

# Weichert®

## ASSOCIATE RESOURCES SUMMARY



An overview of our tools, services and culture.

**Weichert** | **Unlimited**  
REALTORS®

[www.WeichertUnlimited.com](http://www.WeichertUnlimited.com)  
802 Fairview Road Asheville, NC 28803 - (828) 687-1083

# Our Story

## It all starts with building meaningful relationships.

On a warm spring day in his very first year in real estate, Jim Weichert was invited to meet a couple looking for someone to help sell their home. He began by going all over their house, talking to them about its best features as he went. Then he invested the extra time to appreciate everything about their home's exterior, even walking the property line. He ended up in their basement, down on one knee in his best suit reading their hot water heater. The couple liked him immediately and trusted him, because they appreciated his willingness to go the extra mile.

From then on, Jim worked hard to get to know every prospect he met personally and to earn their trust. What's more, he never stopped working to keep his relationships up. That's



why so many of his customers came back to him and even told their friends and family members, "I know a guy in real estate you're gonna love working with."

Jim had discovered a great way to set himself apart from his competition. But even he couldn't have imagined that it would lead to a Weichert family of companies that's one of the nation's leading providers of real estate-related services. Yet his determination to do everything possible to help people move into the home of their dreams led exactly there. Today, his philosophy and the resulting selling system that his co-president and son, James, has organized as the Weichert Way, continue to be the basis of our success.

# Our Principle

## People buy people before they buy products and services.

Whenever customers turn to us for help of any kind, we immediately begin to make a connection, working to earn their trust and build a relationship. We're able to guide them through what's often a complex process filled with crucial financial decisions because they can plainly see that the person they're dealing with really cares. We win them over by getting to know them personally, acting professionally and demonstrating our willingness to do whatever it takes to get the job done and done well.



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# Weichert in Asheville



Weichert, Realtors® - Unlimited opened in Asheville in the fall of 2015 and we moved to our permanent home at 802 Fairview Road in June of 2016. From here we serve all of western North Carolina.

We are blessed to have the opportunity to build the national brand of Weichert here in Asheville. With Weichert having a huge market presence in the northeast and Florida, our office is poised to grow the brand locally.

Weichert is different. We focus on providing every broker the same opportunity to thrive in real estate.

We have the tools and systems that every broker needs to succeed. This makes it very easy for new brokers to quickly start up and run the systems with great success.

We have checklists for everything from open houses to buyer consultations and pre-printed forms that will guide you working with a client and also professional marketing materials to maximize the quality of your advertising.

The value package we provide our brokers is second to none. Everything you need to succeed, you will find with us at Weichert, Realtors® - Unlimited.



Outstanding customer service and creating clients for life is our goal. Our office provides many tools for you to wow your clients.

Our office is looking to paint the town yellow with Weichert. We are looking to grow with agents that want to be part of something greater. Agents that want to work hard and play hard.

The following pages review some of our tools and systems available to our agents.



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## TRAINING / Guaranteed Success Plan

We offer both activity-based and virtual training opportunities to support you every step of the way – no matter your level, your schedule or the type of learning that suits you best. Our Training we prefer to call our Guaranteed Success Plan, because if you follow the plan and work the activities, you will succeed. We have a 4-tiered program, plus extras, to guarantee your success in real estate.

### Fast Track – New Agents

- Nine 90-minute webinars over 4 weeks - Runs Monthly
- Expert, active instruction in easy-to-learn segments. Learn all Weichert systems and real estate basics
- Get's you productive *FAST!*



### Local In-Office Training

- In-Office Training LIVE - Over 20 Subjects
- One-on-One coaching to stay on track
- Weichert Workshops to grow your business
- Weekly Sales Meetings to stay up to date
- Very Comfortable Training Room Setting



### Weichert University e-Learning

- Over 200 online courses for ongoing learning
- Accessible 24/7 to fit your schedule
- Topics range from sales skills to negotiating to technology
- Easy access to videos, scripts, presentation materials and more





## TRAINING / Guaranteed Success Plan

### Mentoring Program

- Management makes it a priority to be available for all the thousands of questions that you will need answered.
- Have a mentor with you live for your first buyer consultations and listing presentations
- Accountability for prospecting tasks
- Assistance creating plans for success.



Plus more extra Training...

### Live Weekly Webinars

- Free sessions cover popular topics, such as Becoming a Neighborhood Specialist, Marketing, Listing Presentations and Open Houses.
- Run by our expert trainers
- Live in office and on your computer



### Success Track – Experienced Agents

- Familiarizes you with our full range of programs and services
- Helps you master our approach to open houses, the listing process, our marketing tools and more





## TOOLS & SYSTEMS

# Exclusive Weichert® DOORS Listing Presentation

- Proven tool for communicating your value, setting expectations and overcoming objections
- Includes “Getting to Know You” brochure to set the stage and assess the seller’s needs
- Digital platform to create amazing presentations fast and completely customized to the client and your marketing plan.



Weichert.  
Built and led by *real*  
real estate people

"People buy people before they buy products and services, and we believe Weichert people are the very best."

John Winkler John Winkler

Synchronization and...

Jan Kist

- One of the largest family-owned real estate companies in U.S.
- Founded in 1969 and led by Jim and James Welchert
- A company that cares about buyers, sellers and their families
- Serves key markets across U.S. with 500+ offices; nearly 200,000 customers annually

## Price Trend Analysis

Weichert, Realtors® exclusive method for determining a home's true market value.

Your Property:

Information Gathered As Of:

Prepared By:

110

Comparative Closed Sales 12 Months Ago		Comparative Closed Sales 6 Months Ago		Comparative Under Contract List Prices Current		Comparative Active List Prices 0-60 days		
Address	Days on Market	Price	Address	Days on Market	Price	Address	Days on Market	Price
Average Price:	Average Price:	Average Price:	Average Price:	Average Price:	Average Price:	Average Days on Market:	Average Days on Market:	Average Days on Market:
Average Days on Market:	Average Days on Market:	Average Days on Market:	Average Days on Market:	Average Days on Market:	Average Days on Market:			

## Weichert Price Trend Analysis

- Unique format goes beyond a Comparative Market Analysis
- Uses trend indicators to add credibility to your pricing strategy
- Helps buyers assess asking prices



# Weichert, REALTORS® Unlimited



## TOOLS & SYSTEMS

### Award-Winning Online Strategy

- Over 3 million visits a month to [weichert.com](http://weichert.com)\*
- Ranked as one of the top national real estate broker websites\*\*
- SEO investment, online advertising, listing syndication partners, directories and more
- Company page presents your profile



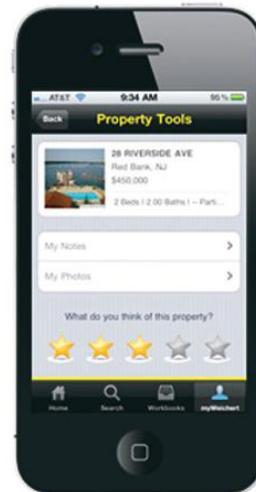
### Weichert Lead Network

- Delivers the fastest response time to online inquiries
- Generates solid leads by connecting active buyers and sellers right to you
- Helps your listings sell faster
- Latest technology including mobile app



### Weichert® Mobile App

- All the key functionality of Weichert.com
- Convenient search and Open House features based on GPS location
- Buyers can also save listings, organize properties and make notes right from their device



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## TOOLS & SYSTEMS

### The Weichert® Buying and Selling Brochure

- For use with all prospects
- Educates buyers as well as sellers
- Illustrates the Weichert Difference



### Exclusive Weichert Buyer Consultation

- Unique tool for building loyalty with buyers
- Educates buyers to save you both time
- Easy for you to customize
- Tool you need for success that is already done for you.
- Great training on how to conduct quality buyer consultations.

Let's Get Started

#### Motivation for moving.



Which, if any, of these apply to you?

- Need to move for a job
- Would like a shorter commute
- Ready to upgrade
- Ready to downsize
- New marriage
- New baby or adding a family member

Weichert

### Weichert Open House Program

- Get trained on how to conduct a Weichert Open House
- Before: Helps you maximize exposure to maximize traffic
- During: Helps you demonstrate your expertise
- After: Includes methods to build leads from attendees
- Weichert materials available to address every need





## TOOLS & SYSTEMS

### WeichertOne Intranet Site

Easy online access to:

- Customized materials on Marketing Resource Center
- Weichert University courses
- Tips, techniques and timely information

### WeichertPro

- Sophisticated contact management system
- Lets you set up client follow-ups and reminders
- Provides access to a variety of email templates
- Receives Weichert® leads for you



### Online Marketing Centers

- Choose from the Design Store or Marketing Resource Center
- Browse libraries of templates to download and customize materials, including postcards, property flyers and more
- Order brochures and marketing materials

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## TOOLS & SYSTEMS

### e-Marketing

- Customizable templates for prospecting, farming, open houses and recruiting
- Provides tracking feature and ability to opt out



### Direct Mail

- Weichert® iMail keeps you in touch with specific markets, demographics or your sphere of influence
- Proprietary LeadLink Program sends Just Listed/Just Sold cards that deliver leads directly to you



### Marketing Materials

- Tools for all types of buyers and sellers
- Choose from brochures, flyers, property brochures, door hangers and more
- Includes brochures to win expired listings and win over homes "For Sale by Owner"

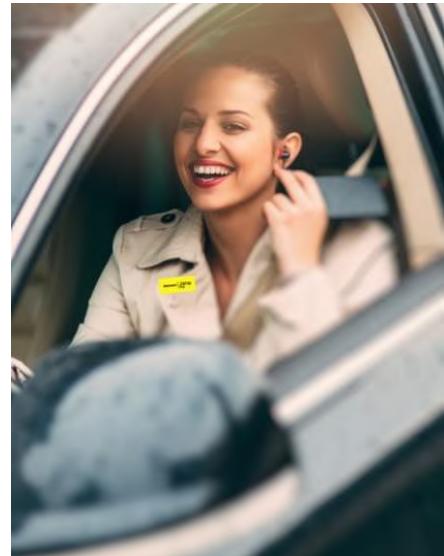




## TOOLS & SYSTEMS

### Weichert Tech Tools

- Everything an agent needs to be successful is provided for by Weichert, Realtors® - Unlimited.
- Electronic Signing Tools for agents to use with transactions
- Phone number and address lists
- Tools to make your client love their experience with you.



### Weichert Family of Companies

- Partner with Weichert Gold Services to provide mortgages, insurance, closing attorneys etc...
- Leads generated for you by such companies as Weichert Workforce Mobility Inc., Weichert Referral Associates, Weichert Commercial Brokerage, Inc. and Weichert Corporate Housing



# Weichert <sup>Gold</sup> Services

one stop, many solutions

Mortgages, insurance, home warranties, moving and related home services.

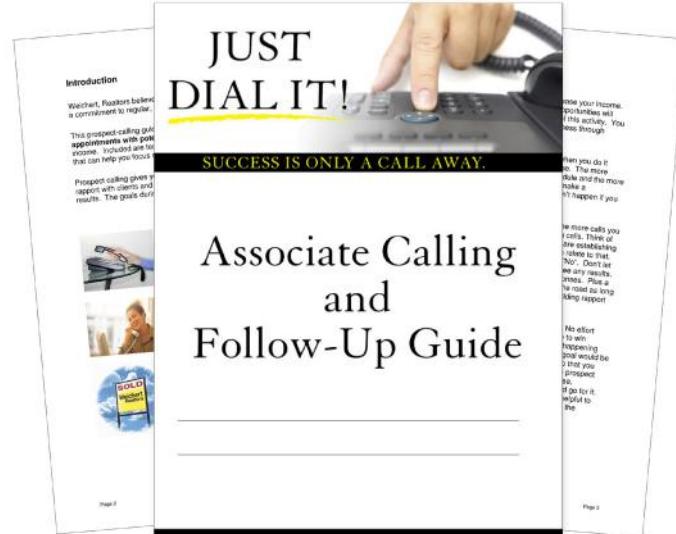
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## TOOLS & SYSTEMS

### i-Call and Call Sessions

- Team exercise to identify buyers and sellers
- Strategies, scripts and training are provided
- Broker provides you with "Do Call" lists
- Full Support and Scripts



### Local Intranet – WeichertWorks.net

- Tracks and reports on transactions and production
- Our office files in "the cloud". Allows you to upload paperwork from anywhere in the world.
- Lets you schedule appointments and track leads through a lead interface
- Promotes interoffice communication through calendar and posting features
- Presents video content from industry experts and professional trainers
- Links to WeichertOne, press release requests and more

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## BUSINESS SUPPORT

### Business Planning Tool

- Decide on your annual goals with the help and support of your Sales Manager
- Lets you track your efforts to help you reach your goals



### Supplies and Support

Weichert, Realtors - Unlimited believes in providing the supplies and support that an agent needs to thrive in real estate.

Our office supplies:

- Yard Signs
- Directional Signs
- Open House Signs
- Business Cards
- Free Printing and Copying
- Lockboxes
- Corporate Photo
- Staff Support
- Marketing Materials
- and more...



### Outstanding Office Space

- 24/7 Office Access
- No Desk Fees
- Conference Rooms
- Open Environment





## BUSINESS SUPPORT

### Advertising, Public Relations and Social Media Support

- Advertising support raises brand awareness in your local community
- PR creates national awareness and opportunities for press coverage
- Local news placement available for your awards, designations, trainings and charitable activity
- Content provided to support your social media pages

#### Social media marketing strengthens my sales process

It's a fact: Shared posts and targeted ads lead to more real estate sales.

- Posts featuring local area generate buyer excitement
- New home listings are shared with friends, colleagues and family. Word spreads
- Content featuring valuable advice and customer testimonials helps generate leads



### Motivational Events

- National Convention with top speakers and trainers to learn, network and be inspired
- Local Award Banquets to recognize agent and office accomplishments
- Regional Sales Rallies to network with and learn from other offices
- Engaging Incentive eCampaigns to boost your business





## CULTURE



Our office believes that this career is more than just earning an income. It is about serving others and we participate in community events as an office.

Community events like cooking dinner at the Veterans Restoration Quarters and volunteering at MANNA Food Bank provide us with the opportunity to have fun and serve those in need.

Our office culture is very important to us. We have an office that works hard and plays hard. We enjoy our time together and support each other. We want brokers that are kind toward each other and other brokers in the area. Kindness and work-ethic best describe our culture.



WEICHERT, REALTORS® - Unlimited brokers are passionate, well-dressed, well-trained, and motivated professionals who serve clients with integrity, knowledge and authenticity. They are neighborhood specialists, great listeners and teachers. They are purposeful lead generators with a great network of partners to assist clients with smooth closings. Our brokers are great communicators that are familiar with the latest in social media and technology.

I'd love to set up a one on one meeting at our office. Give me a call, email or text and let's get together. We will give you the opportunity to achieve success.

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## Join Our Winning Culture



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