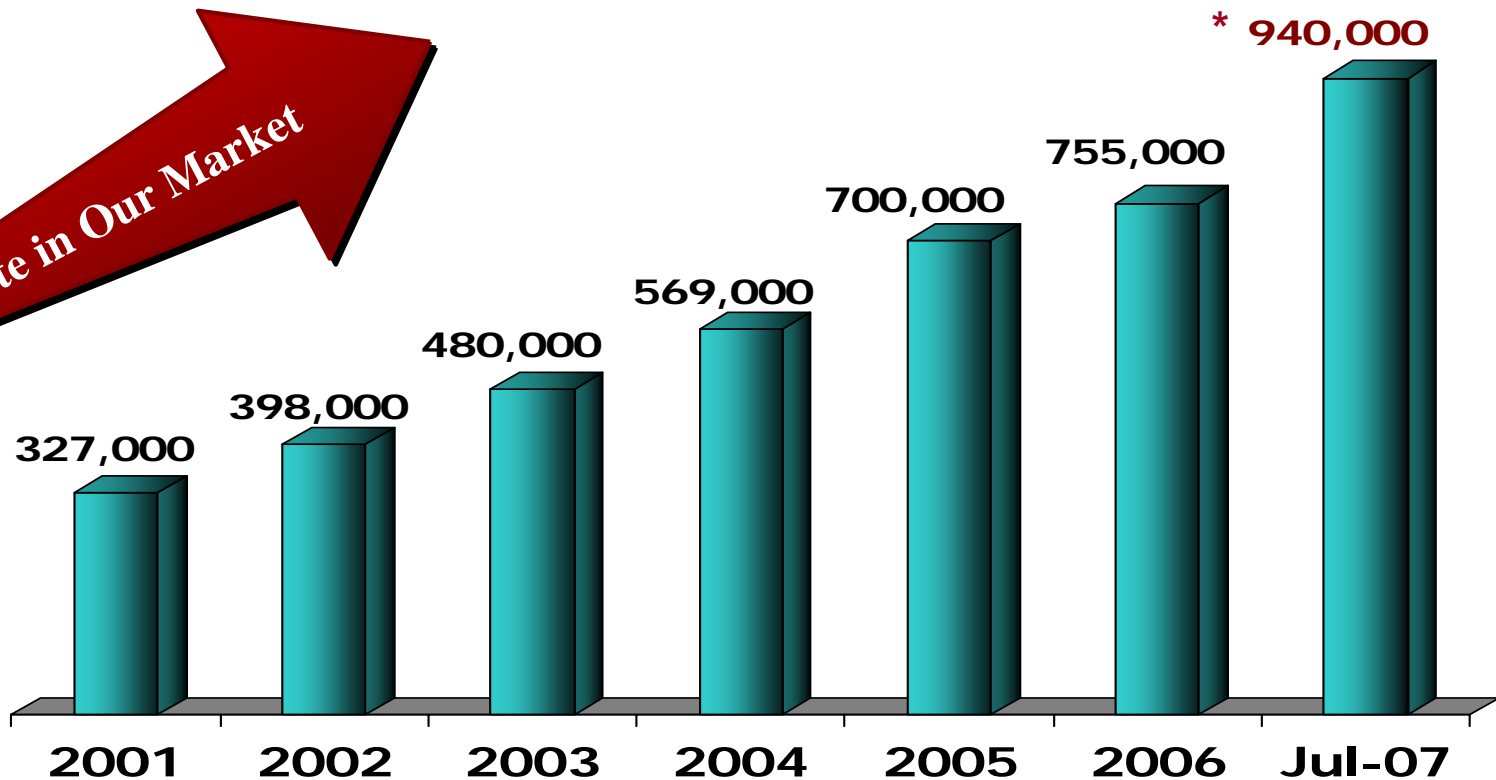
# Value to Agents

Average number of visitor sessions  
per month at unitedcountry.com

*(over 28 million pages viewed in July 2007)*

Technology

#1 Website in Our Market



*\* Number of visits to all United Country websites exceeded 2.2 million in July 2007*





# Value to Agents



Average number of hits per month (in millions)  
at unitedcountry.com



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# Value to Agents

---



**Business  
Consulting**

- **Home Office, In-field and Networking Support**
- **Affiliate Services Team**
  - Home office team
  - In-field trainers
- **Dedicated Regional Sales Support**
  - Selling manager is responsible for on-going support
  - RVP support management tools
  - Regional “Fall Planning” workshops
- **Experienced Auctioneers on Team to Assist You**
- **Benchmarking Services**
  - Service, performance and quality
  - Office and agent scorecards
- **Systematic Delivery of Insights to Help You Improve**



# Value to Agents

---

## Ancillary Services



- United Country Auction Services –  
“You Can Play the Auction Card”
- United Country Home Warranty
- Strategic Partners available to assist with specialty property marketing for developers and unique properties
- Land - Developer - Conservator- Investor- Retail  
“Marketing and Information Services”



# Value to Agents

---

## Vendor Management

- **Deliver preferred vendors and pricing**
  - Negotiated on behalf of all offices
  - Home office pass through at cost
  - Culture / process continues to support maximum flexibility... no required vendor use
- **Marketing and Sales Materials**
- **Real Estate Signs**
- **Direct Mail Programs**
- **Virtual Tour Programs**
- **Printing Services**
- **Media Buying**
- **United Country Home Warranty**
- **Group Rate E & O Insurance**
- **Much more...**



# United Country Support Teams

---

## Marketing Services

- Brand experts from fortune 500 firms
- Tier one ad agency (Goodyear, John Deere and others)
- Multi-million spending per year

## Affiliate Services

- Staff of 26 full time employees
- Hundreds of years of RE experience
- Technology and business consultants

## Auction Services

- #1 National Auction Services
- Staff of three full time HO employees
- Average experience of 22 years
- NAA President, State Association Presidents, Hall of Fame Members, International Champions

## Technology Services

- Three world-class senior executives
- SEO and web development staff
- State-of-the-art infrastructure
- Industry leading technology partners

## Public Relations

- Staff of two full time employees
- Tier one PR agency
- Local PR support from HO

## Legal Support

- Two renown outside law firms
- Over 80 years of risk mitigation
- Experienced legal support staff

## Training Services

- Renown training team
- HO and field training seminars
- Advanced training tools and process
- Start-Up Broker and Agent Program

## Field Support

- Staff of 22 Regional Vice Presidents
- Hundreds of years of RE experience
- Business consulting support

## Media Buying

- Staff of three full time employees
- Wholly owned media buying agency
- Preferred relationships
- 35+ years of media buying experience



# Strategic Partners



home warranty



weyforth-haas marketing

advertising agency



search engine optimization agency



client satisfaction assurance



on-line print solution



specialty printing



signage



1031 exchange



lifestyle media partner



land stewardship and property marketing



land stewardship and property marketing



technology, title



# Value to Buyers and Sellers = Benefits to You

---

## Listing Power !!!

- Sellers quickly recognize the advantage of the United Country national property advertising program
- Proprietary property catalogs and dominant internet web presence reinforces the sellers decision to list with you
- Ability to show “confidential” buyers at the listing presentation to the seller moves them to list with you or have you market their auction
- Unique and comprehensive marketing tools sets you apart from the competition.

## Selling Power !!!

- Confidential mailings alerts buyers nationally and accelerates sales cycles
- Internet, catalog and data base marketing dominance attracts local, national and international buyers
- Home office marketing support reinforces your ability to market properties and get your client’s property sold
- United Country’s on-line postcard mail program allows for timely, effective communications into your prospects, radius mailings and confidentials



# Conclusion

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**Any Real Estate company can provide you with a sign for the yard, a local website and local advertising...**

**No Other Real Estate Company can offer you the training, experience, proven models, one-of-a-kind marketing, existing buyers, national reach, sales tools, family culture, support and more to ensure you achieve your maximum success and happiness in your career.**

**Join United Country today and start experiencing the competitive advantage.**



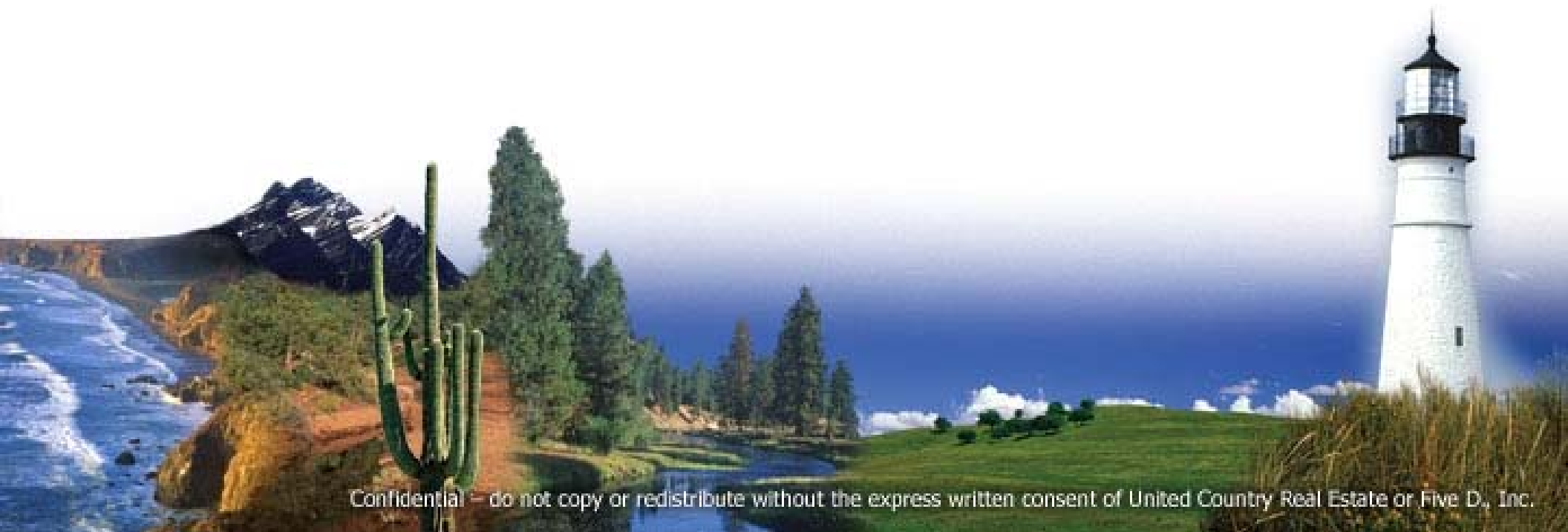


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## **Appendix**

**Examples of Some of the Marketing and Sales Tools**



# United Country® Home Office Sales & Marketing Tools

---

- Exclusive National Real Estate Catalogs (7)
- Confidential Buyer Lists
- Direct Mail Programs
  - ✓ Lifestyle / Area Brochures
  - ✓ Post Card "Just listed / Just Sold"
- Property Folders, Brochures and Flyers
- Property Briefs
- Special Property Presentations
- Local Advertising Templates
  - ✓ Print, TV, Billboard and Radio Advertising Templates
- Office Signage, United Country Apparel / Name Badge
- Property Signage
- Listing Presentation Materials
- Home Warranty
- 1031 Exchange Services
- Public Relations
- Fair Booths / Trade Shows

Find it all on the UC Intranet  
[www.unitedrealestate.com](http://www.unitedrealestate.com)



# Recommended Key Marketing Activities

---

- Work The Confidential Buyers List
- Order A Special Confidential List
- Catalog Distribution
- Tell 10
- "Milk Route"
- Ask One Hundred – (25) Promote New Listing, (25) Open House Announcement, (25) Price Reduction Announcement, (25) Just Sold Announcement
- Target Market Area (Farming)
- Local Advertising
- Listing Presentation
- Sphere Of Influence
- Talk to For Sale By Owners
- Talk to Expired Listings
- Open Houses
- Owner, Office, Agent, Buyer or Seller Seminars
- Community Events



# Free Home Office Marketing Programs

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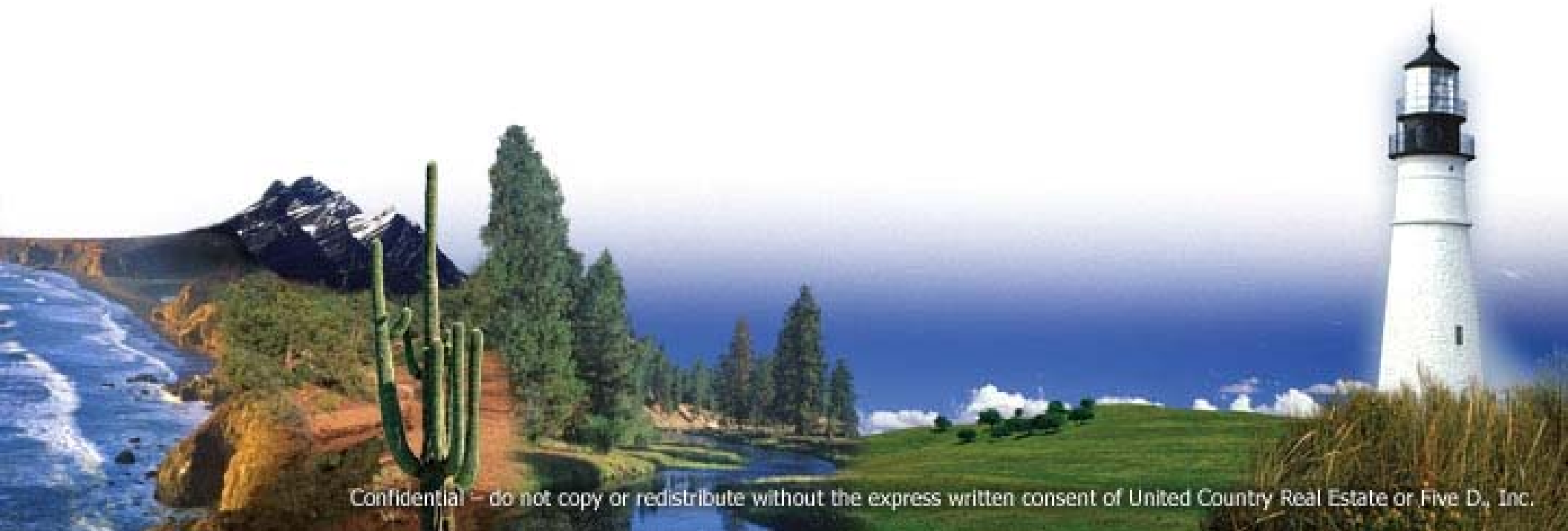
- 7 Exclusive Real Estate Catalogs – Mailed To Each Office, Newsstands and Thousands Of Prospective Buyers
  - Free Real Estate Publications and Consumer Promotion
- Advertising Affiliates' Listings Coast To Coast Through Over 200 Magazines and Newspapers
- Brand Advertising in Magazine, Billboard, Targeted TV and Radio
  - (Local and National)
- Website Optimization and Listing Advertising
- Database Marketing
- Public Relations Support
- Marketing Research
- Strategic Partnerships



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## **“Exclusive Real Estate Catalogs”**



# United Country® “Dot Com” Catalog

(2 per year) (300+ pages) (200K per year)

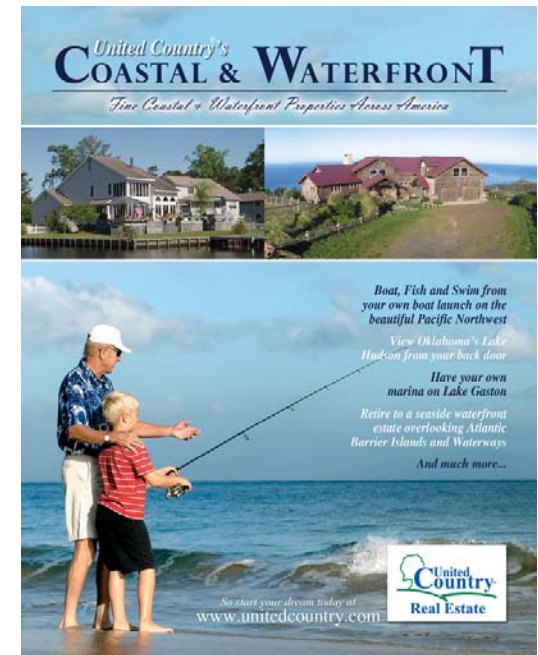
- In Continuous Publications Since 1928
- Original Issue In Smithsonian Institution
- Annual Readership Of Over 1 Million
- Distribution To Offices, Subscribers and Newsstands Nationwide
- Each Affiliate May Include A Maximum Of 6 Listings
- Free to Offices, Newsstand Price \$5.95



# United Country's Coastal and Waterfront

(2 per year) (100+ pages) (70K+ per year)

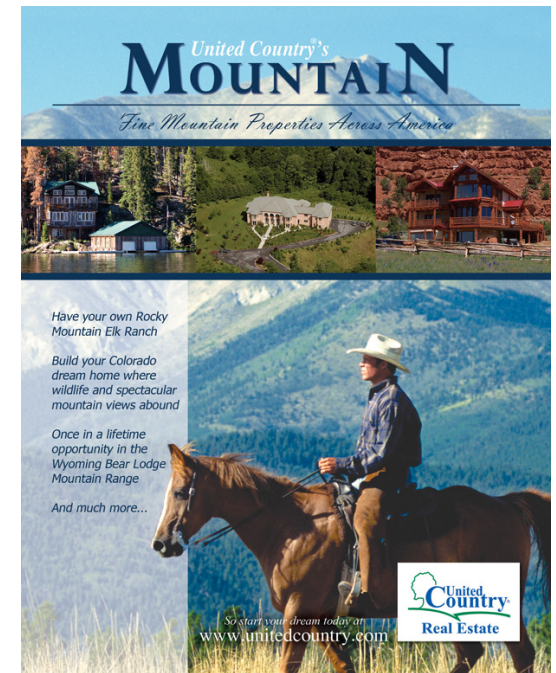
- A Catalog Of Country Properties on the Coast, Rivers, Lakes and Significant Water Features
  - Coastal: "Coastal Community", (30 miles Max from Coast)
  - Waterfront: Visible from Property or Convenient Waterfront Access or Significant Water Feature
  - Any Price Range
- Free to Offices, Newsstand Price \$5.95



# United Country's Mountain

(2 per year) (100+ pages) (70K+ per year)

- A Catalog Of Mountain Properties
  - On the Mountain or Significant Mountain View
  - Any Price Range
- Free to Offices, Newsstand Price \$5.95

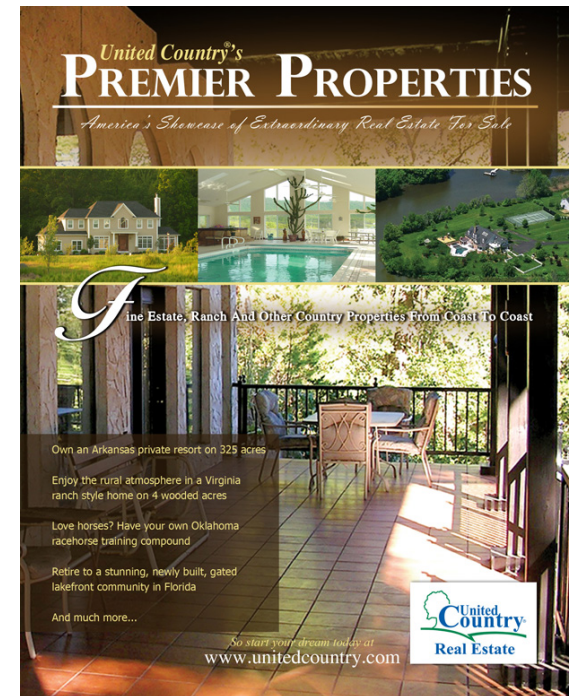




# *United Country's Premier Properties*

(2 per year) (100+ pages) (70K+ per year)

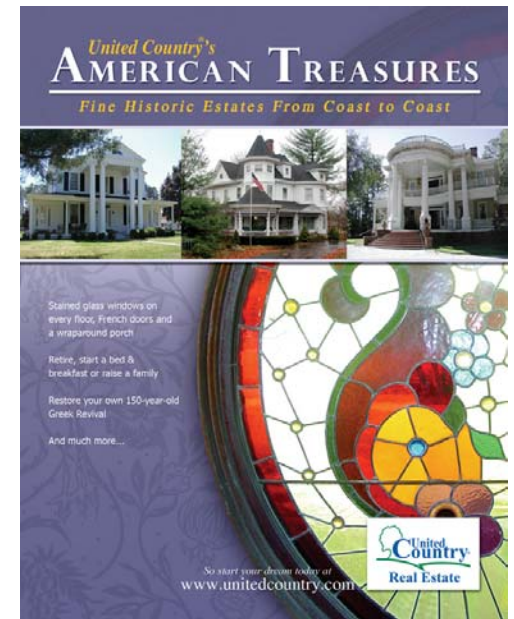
- A Catalog Of High-End Country Estates and Properties
  - Expensive (\$500M +)
  - Unique, Rare, Custom, High Interest
- Free to Offices, Newsstand Price \$6.95



# United Country's American Treasures

(2 per year) (100+ pages) (70K+ per year)

- A Catalog Of Historic Country Properties
  - At Least 50 Years Old and Historically Significant
  - Historical Construction
  - Any Price Range
  - Any Property Type (Including Businesses)
- Free to Offices, Newsstand Price \$5.95



# Real Estate Samplers

---

- **Central / Western Sampler**

(2 per year) (100+ pages) (450K + per year)

- **Eastern Sampler**

(2 per year) (70+ pages) (350K+ per year)

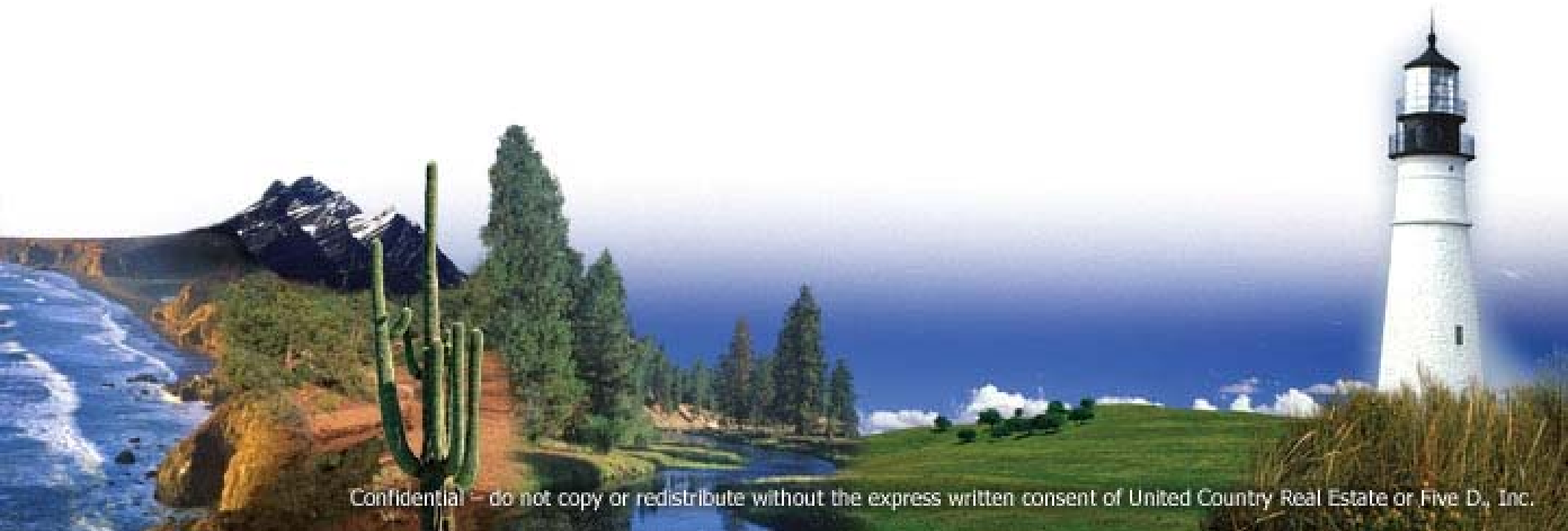
- Mailed To Every Caller That Contacts Home Office
- Affiliate Receives A Supply For Local Distribution
- Each Affiliate May Include Up To 7 Listings



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## **Advertising**



# Free Print Listing Advertising

- You will be the only Real Estate agent in your area to nationally advertise listings!

- Magazines – National / Regional

(100+ property and lifestyle publications per year)

- Newspapers – National / Regional / Metropolitan

(100+ newspapers used monthly)

- Card Decks

(1M+ cards direct-mailed annually)



**United Country<sup>®</sup> Real Estate**

**140 ACRE LAKE**

plus frontage on the Red River makes this 1,392 acre OK parcel unique. 470 acres in corn last yr w/bottom land suitable for beans & alfalfa. Income from pecan trees & owner currently runs cattle. Excellent hunting for duck along with other wildlife. 4 BR, 2 BA home, working pens & equipment shed finish the deal. \$3,700,000.

1-800-999-1020 Ext 054  
or visit us at  
[www.unitedcountry.com/ducks](http://www.unitedcountry.com/ducks)

United Country<sup>®</sup> Real Estate is the expert in duck, deer, elk and other hunting and fishing properties nationwide.

With thousands of properties, including those featured here, and over 80 years experience, call us for a FREE catalog.

**Looking for your own place to hunt?**

Uniting buyers and sellers of small town and country real estate since 1925.

<b>RIVERFRONT HUNTING</b> 97+ secluded TX acres w/mix of pine & hardwoods. Timber company on 2 sides. Duck blind. There's also deer & hog hunting. \$146,500.	<b>ON THE DELTA FLYWAY</b> 360 MS acres w/easy access. 3 impoundment ponds, the levees & drainage systems installed under the WRP. There's also 1 built up acre suitable for building a lodge. \$630,000	<b>ATTN: DUCK HUNTERS</b> 1,200 sq ft MO lodge overlooks the 3 lakes (one 20 & two 10 acres) that are on this 55 acre-farm. Featured on famous outdoor show. Good pheasant, deer & turkey hunting. Near Big Lake, Squaw Creek & MO River. \$350,000.	<b>OKLAHOMA FIND</b> 120 acres w/60 acres of natural duck sloughs & 60 acres of wooded & open terrain. Back up to Little River Nat'l Wildlife Refuge. There's wild hog, turkey & deer to keep you busy also! Great home or cabin sites. \$360,000
--	---	---	--

United Country<sup>®</sup> shares your passion for ducks, wetlands and the outdoor lifestyle.



# Hundreds of Magazines, Millions of Potential Buyers. No Other Real Estate Franchise System Advertises Listings Nationally

- 2nd Home
- Acreage—The Magazine for Rural Living
- America West Farm & Ranch
- America's Horse
- America's Network
- American Cowboy
- American Fruit Grower
- American Lumber & Pallet
- The American Quarter Horse Journal
- The American Quarter Horse Racing Journal
- Aquaculture Magazine
- Arrington's B&B Journal
- Art & Antiques
- Asian American Hotel Owners Association Lodging Business
- Auctioneer
- Automotive Recycling
- Bed & Breakfast America
- The Blood-Horse
- The Bugle
- Blue Ridge Country
- Cabin Life Magazine
- Carolina Business
- The Chronicle of the Horse
- Convenience Store News
- Cottage Living
- Country Home
- Country Living
- Countryside & Small Stock Journal
- Cowboy Magazine
- Cowboys & Indians
- Dog World
- Dog Fancy
- Dressage Today
- DSN Retailing Today
- Ducks Unlimited
- DuPont Registry
- Equine Journal
- Farmer & Rancher
- Farmer's Hotline
- Fish Farming News
- Fly Fishing Classifieds
- Golf Course Owners
- Grit
- High Plains Journal Farmland Ranch Magazine
- Hoard's Dairyman
- Hobby Farms
- Hotel and Motel Management
- International Bowling Industry Magazine
- Log Homes Illustrated
- Log Home Living Magazine
- Mary Engelbreit's Home Companion
- Midwest Farm & Ranch
- Midwest Living
- Missouri Life Magazine
- Montana Land Magazine
- Mother Earth News
- Mountain Homes Illustrated
- Nation's Restaurant News
- National Hog Farmer
- Northeast Farm & Ranch
- Old House Interiors
- Old House Journal
- The Old Schoolhouse
- Organic Gardening
- Pinnacle Magazine
- Poultry Digest
- Preservation Magazine
- Progressive Dairyman
- Progressive Farmer
- Ranch Properties
- Renovation Style
- Rocky Mountain Farm & Ranch
- RV Trade Digest
- Southeast Equine Monthly
- Southern Farm & Ranch
- Sporting Classics
- Stable Mates Magazine
- Texas Farm & Ranch
- Texas Monthly
- Texas Sporting Journal
- Thoroughbred Times
- Transport Topics
- Unique Homes
- Victorian Homes
- Virginia Living
- Weekend Magazine
- Western Horseman
- Western Livestock Journal
- Where to Retire



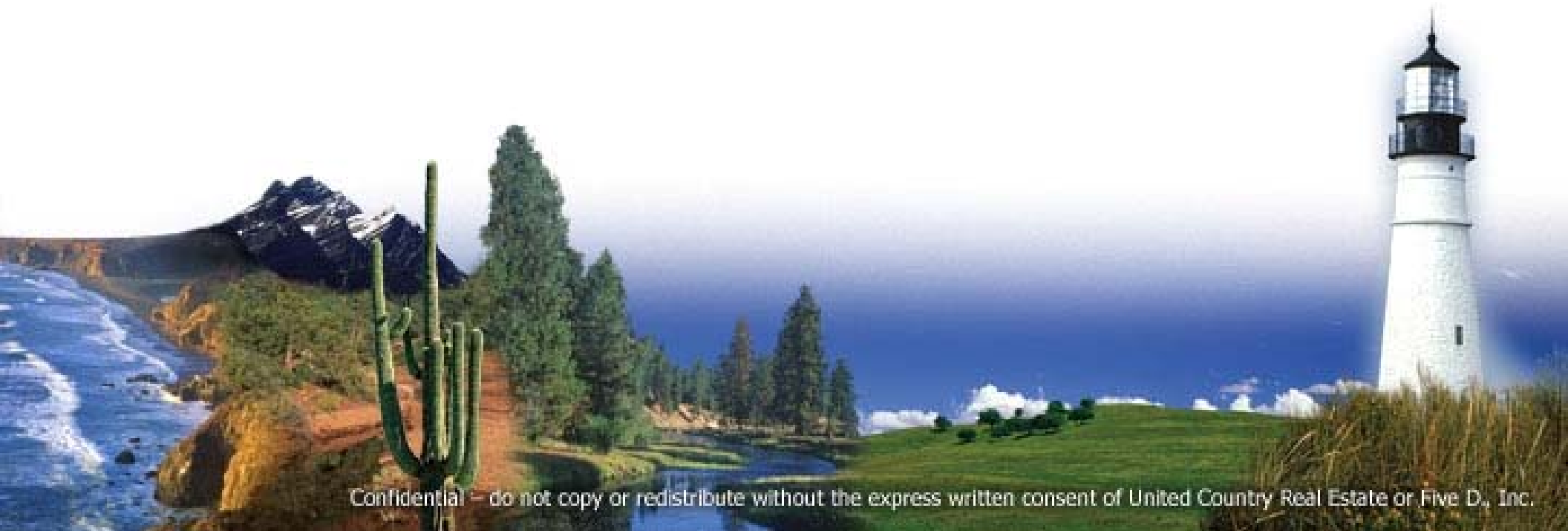
And More...  
And We Are  
Always  
Reviewing  
and Adding  
New Titles



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## Internet



# #1 Country Real Estate Website

- [www.unitedcountry.com](http://www.unitedcountry.com)
- Only Fully Searchable National Site
- Dedicated Optimization Team
- Numerous Feeder Sites
  - “State”RealEstate.net (44)
  - UCAuctionServices.com
  - Small-Biz-Network.com
  - Sportsmansdream.net
  - GolfPropertyUSA.net
  - PremierRanches.com

<b>900K +</b>	<b>Visitors Per Month</b>
<b>400K +</b>	<b>Unique Visitors Per Month</b>
<b>100M +</b>	<b>Hits Per Month</b>
<b>24 Minutes</b>	<b>Average Session Length</b>

\* **Does Not** Include Traffic Directly to Over 670 Local Office Websites (Combined Visitors of 2,200,000 per Month)

- American-Treasures.com
- [unitedcountry.com/ducks](http://unitedcountry.com/ducks)
- Partners, Uploads and more

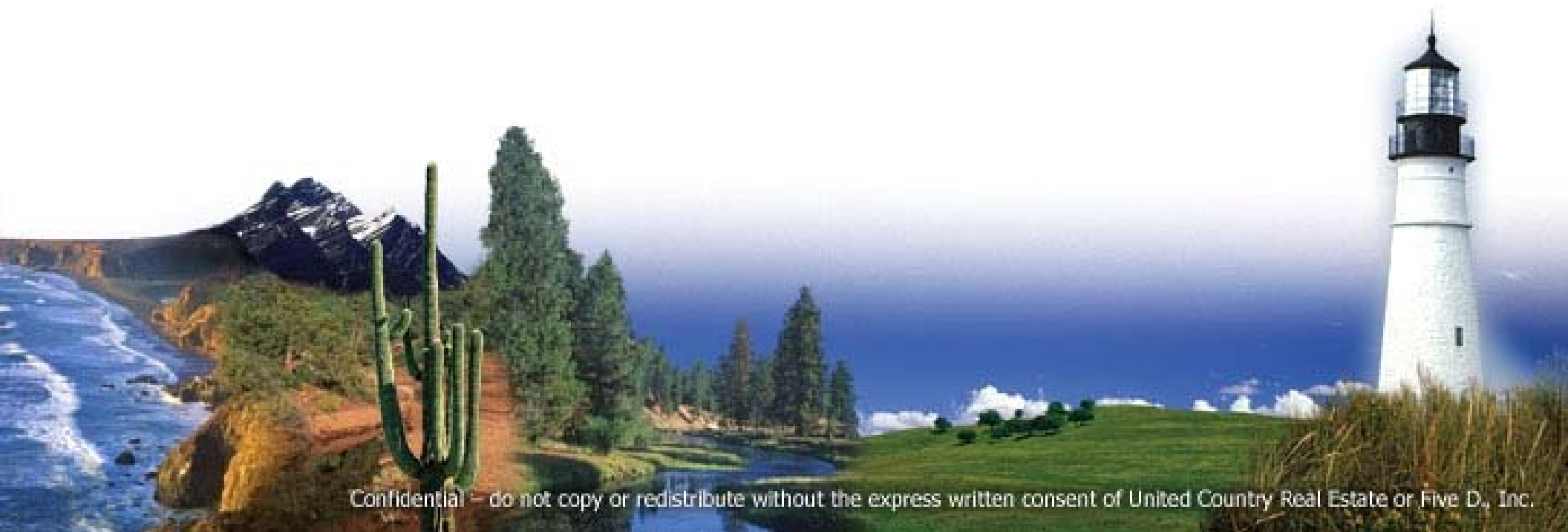




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## Direct Mail



# Real Estate Marketing Challenges

---

- 54% of sellers choose their agent without receiving referrals
  - How will they know you?
- 63% choose the first agent they contact
  - How can you be the first they think of?
- 70% of consumers will forget the name of their realtor within the 1st year of buying a home.
  - How can you stay top of mind?

*(NAR Statistics)*



# Direct Mail Program

---

## Objective

- Increase Listings and Sales
  - Build Brand Name, Office Name and Agent Name

## Strategy

- Focus on “Lifestyle / Area Brochures”
  - Mail to Confidentials – Sell them on the area.
- Promote Recent Special Listed and Sold Properties
  - Mail Postcards to Target Consumers
  - Mail to Your List or Nearby Addresses (Listings)



# "Lifestyle / Area Brochures"

---

- Custom, local catalog (small)
  - Describes desirable area characteristics
    - Can get copy and information from the Chamber of Commerce
  - Highlights a sample of your listings
- Mailed to confidentials
- Local printer or Advanced Graphics
  - Advanced Graphics can be found on the UC Intranet
  - Work with numerous United Country offices
  - Can help with layout, Personable service



# Postcard Mailer Program

## Key Features

- Three (3) Sizes of Postcards
- Easy to Use
  - On the United Country Intranet
  - Five Minutes
  - Fully Automated
- Templates or Customizable
- Next Day Turnaround
- Highest Quality
- Competitive Cost



# Postcard Mailer Proven Results

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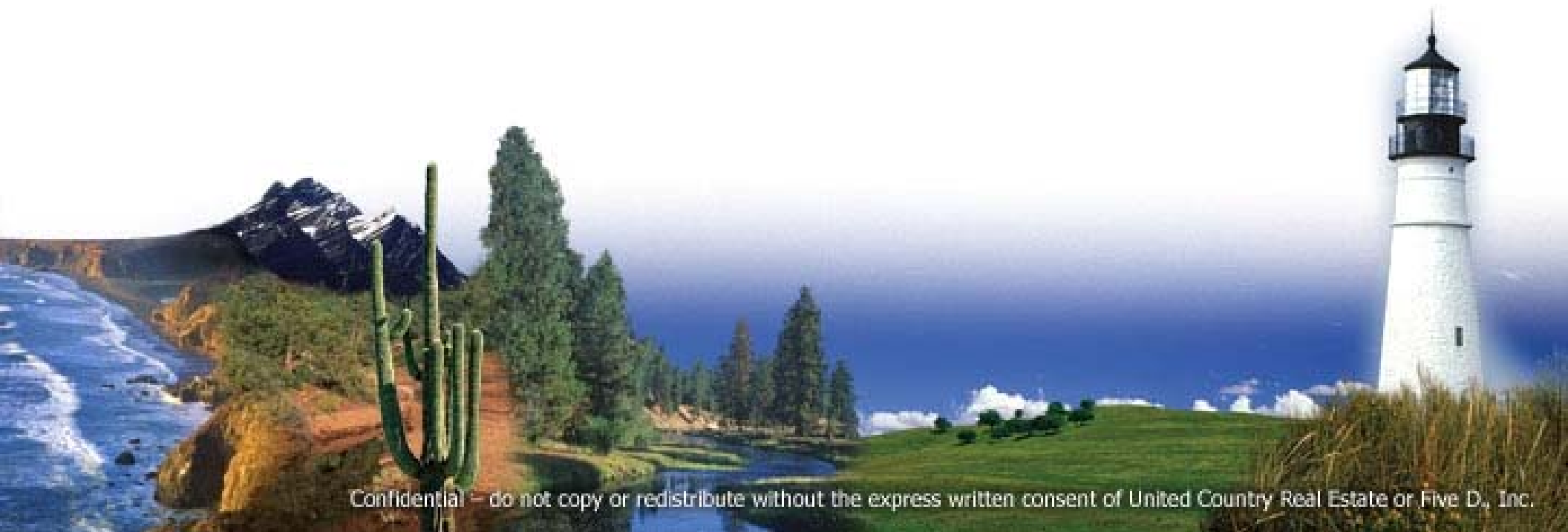
- Agents that mail more than 500 postcards a month have 3 to 5 times more listings.
- 95% of homebuyers who receive periodic contact from their agent use the same agent when it comes time to sell or buy.
  - Without regular contact only 35.5% use the same agent!
- Increased Listing and Sales Validation
  - Xpressdocs Referrals
  - United Country Northern New Mexico Real Estate, Chama



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## **Sales and Marketing Tools**



# Listing Presentation

## 1. Why List with United Country

- Local Office and Agent

## 2. Marketing Plan

- Local Marketing Plan

## 3. Pricing Strategy

- CMA
- Est. of Net Proceeds

## 4. Real Estate Coaching

## 5. Take A Ways

- Listing Agreement
- References
- Referral Form

## 6. CD

- Customizable Templates

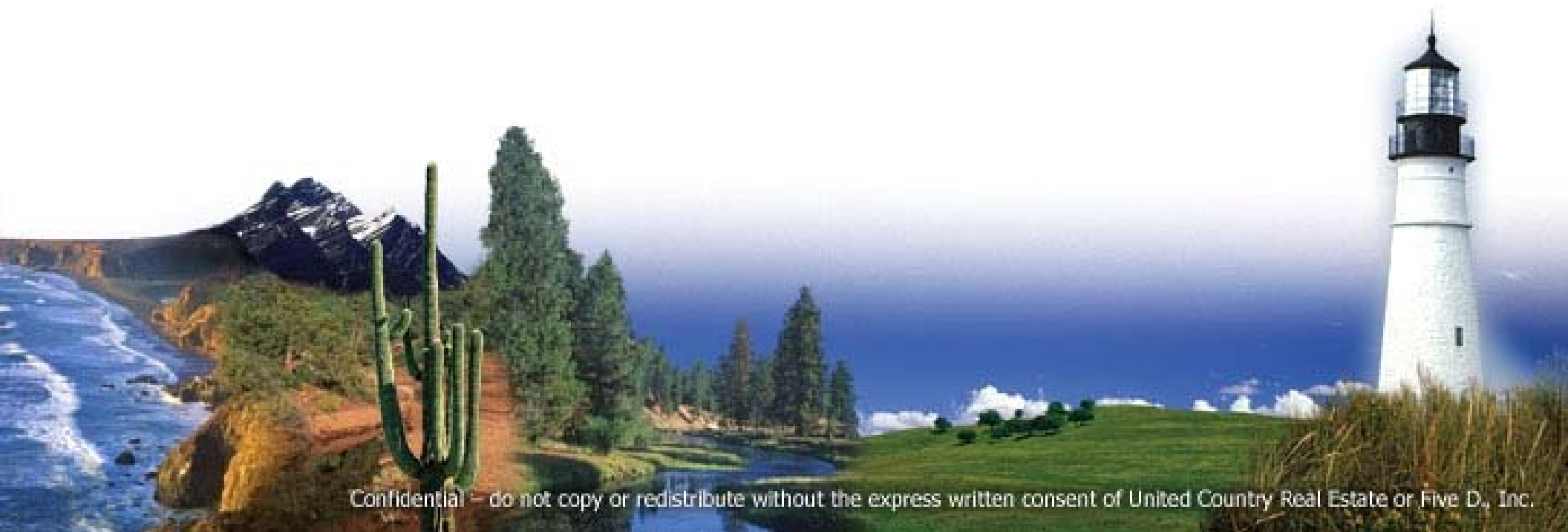




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## **Auction Marketing Tools**



# Auction Marketing

---

- **Free Services**

- All Marketing Programs Available for Traditional Real Estate (Internet, Advertising, Postcards, Direct Mail, Email, etc.)

- **Enhanced Services**

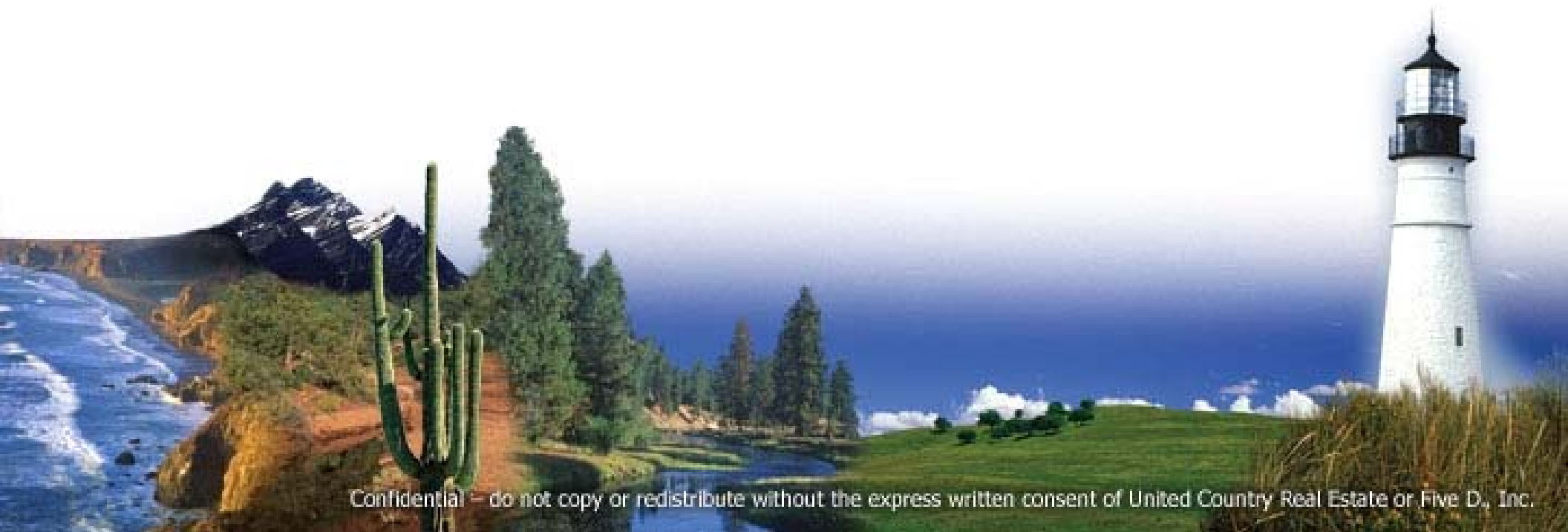
- Training - #1 Auction School
- Consulting
- Network of Experts – Allows You to Offer Auction Services Today
- Home Office Services
  - Incremental / Additional Advertising
  - Direct Mail
  - Brochures
  - Websites



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# Unitedland Magazine and Awards Program



# Unitedland Magazine

- Selling and Marketing Training and Tools
  - New Techniques
  - New Programs
  - Sales and Marketing Training Articles
- Awards Recognition and Standings



# *Associate Power!*

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- Training and Recognition for Your Achievements
- Improves Your Performance
- Provides Training and Skills
- Awards for Numerous Achievement Categories
  - Top Agents Award Trips
  - Increases Job Satisfaction

*AssociatePower!*  
**You've Earned It**

- Be Rewarded for Your Performance
- Show Clients Your Achievements
  - Get Public Recognition (Internal and News Releases)
- Receive a Free Listing Presentation Kit
- Be a Part of An Exclusive Club

**Join AssociatePower! Today...It's Easy**



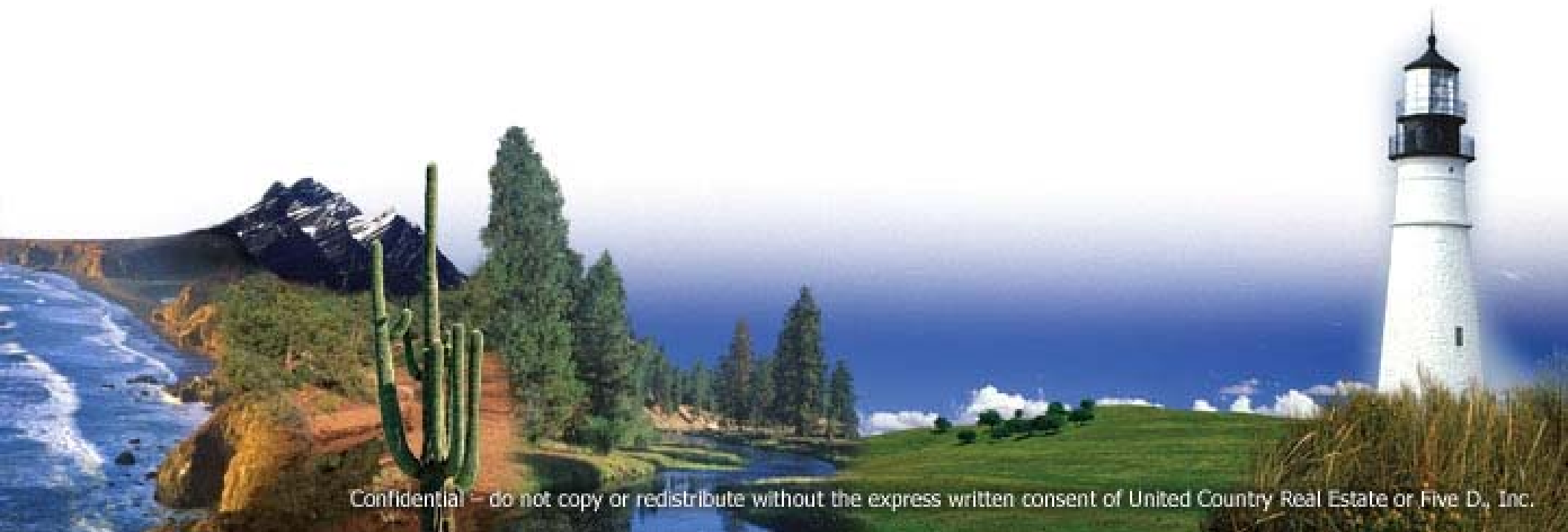
- Complete an Application on the Intranet [www.unitedrealestate.com](http://www.unitedrealestate.com)
- Fax the Application to the Home Office (816) 420-6219
- Receive The Recognition You Deserve



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## Home Warranty



# The United Country Home Protection Plan

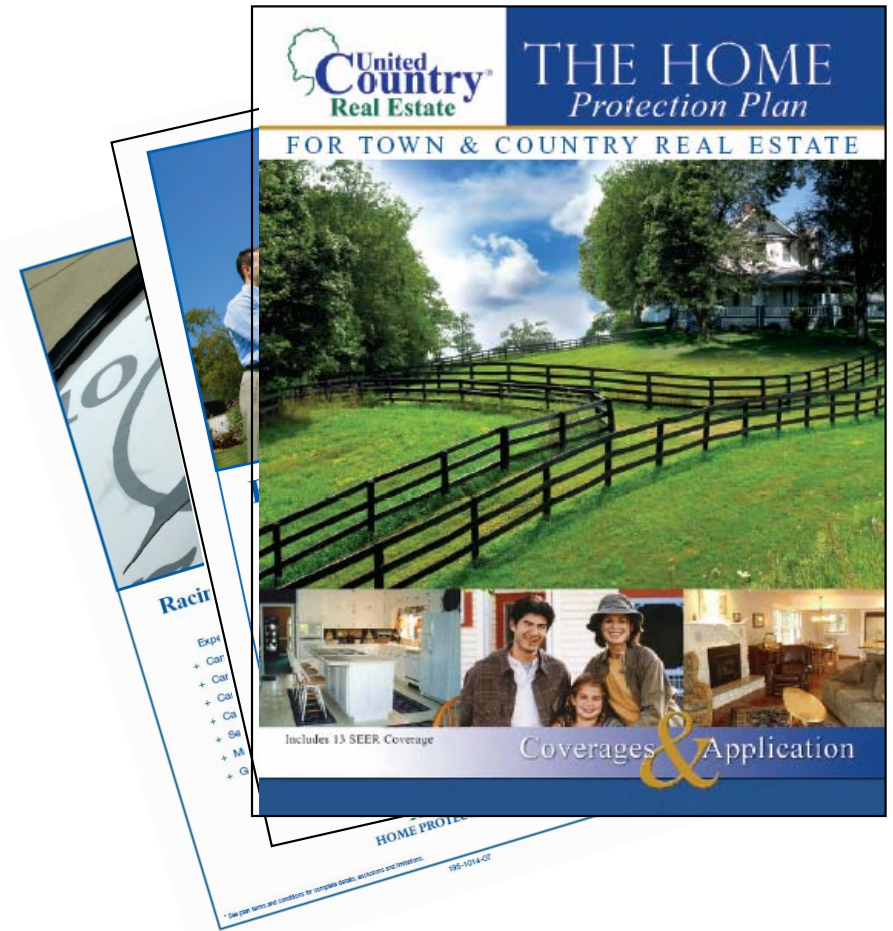
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- **Exclusive Branded Product** (Special Consideration for Rural America)
- **Highest Quality:**
  - Only Nationally Insured Home Warranty
  - Underwritten by Virginia Surety Company, Inc.
- **Highest Service:**
  - State of the Art Bilingual Administration Center (24/7)
  - Field Trained Adjusters
  - National Network of Contractors
    - Partnered with brands you can count on (Sears, GE, Whirlpool, Carrier/Payne)
- **Deliver on Claims:**
  - Over 106,000 claims totaling over \$41.6 million paid in 2006



# Warranty Primary Benefits

- **Increase Listings and Sales**
  - Differentiator (especially with FSBO)
  - Lowers Buyer Risks and Concerns
  - Peace of Mind for all parties involved
  - Knowledgeable / Expertise
- **Increase Brand Recognition**

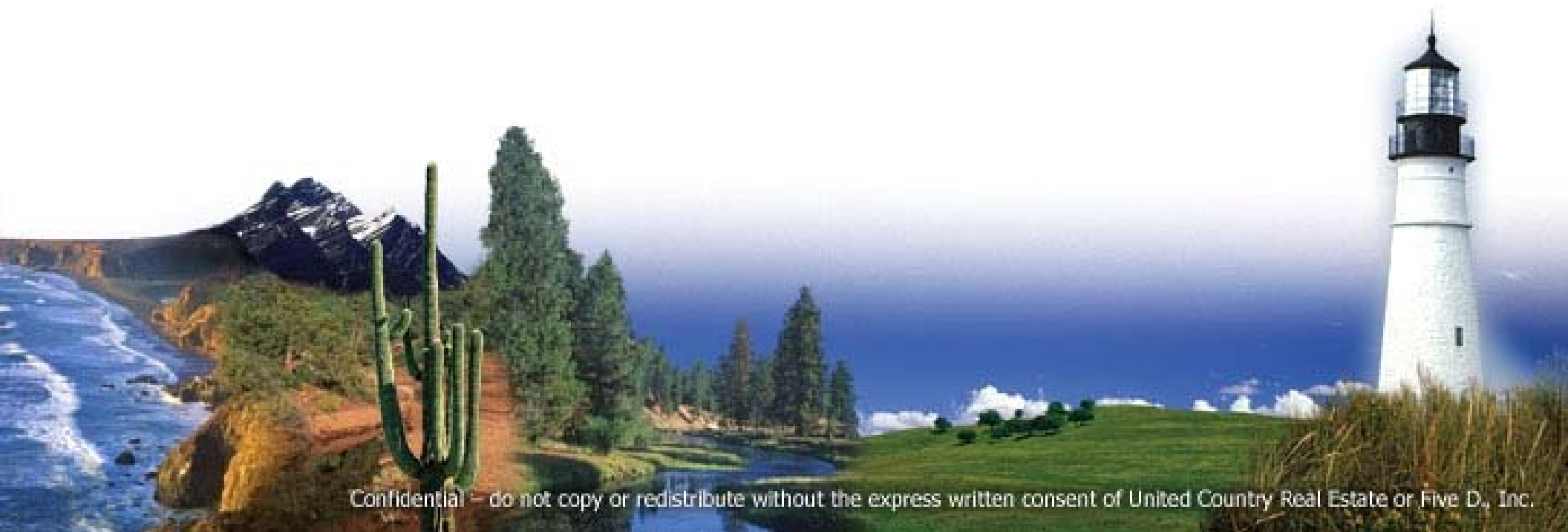




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## 1031 Exchanges



# 1031 Exchanges - Tools for Success

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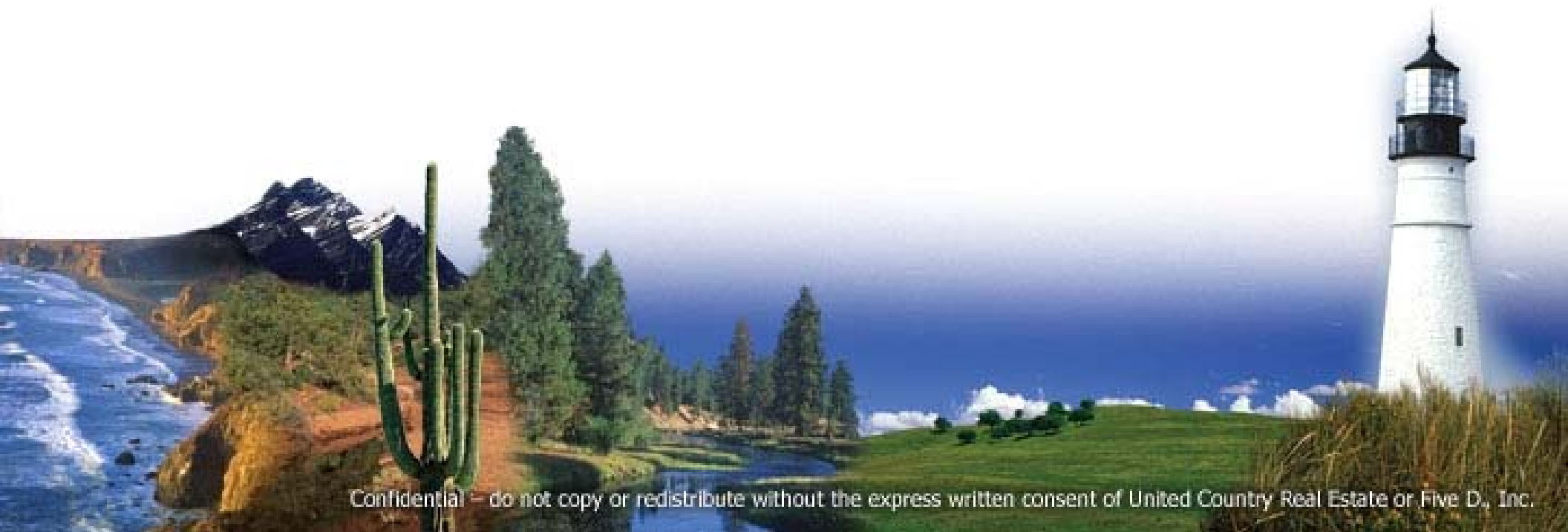
- Increase sales and listings
  - Create greater wealth for your clients
  - Avoid agent liability
  - Serve clients more effectively
  - 18 Year Partner Services Available to You



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## Conclusion



# The United Country Advantage

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- Exclusive, One-Of-A-Kind, Proven Programs, No Other Office Can Offer You - All Designed To Ensure You Reach Your Maximum Potential
- These Are Just a Sample of the Programs Available to You After Joining United Country
- All of These Programs Are Only Offered to United Country Agents for the Sole Purpose of Helping You List and Sell More Properties

