

## #1 RE/MAX OFFICE IN FLORIDA

Reputations are earned and at RE/MAX Alliance Group, we are proud of our well established reputation for exceptional customer service. For more than 30 years we have adapted to ever changing real estate market conditions and provided the most professional and comprehensive real estate services to our clients.

## **Complete Real Estate Services**

- Residential Sales and Leasing
- Property Management
- Commercial Real Estate

### **Additional In-House Services**

- Mortgage Company
- Title Company
- Real Estate Attorney
- Marketing Department
- 24/7 Broker and Manager Support
- Advanced Educational Tools
- In-House Training
- Personal Tech Training & Support
- Business Coaching



# **2024 SUMMARY**



Total Transactions **5,181** 

Total Volume

\$2.7 Billion



Agent Production
Average GCI per agent

\$162,078

Average Volume

\$6.87 Million

Average Transactions

per agent

13.18 Transactions





Current Agent Count **393** 

Current Office Count

15



RE/MAX continues to dominate the local real estate market with more homes sold in 2024 than any other real estate company in the area.

# MARKET SHARE TOTALS

SHARE BY BRAND

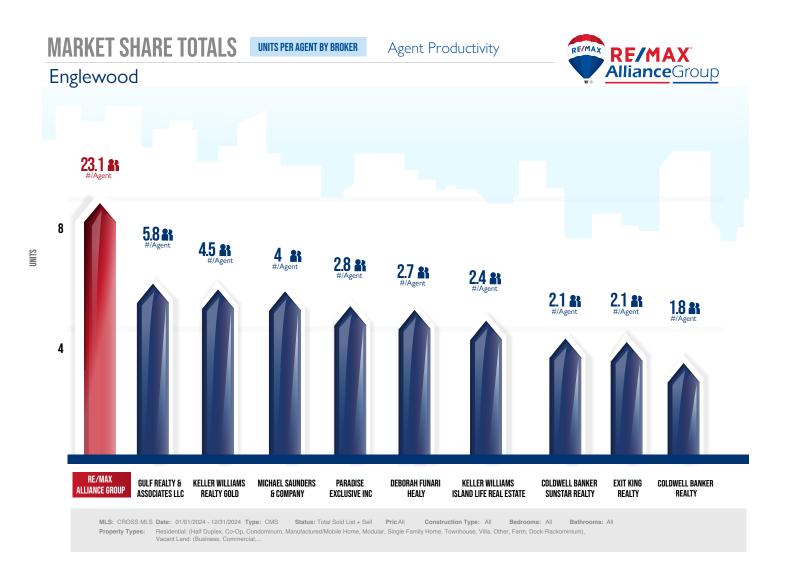
Market Share Competition - Charlotte County

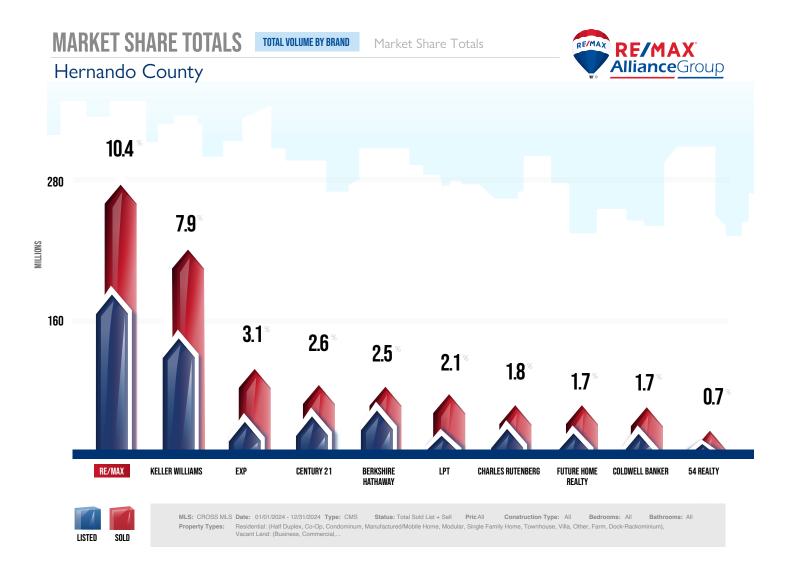


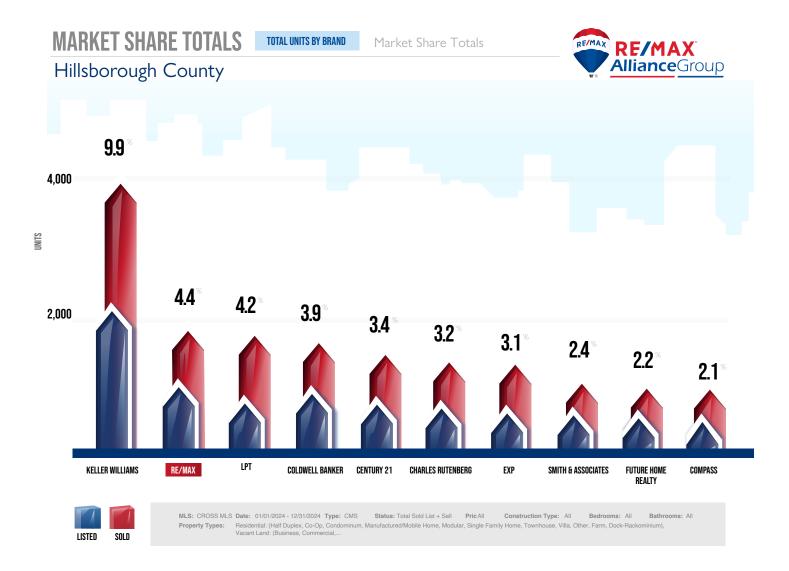


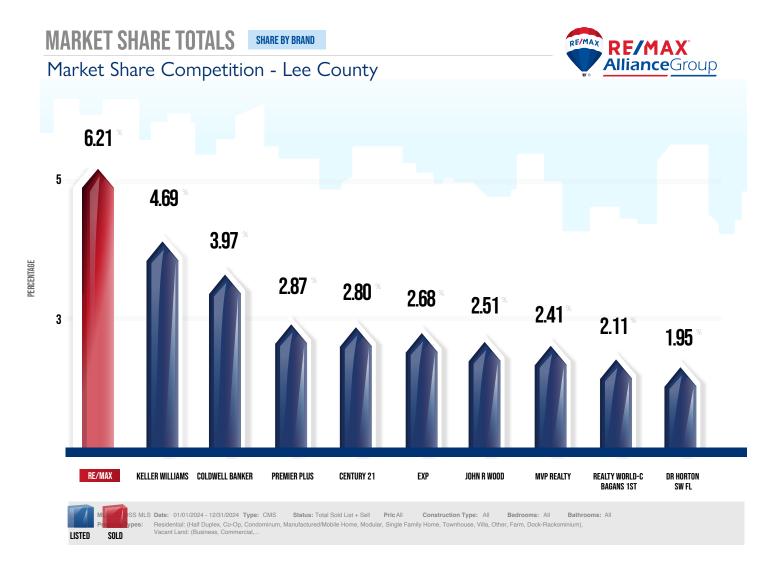
MLS: CROSS MLS Date: 01/01/2024 - 12/31/2024 Type: CMS Status: Total Solid List + Sell Pric All Construction Type: All Bedrooms: All Bathrooms: Property Types: Residential: (Half Duplex, Co-Op, Condominum, Manufactured/Mobile Home, Modular, Single Family Home, Townhouse, Villa, Other, Farm, Dock-Rackominium), Vacant Land: (Business, Commercial,...

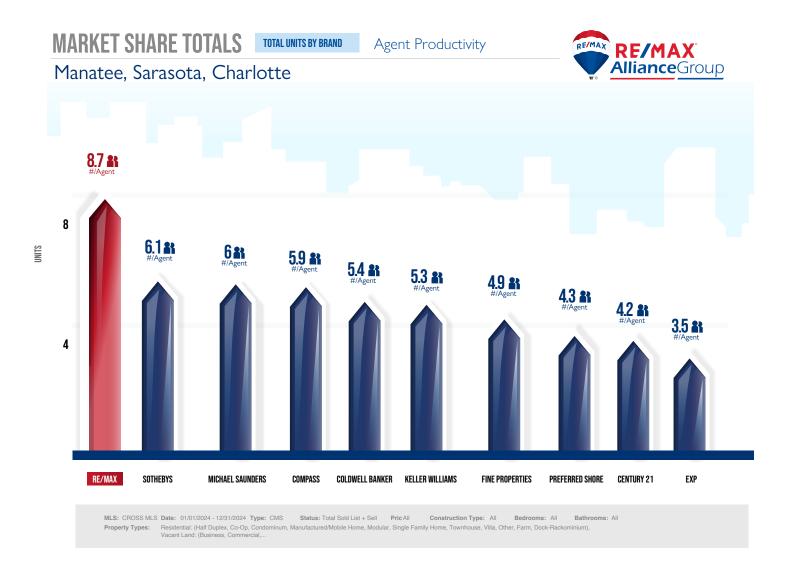


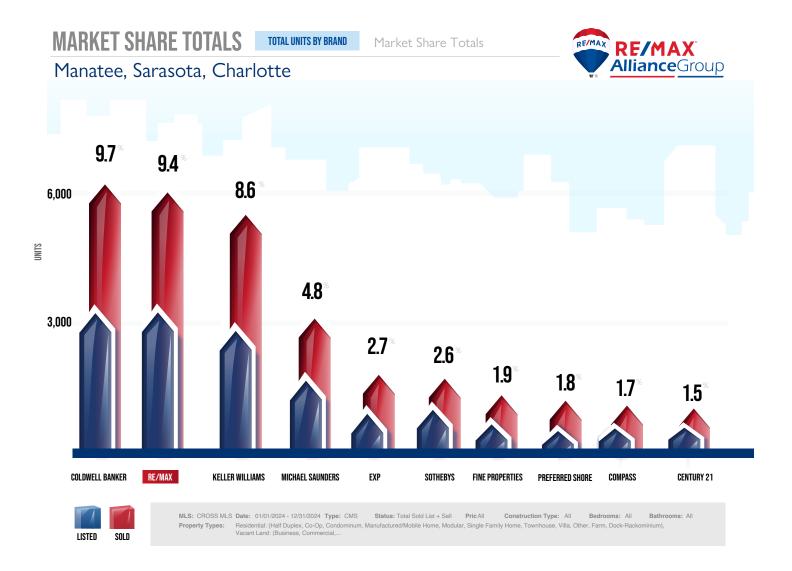












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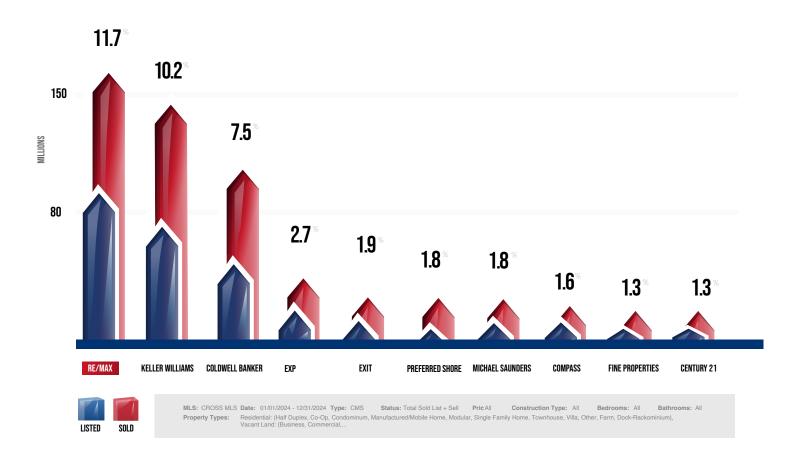
MARKET SHARE TOTALS

TOTAL VOLUME BY BRAND

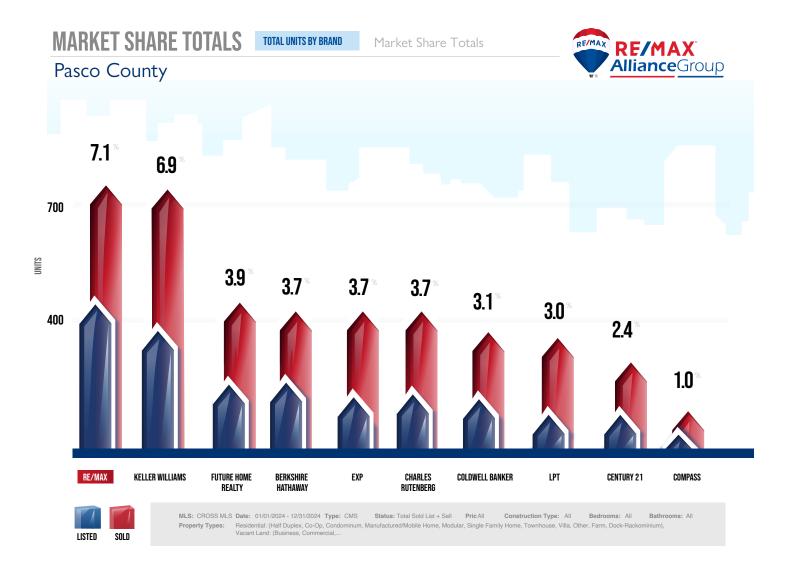
Market Share Totals

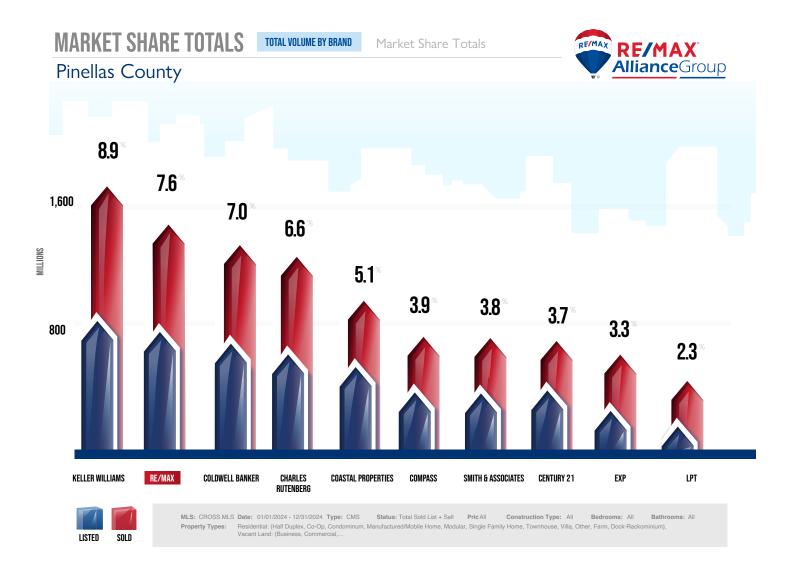


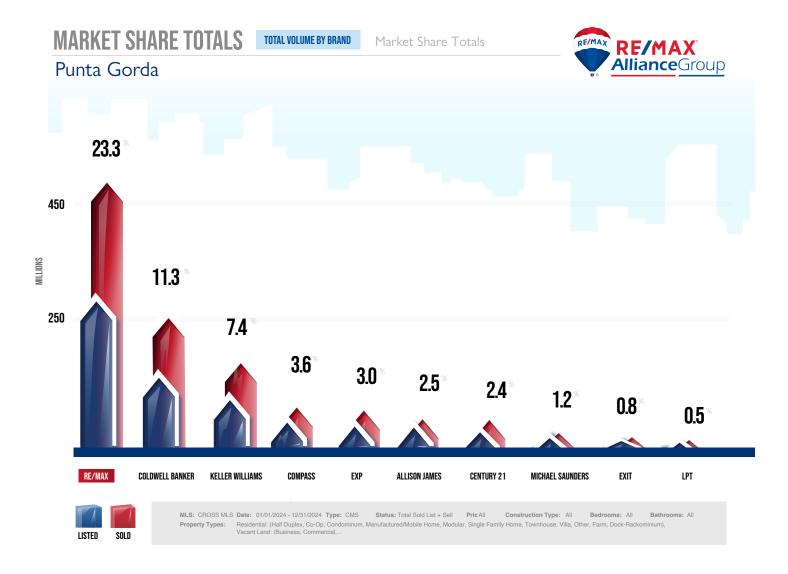
North Port

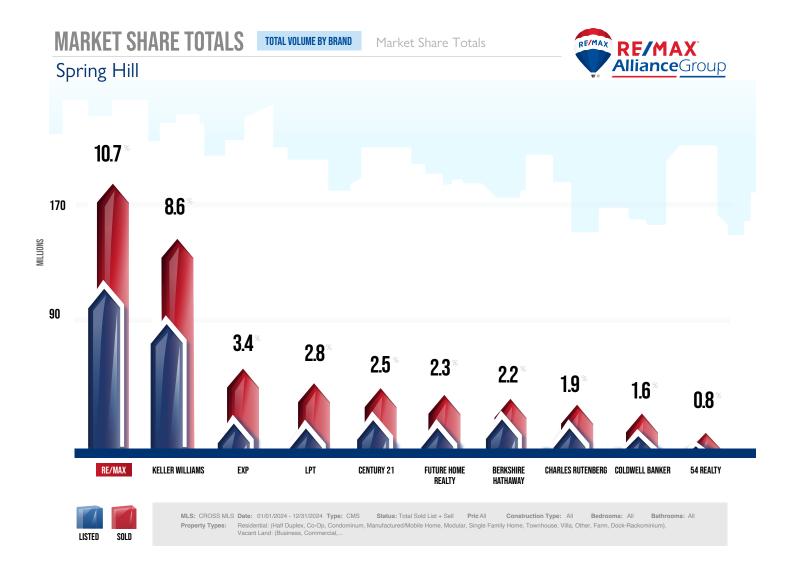


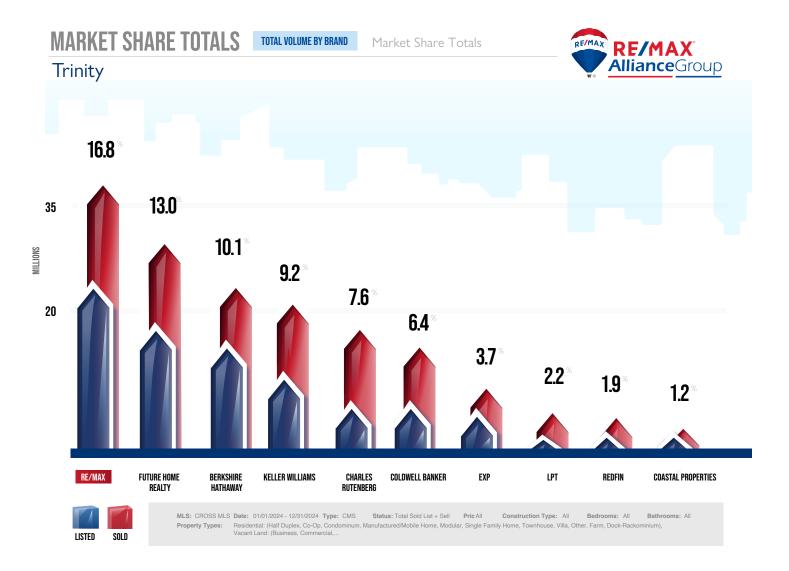


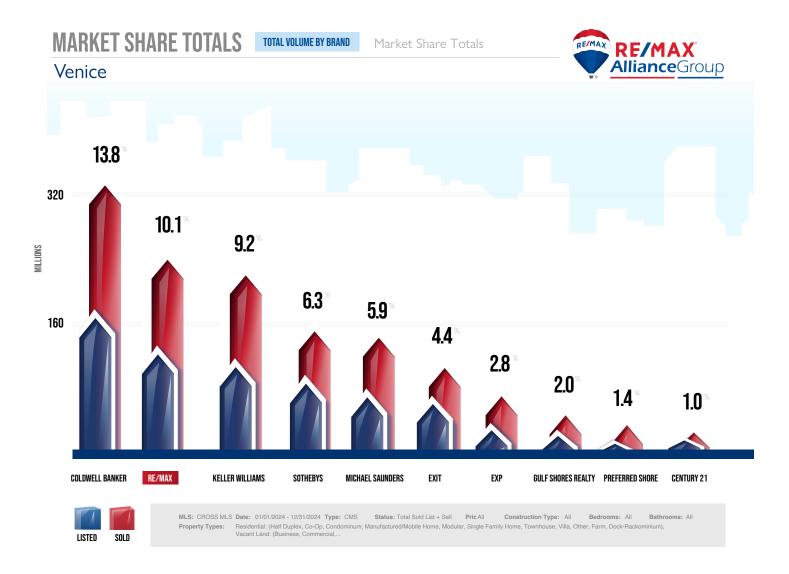












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**MARKET SHARE TOTALS** 

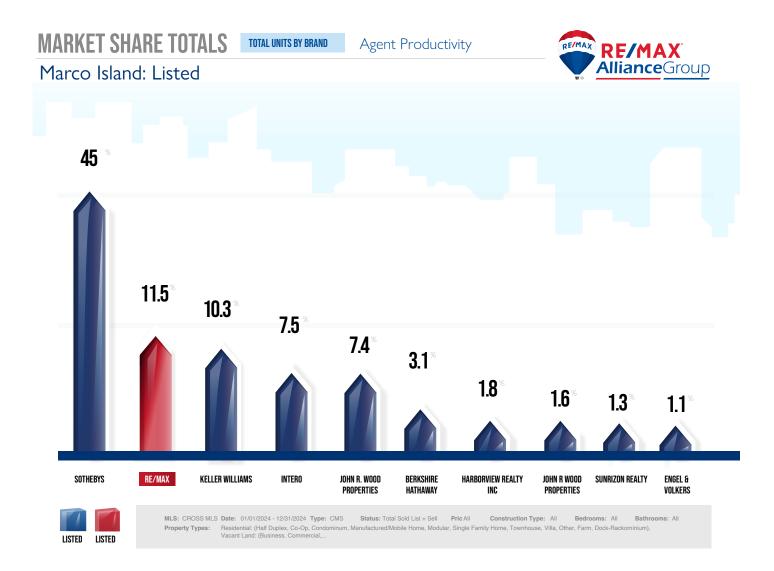
Marco Island: Listed

TOTAL UNITS BY BRAND

Agent Productivity



11.5<sup>%</sup> **10.3** % 7.5 **7.4**° 3.1% 1.8 1.6 1.3 RE/MAX JOHN R WOOD ENGEL & VOLKERS KELLER WILLIAMS INTERO JOHN R. WOOD BERKSHIRE HARBORVIEW REALTY SUNRIZON REALTY PROPERTIES HATHAWAY **PROPERTIES** INC MLS: CROSS MLS Date: 01/01/2024 - 12/31/2024 Type: CMS Status: Total Sold List + Sell Pric All Property Types: Residential: (Half Duplex, Co-Op, Condominum, Vacant Land: (Business, Commercial,... LISTED LISTED



# 2024 RE/MAX<sup>®</sup> vs. THE INDUSTRY

oose the brand with outstanding agents, leading brand awareness and an unmatched global present

	NATIONAL, FULL-SERVICE BROKERAGE BRANDS					
	TRANSACTION SIDES PER U.S. AGENT (LARGE BROKERAGES) <sup>1</sup>	U.S. TRANSACTION SIDES <sup>2</sup>	U.S. BRAND AWARENESS (UNAIDED) <sup>3</sup>	COUNTRIES & TERRITORIES	OFFICES WORLDWIDE	AGENTS WORLDWIDE
F/MAX	11.8	629,373	36.4%	110+	9,022	144,835
REALTY	8.6	N/A	0.1%	5	500	8,000
ERA BEAL ESTATE	6.1	71,935	1.6%	39	2,400	43,400
:0MPASS	6.0	177,716	3.2%	1	500	29,744
BERKSHIRE HATHAWAY HOMESERVICES	5.8	N/A	7.3%	13	1,600	51,000
kw <sub>®</sub>	5.6	N/A	14.5%	59	1,100	189,000
Sotheby's NTERNATIONAL REALTY	5.3	112,582	3.3%	84	1,100	26,600
GŽ	5.0	486,273	21.2%	40	2,900	101,000
ENTURY 21	5.0	233,374	30.9%	84	12,000	135,000
Better Homes Mand Gardens,	5.0	59,782	2.2%	6	400	12,000
REALTY	4.8	355,052	1.6%	24	N/A	90,000
HOMESMART.	2.6	N/A	0.1%	1	200	26,000
REDFIN	N/A	46,549	11.4%	2	55	N/A
Veichert,	N/A	N/A	1.6%	1	500	14,000
ALTYONEGROUP	N/A	N/A	0.5%	20	400	19,000





# REALTRENDS FIVE HUNDRED



Among the country's largest real estate brokerages, RE/MAX® agents continue to outperform the competition in both transaction sides and sales volume.\*

# **Double The Others**

RE/MAX\* agents averaged more than twice as many transaction sides as competitors.



## Twice The Sales Volume

**RE/MAX** agents averaged more than twice the sales volume of competing agents.



# Dominant Productivity

Top 100 Brokerage When Ranked By Most Transaction Sides Per Agent



2

**RE/MAX**\* agents average double the sales of other agents in the RealTrends Verified rankings\* of large brokerages.



**Unstoppable Starts Here** 

### VIRTUAL HOME SELLING

Now is a great time to take advantage of our Virtual Home Selling Program! We've helped many owners sell homes without leaving the comfort of their current living room. Virtual Home Selling is not for everyone, so you still have the option of doing any of this in person. But for every step of the process we provide a virtual option to make things easier for you.



### 1. VIRTUAL CONSULT

We will schedule a virtual appointment to discuss your goals and create a plan of action.



### 2. LISTING PREPARATION

We will discuss the listing prep process, which may include a virtual staging consultation, improvements strategy, and/or prelisting appraisal.



### 3. VIRTUAL MARKETING PLAN

Your virtual marketing plan can include professional photography, floor plans, 3-D walk through tours, virtual tours, drone images, etc.



### 4. VIRTUAL OPEN HOUSE

We will advertise and facilitate a virtual open house for your home.



### 5. VIRTUAL AND LIMITED SHOWINGS

We will arrange for prerecorded virtual showings, live virtual showings, and time blocks for limited in-person showings as needed.



### 6. ELECTRONIC NEGOTIATIONS

We use digital contracts and electronic signatures for all contract negotiations.



### 7. VIRTUAL CLOSING

With the help of our in-house attorney, title department, and lender we can facilitate a virtual closing with a mobile notary.



### 8. MOVING DAY

We'll deliver the keys to the buyers and will assist in coordinating movers who follow CDC recommendations.



### **CONSUMERS VISIT US MORE**

REMAX.COM is the #1 Most Visited Real Estate Franchisor website with more than 138 Million visits in 2023. The site shows all of the listings in thousands of cities and towns and helps connect buyers and sellers with real estate agents. Making it easier for consumers to navigate the buying and selling process with the guidance of a RE/MAX agent.



# OVER 138 MILLION VISITS



**RE/MAX® #1 Real Estate Franchisor Site** 

Coldwell Banker

83% FEWER VISITS<sup>2</sup>

Keller Williams

85% FEWER VISITS<sup>2</sup>

Century 21

89% FEWER VISITS<sup>2</sup>

Data from January-December 2023

Have confidence in any market with us.

Source: More visits than any other national real estate franchisor website, according to ComScore report of 2023 data for U.S. real estate franchisor among website visits in the "Business Consumer Services/Real Estate" category.

<sup>2</sup>Source: RE/MAX first-party data for full-year 2023. ©2024 RE/MAX, LLC. All rights reserved. Each Office Independently Owned and Operated. 24\_236



### LOCAL EXPERTISE | GLOBAL REACH

# Global connections. Global referrals.

With a network of over 140,000 agents and a presence in more than 110 countries and territories, RE/MAX® has a global reach that offers a world of opportunity at your fingertips.

## Potential Referral Agents\*



United States 58k+



Canada 25k+



Rest Of World

### Benefits of the RE/MAX Global network:

- Large Network
- Increased Exposure
- Global Connections
- Referral Opportunities



A Presence In More Than 110 Countries And Territories

(As of year-end 2022)



### global.remax.com\*\*

- Translated into 50 languages
- Listings are viewable in 69 currencies
- 640,000+ page views from 200+ countries and territories in 2022

RE/MAX, LLC is an Equal Opportunity Employer and supports the Fair Housing Act and equal opportunity housing.

\*As of year-end 2022. \*\*Data source: Gryphtech Google analytics as of year end 2022. ©2023 RE/MAX, LLC. Each Office Independently Owned and Operated. 23\_612



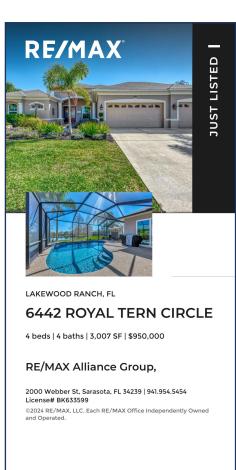
### **CUSTOM MARKETING**

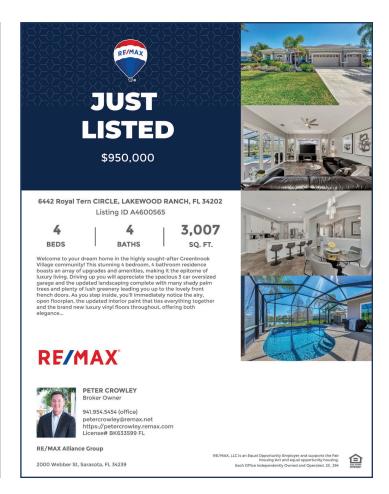
A wealth of custom digital and print marketing materials, all featuring your home. Plus, automated marketing that makes stunning impressions time after time.



Marketing materials that are included:

- Brochures
- Flyers
- Postcards
- Social Media Posts
- Videos
- Web Banners
- Websites







# **SELLER'S GUIDE TO SHOWINGTIME**

Sellers love ShowingTime because it's simple to stay informed and easy to confirm appointments. Not only will you be able to receive notifications about showings automatically, but you'll be able to see feedback from potential buyers and view all activity on your home during the sales process as well!



### **Electronic Notifications**

Don't have time to make or take a call? Communicate through text, email, or our mobile app instead! Our electronic notifications allow you to easily confirm, decline, or reschedule showings based on preferences that work best for you.

### **Listing Activity Report**

Every email notification includes a 'Quick Link' button that will take you directly to your personalized Listing Activity Report. Here you can see all activity documented for your home such as showings, feedback, and more!



# SHOWINGTIME MOBILE APP FOR SELLERS



Using the ShowingTime mobile app makes it easier to manage the selling process on the go! Keep up to date with your home's showing and other listing activity with all of the features that the mobile app has to offer.

## What You Can Do From The Mobile App:



- ✓ See all upcoming appointments
- ✓ Review your listing's activity report (this includes showing details, feedback, and more)
- ✓ Easily contact your agent
- ✓ Add / edit your contact details
- ✓ Adjust your notification preferences (for appointments and when showings are complete)

### How To Get Started:

Have your agent enable you for mobile app access - when your agent enters your owner/occupant information on the listing's instruction worksheet, make sure they include your email address and select "yes" for mobile app access.

Authenticate your device - you will receive an email that includes information on installing the ShowingTime mobile app and authenticating your device.



### **LUXURY MARKETING**



The RE/MAX Collection is an exclusive RE/MAX marketing program for luxury homes. With an elegant look and a name that commands attention, The RE/MAX Collection creates a strong impression among buyers and sellers in the luxury market. Distinctive signage and promotional materials set high-end homes apart in your market, while advertising programs with global publications help promote your properties to millions of affluent customers.

RE/MAX Alliance Group offers high-end real estate specialists who focus on servicing their clients with the utmost professionalism and attention to detail, while offering eight locations to serve your needs. Our luxury home specialists have more experience and expertise, with RE/MAX specialized tools and resources dealing with high-end properties such as: The RE/MAX Collection brochures, yard signs, The RE/MAX Collection Magazine, and other marketing tools at their fingertips. These materials reflect the exceptional service and treatment that luxury home-buyers and sellers expect from their real estate professional. Buying and selling premier homes demands premier expertise. Our RE/MAX Collection specialists have the knowledge and skill—combined with a refined approach—that leads to successful transactions in the luxury market.

When you work with a RE/MAX Collection specialist, you're working with the industry's top professionals, backed by the most respected name in real estate. Whether buying or selling a waterfront home, rural estate or any of the other exquisite properties throughout Sarasota, Manatee, and Charlotte counties, RE/MAX Alliance Group can assist you in every facet of the real estate transaction.









### **DID YOU KNOW**

# realtor.com®

All RE/MAX Alliance Group listings are displayed on realtor.com<sup>®</sup>. With more than 773 million average monthly views, realtor.com<sup>®</sup> is the consumer destination for real estate related information and property searches.

RE/MAX Alliance Group participates in the Zillow Pro program providing a direct listing data feed to Zillow. This gives us control over how your listing appears on the site and improves your listing's accuracy, keeping your agent and potential buyers on the same page. In addition, Zillow automatically activates your listing and puts your agent first in the buyer's contact options so you can start receiving views and showing requests immediately.



# **9trulia**<sup>®</sup>

Our broker relationship with Trulia gets more exposure for your listings, marketing to 31 million serious home buyers and sellers searching on Trulia each month.

Our package with ListHub sends our company listings to more than 70 websites. With the industry's most extensive online marketing program we do more with less, and stay ahead of the pack.





FyrstUp gives our buyers and sellers the ultimate edge by streamlining collaboration and communication within the RE/MAX Alliance Group network of more than 350 local real estate professionals. And with 'Instant Buyer Matching' we can peak interest for your home before it hits the market.



### **ONE-STOP SHOPPING**

When you choose RE/MAX Alliance Group, you don't have to run all over town tying up loose ends. We're changing the way real estate companies do business in our area by providing mortgage, title services and an in-house legal team under one roof. In addition, our preferred insurance, moving and flooring providers have joined us to complete this unique, convenient and cost-effective one-stop shopping opportunity for you, our valued client.

### **ALLIANCE GROUP MORTGAGE**

When you find the right home with RE/MAX Alliance Group, you know. Alliance Group Mortgage makes the mortgage process feel the same way. Our dedicated team of loan officers work closely with you to make sure you are comfortable with every step of the mortgage process. Alliance Group Mortgage and RE/MAX Alliance Group offers a streamlined experience, from finding your next home to move in day and building a lifelong relationship you can count on for the years to come.

#### **ALLIANCE GROUP TITLE**

Alliance Group Title offers flexible, cost-effective title and closing services. Clients receive fast responsive customer service; a dedicated transaction coordinator to assure accuracy and timeliness; and convenient access to title experts. Alliance Group Title professionals have more than 80 years of combined experience and take care of all the necessary research to assure all the i's are dotted and the t's are crossed.

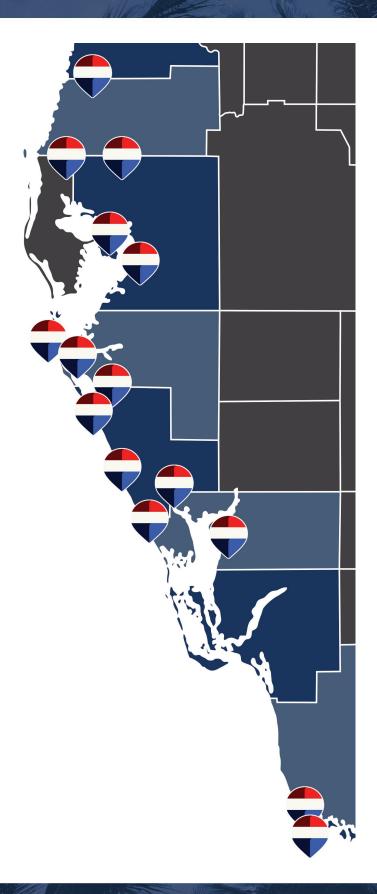
### **IN-HOUSE LEGAL SERVICES**

RE/MAX Alliance Group has a full-time in-house licensed attorney with more than 20 years of real estate law experience. Legal counsel is available to help all of our associates with legal matters that may arise during a transaction. Having in-house council allows agents to get direct questions answered on behalf of their clients without the lengthy cost and expense of seeking outside counsel.

### **PREFERRED VENDORS**

We have aligned ourselves with certain service providers that are relevant in the home buying or selling process such as Spirit Movers and Pillar to Post Home Inspections. These companies are well qualified and understand the importance of customer service and accountability. They value the Preferred Vendor status and look to exceed expectations with RE/MAX Alliance Group customers.





### **15 CONVENIENT LOCATIONS**

SPRING HILL:

4320 Lake in the Woods Drive

TRINITY:

10710 SR-54 Suite #C101

**LUTZ:** 

23612 State Road 54

TAMPA:

1001 South MacDill Avenue

RIVERVIEW:

10012 Water Works Lane

**ANNA MARIA ISLAND:** 

317C Pine Avenue

**BRADENTON:** 

3007 Manatee Avenue West

**UNIVERSITY PARK:** 

8037 Cooper Creek Boulevard #101

SARASOTA:

2000 Webber Street

**VENICE:** 

1314 East Venice Avenue

**NORTH PORT:** 

14850 Tamiami Trail

**ENGLEWOOD:** 

2230 South McCall Road

**PUNTA GORDA:** 

3941 Tamiami Trail #3121

MARCO ISLAND NORTH:

606 Bald Eagle Drive #601

MARCO ISLAND SOUTH:

599 S Collier Blvd Suite 306

### **GIVING BACK**

# We are built on a culture of giving.

Giving back to our local communities is the foundation of our culture. For 31 years we've been partnering with CMN Hospitals to positively impact the health and lives of children and their families.

Social responsibility is essential for generating loyalty and ensuring buyers and sellers feel good about doing business with you.



### 10 Million+

Kids and Families Helped Each Year

### 170

Hospitals Supported in North America

#### Nearly

### \$200 Million

Donated by RE/MAX Network<sup>1</sup>









### **GIVING BACK**

At RE/MAX Alliance Group, we understand that serving the community also means giving back. That is why our associates and staff serve on dozens of local boards and volunteer their time and financial resources to many local charitable organizations, including:

All Children's Hospital

All Faith's Food Bank

Alzheimer's Association

**American Cancer Society** 

Anna Maria Elementary School

Anna Maria Island Community Center

Anna Maria Island Moose Lodge

**Badge Wives** 

Bethesda House

Big Brothers & Big Sisters of Manatee

Booker Middle School

Boys & Girls Clubs of Manatee County

Boys & Girls Clubs of Sarasota County

Braden River Little League

**Bradenton Firefighters** 

Bradenton Runners Club

Brookside Middle School

CareNet Manasota Pregnancy Center

Children's Miracle Network

Coalition Against Runaway Taxation

Crowley Museum

Executive Women's Golf Association

Fellowship of Christian Athletes

Florida State Music Teachers Association

Girl Scouts of America

Goodwill Industries Manasota, Inc.

Guardian Angel Fund

Habitat for Humanity

Haile Middle School Partner in Business

Homeless Coalition

Hometown Heros

Hope Family Services

**Humane Society** 

Imagine Manatee

Island Players Theater

Jeffrey Modell Foundation

Junior Achievement

Junior League

Juvenile Diabetes Foundation

Kiwanis of Bradenton/Manatee Kiwanis Club

**Knights of Columbus** 

Lakewood Ranch Charitable Fund

Lakewood Ranch High School Booster Club

Leukemia & Lymphoma Society

Life Focus Support Group

Manasota ARC

Manatee Children's Services

Manatee Coalition for Affordable Housing

Manatee County Men's Golf Association

Manatee County Music Teachers Association

Manatee Players Theater

Manatee Symphony Association

Manatee Twisters

March of Dimes

Meals on Wheels

Muscular Dystrophy Association

Pace Center for Girls

Palmetto High School Special Education

Saddles and Spurs of Duette 4H Club

Sahib Shrine Circus

Sarasota Opera House

Sertoma Club of Sarasota

Taste of Sarasota

The Family Prayer Center Rehab

The Lighthouse Drug & Alcohol Recovery Program

Tournament Fore Dreams

Tovs for Tots

United Way

Volunteer Services of Manatee County

Women's Council of REALTORS®

Women's Resource Center

Young Life

