



TODAY

## Experience the Advantage of an Executive Today!

718-274-2400

### The Value of Our Brand

An "Executive" is perceived to be more than just an "agent" by both customers and the industry at large. This is our brand. We are perceived to be more experienced, better negotiators, highly skilled and able to sell homes faster. We are perceived to be "the true Executives of the industry."

This brand is our company's most valuable asset. It's taken years of hard work and careful planning to create a culture that meets the highest standards time after time. A culture that supports, protects and lives-up-to, our brand. We take this very seriously because we believe there is no greater sales tool than a logo that stands for integrity, character, trust and experience. And our Executives - and their customers - benefit from this reputation of excellence.

#### What is "The EXECUTIVE Difference?"

At REALTY EXECUTIVES, our Executives average nearly 13 years of real estate experience, nearly twice the national average. They are industry leaders in production experience and professional designations, typically out producing traditional executives three to one.

The result is a name brand reputation which is perceived to be a level above everyone else in the industry.

#### Our Executives are perceived to be:

- More Experienced, not beginners
- Better Negotiators
- More Knowledgeable
- Full of Integrity
- Able to Sell Homes Faster
- Able to Sell Homes for more Money
- Highly Trained
- Community & Industry Leaders
- And most importantly, more trustworthy