



LeadingRE HEROES



GROW YOUR BUSINESS BY HONORING YOUR LOCAL HEROES AND MILITARY

Expand your client base by offering a real estate reward to the heroes who serve your community - whether in the classroom, in the emergency room or on the front line. With LeadingRE Heroes, you can provide your agents with the marketing tools and resources needed to engage and serve this special clientele.

Leading
REAL ESTATE COMPANIES
OF THE WORLD



LeadingRE Heroes is a marketing program developed by Leading Real Estate Companies of the World (LeadingRE) to attract business by offering a competitive reward to a niche group of consumers. It is our way of giving back to those who serve our communities so selflessly.

MEMBER BENEFITS

Each participating company will receive the following benefits:

Co-Branded Website – Participant's co-branded website includes:

- ★ Complete program overview
- ★ Rebate calculator
- ★ Informative articles on real estate, relocation, and the communities our members service.

Recruiting — Brokerages that participate in LeadingRE Heroes have an advantage when it comes to recruiting and retaining sales associates who might otherwise be attracted to franchises with affinity programs, particularly those with a military background.

Referral Fee Waiver — Network fees are waived on Qualified LeadingRE Heroes referrals (similar to registered corporate clients). Client must present valid documentation that establishes eligibility specific to each member's specific parameters.

National Brand — LeadingRE Heroes will extend the network's strong national brand and reputation for quality service by giving back to the community.

Marketing Deliverables — Social media campaigns, client email templates, and promotional templates for online and print are available, targeted to both agents and consumers.

Training Materials — LeadingRE Heroes brokers will receive a comprehensive training package that includes agent modules and best practices. Additionally, we offer Institute courses on the military consumer and affinity programs and host frequent webinars with topics relevant to our Heroes program.

Community — We have a private Heroes/MOM group on Facebook to brainstorm and share ideas and best practices about the program and working with community Heroes and military personnel.

ENROLLMENT

To enroll in the program, contact elabutka@LeadingRE.com.

MEMBERSHIP REQUIREMENTS

Annual Program Fee — \$650.

Website Content — Members are encouraged to submit informative articles on topics that would appeal to the consumers they are rewarding, or about the different attractions, recreation, neighborhoods, etc. in the communities they service. All content must be original and will be featured with credit on the blog on the program website.

Cash Rebate and Referral Fees — LeadingRE Heroes/Military on the Move® offers a cash rebate or credit of 20% of the function-side commission to the registered client, in states where allowed by law. Broker participants must agree to pay the rebate, either directly or via the receiving broker in the case of an outgoing referral.

When working with sellers, a broker may opt to negotiate other fees in lieu of a rebate. In any case, if a seller is referred by another broker through this program, a 10% referral fee will be due the origin broker in addition to the rebate, for a total referral fee equivalent to 30%. No portion of the fee will be paid to LeadingRE.

Basic Rental Services — Brokers that participate in LeadingRE Heroes must agree to provide information about local rental practices, counseling and rental listings upon request.

Scope — It is your responsibility to follow state and local laws relative to rebates, and to provide every registered client with the necessary disclosures.



FREQUENTLY ASKED QUESTIONS

What happens when a buyer or seller who is already working with one of our agents hears about the program?

In order to qualify for the real estate reward, LeadingRE Heroes consumers must register prior to making contact with a real estate agent or must disclose at the beginning of the relationship with the agent that they are interested in this program and provide proof of eligibility based on the broker's requirements for the program

What is the fee if the LeadingRE Heroes consumer is interested in a market where there is no Heroes/MOM broker?

As long as rebates are allowed in the state where the client is being referred, a LeadingRE Heroes broker can send a referral to a non-LeadingRE Heroes broker because the destination broker funds the consumer reward, with a portion of the 30% referral fee.

When I refer a LeadingRE consumer to another broker, who pays the rebate?

The rebate is always due at closing, so the destination broker will fund the rebate, then complete a transmittal form to the origin broker indicating function side commission, gross referral fee (30%) and rebate paid (20%). The net amount due the origin broker is the difference between the gross referral fee and rebate paid, or 10% of the function side commission.

Example: The participating origin broker refers a consumer that purchases a \$200,000 home.

- ★ Function side commission is \$5,000
- ★ Destination broker owes \$1,500 referral fee to origin broker
- ★ Destination broker pays \$1,000 rebate (20% of function side commission) to consumer at closing, and pays \$500 (balance of 30% referral fee) to origin broker
- ★ Typical network fee (20% of \$1500 = \$300) is waived
- ★ Savings to the referring broker = \$300

How do I determine eligibility parameters?

Each brokerage should determine which group of heroes in your local market are eligible to receive the rebate/credit. You may include any or all of the following professionals: Military (active duty, retired, discharged, military family members, Department of Defense civil service employees), Doctors and/or nurses, teachers, first responders (fireman, police, EMT's).