



An Independent Real Estate Company

Join Our



Touchstone Realty is an independent Real Estate Company with offices centrally located between Fort Bragg, Raleigh, and Pinehurst. We are an innovative company that promotes quality, integrity and professional service in all that we do. We're Different... On Purpose! Our umbrella of care for agents fosters a higher level of productivity, confidence and accuracy. Agent support can be summarized in 3 major areas: Technology, Marketing, & Administrative Support.

Technology
Marketing
Administrative Support



We're Different... On Purpose!



Technology



Can a Company that excels at High-Tech be a **Green** Company at the same time? At Touchstone, we believe we can... We believe Technology and Conservation can go hand in hand. We believe we all have a duty to take steps to preserve our natural resources. The size of Real Estate contracts these days and the number of documents created during a transaction create a mound of paper. So we have implemented systems and tools that can help you work more quickly and efficiently without being tied to paper, printer or fax machine. Imagine creating binding contracts without using a sheet of paper!

An iPad? Yep, Touchstone Agents receive an iPad and carry *it* in their briefcase, *not paper*. Contracts, MLS searches, pictures of Homes, all done on the fly! You can sit with your client in front of the home they want to purchase, write the contract and have them sign. All in minutes and at Touchstone we'll show you how. Accomplishing goals more efficiently enhances your bottom-line.



www.YourOwnWebsite.com

The www.TouchstoneRealty.net professionally designed website is prevalent on any searches for homes in the area. In addition to being affiliated through the Firm website, each Touchstone Agent is provided their own website and their own domain name. Your website can be cloned from the company website with little or no set up time, and customized to your liking! With over 90% of homebuyers and sellers beginning their search on the internet, you can't afford not to have a place on the web where customers can meet you! And that is provided by Touchstone, because we want you to be successful.



Touchstone Agents receive a **Zipform** account which provides all the legal documents you need to complete any and all real estate transactions. And best of all, our files are maintained in the "cloud," so you have access from anywhere, at anytime. It also helps on those occasions when you need a little help from your Broker.

Touchstone provides **Docu-Sign** to each Agent, allowing unlimited contract signatures instantly. No more driving across town to track down signatures, and Docu-Sign automatically delivers completed documents to everyone that needs them including the mortgage company & closing attorney.



Just a few of the advantages of being a Touchstone Agent, and all are included at No Cost!



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Marketing



Marketing is a core component to any successful business plan. Touchstone Realty's Marketing Plan is second to none. Our Marketing Plan is calculated and targeted to provide the highest potential for Listings, Selling and bringing in the Buyers.



We start on the Web, exactly where the 97% of Buyers begin. We syndicate out from our Touchstone Website to over 500 other websites in the world. You'll recognize the names. We work the search engines like Google & Yahoo to drive Buyers & Sellers to Touchstone.

We maintain membership in four major MLS's of the area, covering over 20 counties and reaching thousands of Real Estate Professionals.



They're each working with Buyers, too, so we put our listings right in front of them. Agents may join all of the MLS's or pick and choose which MLS's best enhance their business plan & goals. Under the Touchstone umbrella, all your listings go into each of the four major MLS's.



Our strategic office locations with one in a popular gated community allows agents the unique opportunity for "walk in traffic" that is unmatched by other firms in the area. With the Touchstone marketing plan, averages of 7 to 10 walk-in customers come through the door each week.



We compliment our digital marketing with print material, advertising in popular homes magazines & guides that are strategically delivered, one of our most powerful marketing tools is our own Touchstone Magazine. It is mailed strategically into neighborhoods every month, driving inquiries to our phones, website, and email. This creates valuable leads that are distributed among all Touchstone Agents. And, all Touchstone Agent listings are included in our print advertising.



Touchstone also provides an enriched Gold Membership to Realtor.Com for each agent, allowing expanded displays, pictures and information on that popular search site.



We just do some Neat Stuff!



Win \$1,000 just for Visiting Our Website!
 Enter my preferences
 You could be this Month's Winner!



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Support Support Support Support Support

We provide unprecedented administrative support allowing agents more time to do what they do best – sell! The tools are in place to make our agents successful in all of the surrounding market areas, and because of that, our Agents sell more!

A Place to Work with Peer Support

In Real Estate, an office is important. Yes, we work from our vehicles and from our homes, but for first impressions and more importantly safety, the office is where you meet clients, go over strategies, and ultimately sign that Offer to Purchase. At Touchstone Realty, Agents are afforded a relaxed yet professional atmosphere. From individual work stations to our glass enclosed conference room with 56” screen, our offices are tastefully decorated and impressive to customers.



Transaction Support



Entering listings into multiple MLS systems can be time consuming for an agent who would rather be out selling! That is why Touchstone provides administrative support through our Transaction Coordinator position. Agents only have to enter listings into 1 MLS system! (One of the time savers provided so you can sell!) If you do not belong to all 4 MLS systems, your listing will still be included under the company listings on MLS's you don't belong to. That gives you more marketing tools and your sellers maximum exposure in the marketplace.

Errors & Omissions Insurance

In today's business atmosphere it is important to have protection against pitfalls. Touchstone Realty provides E&O Insurance for all Agents covering up to \$1 million in protection through AAA+ Pearl Insurance.

Training

We train our agents to be knowledgeable, experienced and insightful about the complex world of real estate and related matters.

Lockboxes and Signs

Company signs and lockboxes are available for use at all company listings. Directional signs are provided to move traffic to your listings. All of these tools are available without the hassle of ordering, storing or purchasing.



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So, what's it really like at Touchstone?

Camaraderie – At Touchstone, we're a Team and we work like one. We protect each others networks and help each other in achieving our Successes.

Fun – It has to be fun. As our BIC says, "If you're not having fun it's time to hire a new boss." At Touchstone we work hard but we also play hard. We always want our offices to be a place you want to come to, everyday.

Walk-Ins on Duty – Because of our unique locations, we have Walk-In Traffic, and a lot of it! It changes the whole "Duty" dynamic. At Touchstone you're not just sitting around waiting for the phone to ring, you are interacting with Walk-In Buyers & Renters real time.

Promotions - At Touchstone we do all kinds of neat Promotions like "Scavenger Hunt" and NFL Panther ticket giveaways to our current Promotion to "Win \$1,000 just for Visiting our Website". There's a winner every month!

Lets talk Production – We really don't. To say you are a Million Dollar Seller is really well, just breathing fire into numbers. At our average of \$250,000 per house, you only need 4 sales to have sold a million dollars. That's really not that much. At Touchstone, we want you to make money. What counts is what is in your pocket!

So, Lets Talk Money – At Touchstone Realty we want you to improve and progress. If you are a new Broker, we'll help you set goals to achieve at least \$30,000 in your first year, \$60,000 in your second, and Six Figure Income in your third. Of course, feel free to exceed these goals!

Lets Talk some more Money – If you are an experienced Broker, you can ease right into the Touchstone Performance Level indicative of your business and style. Our plan can be very lucrative.

OK, Lets get to the Fees – Well, lets list them... Ok, Done. Yep, there aren't any. The only thing you have to pay is your annual MLS fee for your primary MLS. We belong to four (4) MLS's. Your listings go into all of them. Of course you can choose to belong to more than just one, most of our Brokers do, but again that choice is yours.

OK, Let's talk Commissions - That's a subject everyone is interested in, eh? At Touchstone Realty, our Commission Plans allow for solid growth & development and sound business building. Plans with absolutely **No Fees** range from 60% for newly licensed Provisional Brokers to 75% for experienced Brokers. We also have Fee based Plans with Commissions up to 95%. It's your choice, at Touchstone Realty we want all of our Agents to be Successful & Happy.



So, which Agent do You think works with Touchstone Realty?

Just a few of the advantages of being a Touchstone Agent.

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