Weichert®

Associate Resources Summary

Available tools and services to help your business thrive!







This advertisement is not an offering. In New York State, an offering can only be made by a prospectus filed first with the Department of Law of the State of New York. Such filing does not constitute approval by the Department of Law.

Your Path to Success With Weichert®.

Weichert® is the rare real estate brand that brings you the best of both worlds. We're a large real estate company with all the tools and programs you could hope for. Yet at the same time, we're a family business that offers all the support and personal attention the best independent agencies can provide. This winning combination has led to a well-deserved reputation as a brand customers thoroughly trust. We're thrilled to welcome you to our winning team!



We will always remain true to our original underlying principle. In 1969, we determined that "people buy people before they buy goods and services." That's why we consistently stress responsiveness, follow-up and exceeding clients' expectations which together underlie our core values:

- Integrity
- Professionalism
- Added Value
- Personal Service
- Relationships for Life

For over 50 years, we've found that the right tools, systems and training make our best even better. The following pages walk you through all the "Weichert Differences" and key resources available to you as we work together proactively to engage the market.

Jim Weichert, Founder and Co-President

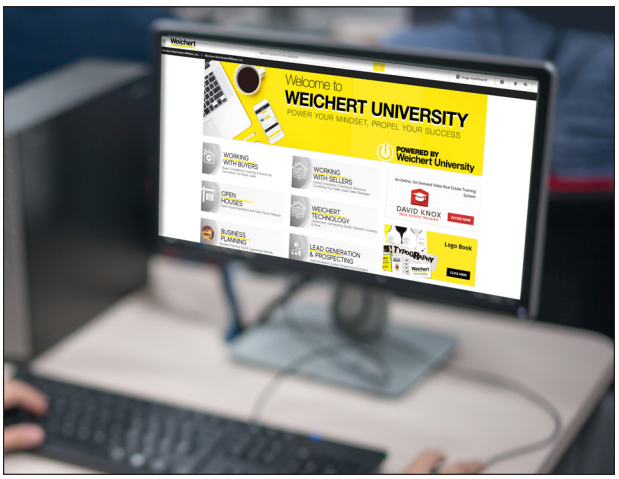
James Weichert Jr., Co-President

AGENT DEVELOPMENT

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.

Weichert University e-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
- Access to Real Estate Coach David Knox training library with hundreds of video tutorials
- Continuing education credits online at schoolsofrealestate.com



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



Fast Track – New Agents

- Robust webinar series with practice assignments on everything from how to prospect to creating a listing presentation
- Expert, active instruction in easy-to-learn segments
- Brings you up to speed and productive fast



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AGENT DEVELOPMENT

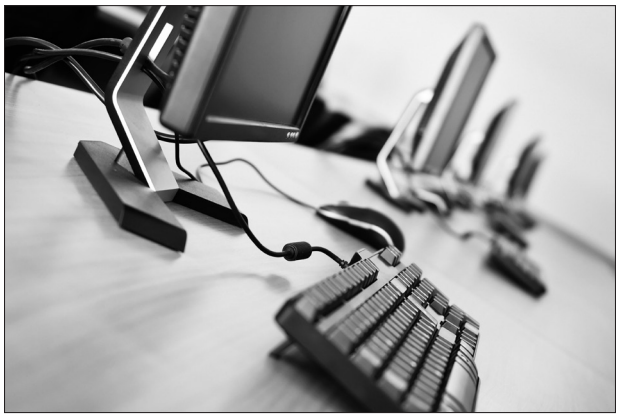
Weichert® PartnerUp Program for New Agents

- New agents partner with experienced agents
- Great opportunity to learn while you earn



Live Weekly Webinars

- Free sessions cover popular topics, such as Using Our Tech Stack, Marketing With Social Media and Online Lead Generation
- Run by our expert trainers



Local Office Training Support

- **One-on-one coaching** to stay on track
- **Weichert Workshops** to grow your business
- **Weekly Sales Meetings** to stay up to date



TOOLS & SYSTEMS

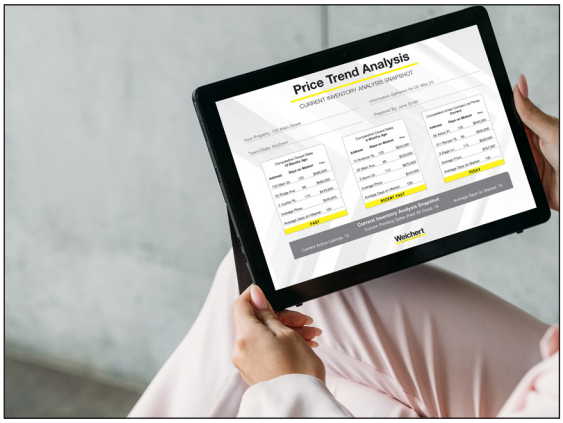
Exclusive Weichert® DOORS Listing Presentation

- Proven tool for communicating your value, setting expectations and overcoming objections
- Includes Pre-Listing Package to set the stage and "Getting to Know You" tool to assess the seller's needs
- Training guide and online templates let you customize the pre-listing package and presentation



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 Open House Program

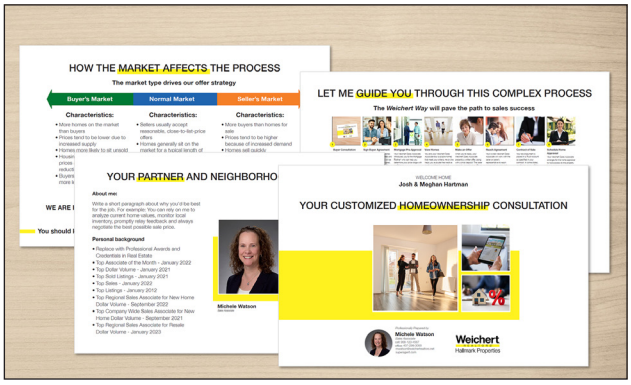
- Before: Helps you create exposure to maximize traffic
- During: Helps you demonstrate your expertise
- After: Includes methods to build leads from attendees
- Weichert materials available to address every need



TOOLS & SYSTEMS

Exclusive Weichert Buyer Consultation

- Unique tool for building loyalty with buyers
- Helps sell your value
- Educates buyers to save you both time



The Weichert® Buying and Selling Brochure

- Educates buyers as well as sellers
- Illustrates the Weichert Advantage
- Folder pocket & business card slot
- Creates professional package for prospects



Guide to the Buying & Selling Process

- Outlines all the steps in the real estate process
- Helps show everything an agent does and their value
- Great companion piece to the Weichert Buying and Selling Brochure



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TOOLS & SYSTEMS

Client Follow-Up Program

- Capitalize on referral business
- Automatically stay in touch with clients for 5 years
- Contact clients 21 times total for less than $10/year



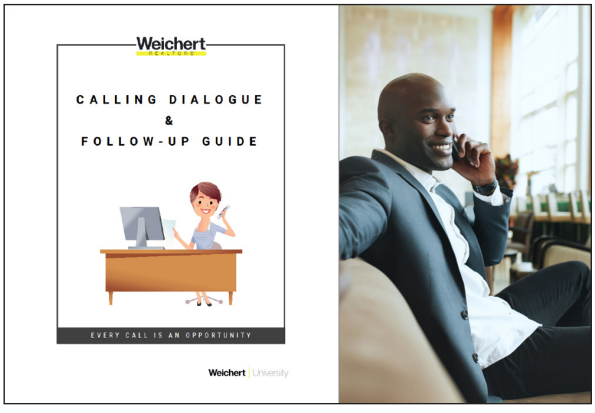
Direct Mail

- Automail, EDDM and iMail options keep 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
- Wide selection of ready-to-go templates available from our Approved Suppliers and customizable options through myMarketing Studio.



i-Call

- Team exercise to identify buyers and sellers
- Strategies, scripts and training are provided
- Broker provides you with “Do Call” lists



Weichert®

TOOLS & SYSTEMS

Online Marketing Centers

- Browse libraries of online templates to customize materials, including postcards, property flyers and social media graphics
- Download designs or order through integrated print partners
- Create professional materials in minutes with the Weichert myMarketing Studio. Choose from hundreds of templates. Edit elements, photos and text. Includes integration with MLS and stock photo library, QR code generator and AI writer. No design experience needed!



Personal Branding Materials

- Marketing designed to help showcase you
- Features your unique personality bar & bio
- Professional, ready-to-customize and coordinated



Weichert Tools Access:

Easy online access via myWeichert to:

- Weichert University courses
- Weichert myMarketing Studio
- Sales & marketing tools and approved supplier products

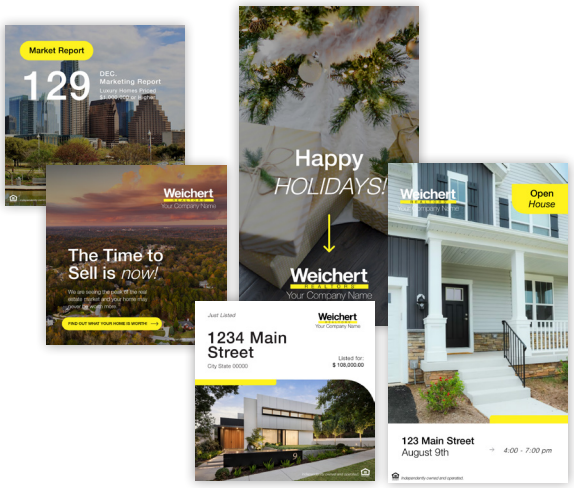


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TOOLS & SYSTEMS

Social Media Content

- Graphics library
- Video library
- myMarketing Studio templates to easily create property posts, market stats, holiday posts, testimonials and more



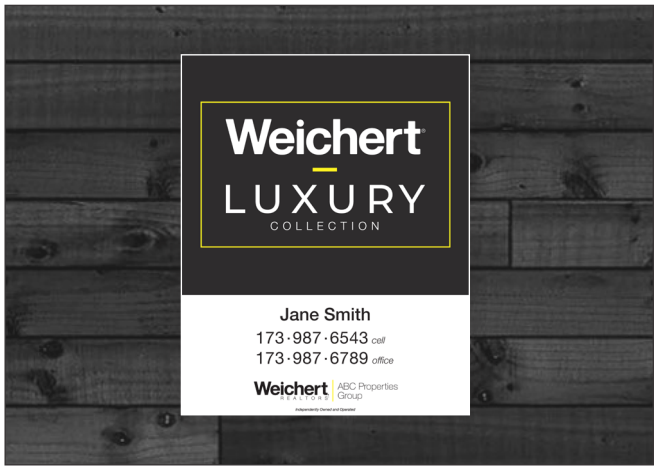
Sales Materials

- 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”



Weichert Luxury Program

- A marketing program for distinctive homes
- Special signage and print materials available
- Properties must meet minimum criteria to qualify

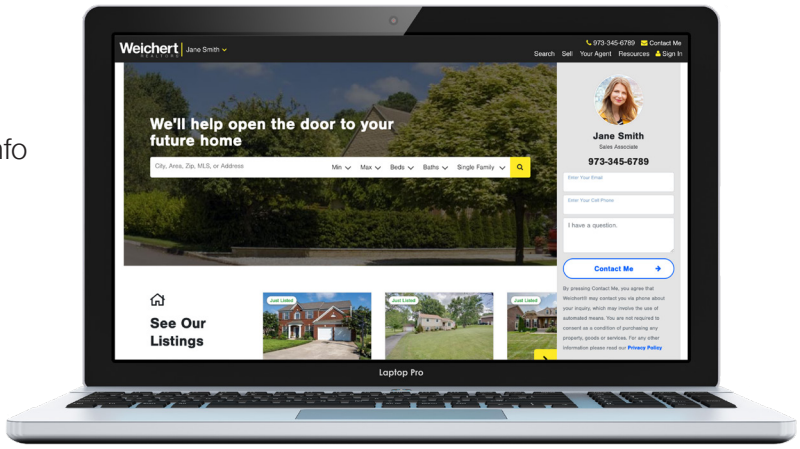


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myWEICHERT® Tech Stack*

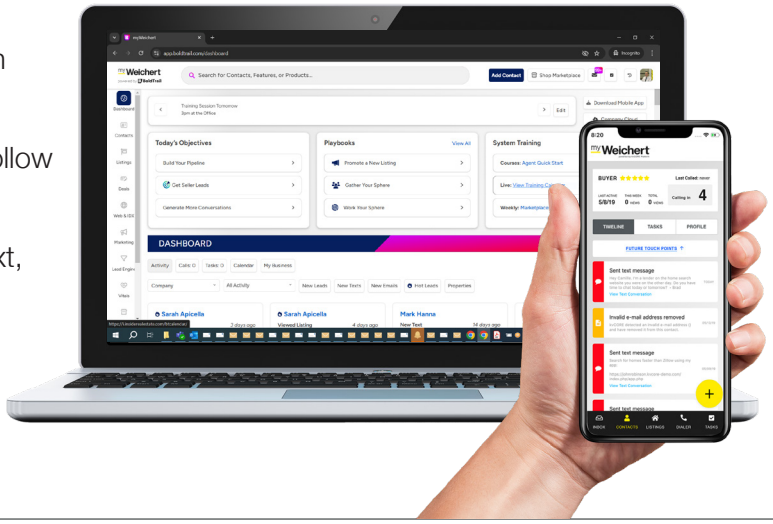
Professional Branded Website

- Customized with your name and contact info
- IDX ready
- Showcases your personal brand
- Designed for lead gen and capture



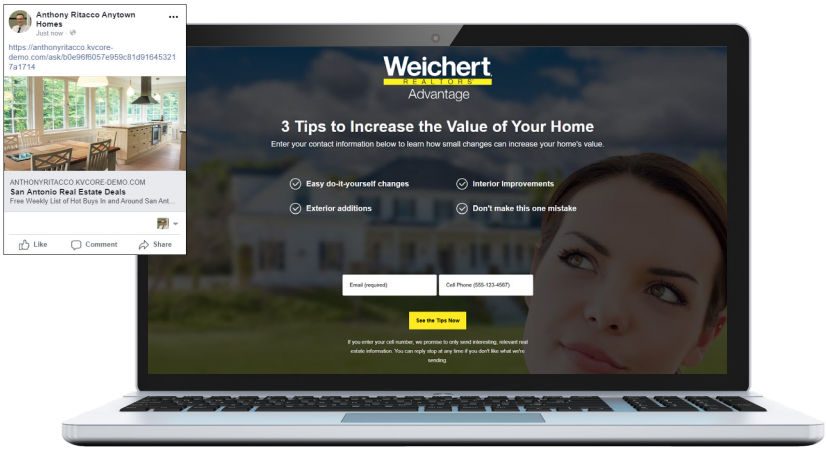
Smart CRM

- Ability to organize leads by type and maintain full contact records
- AI-driven, behavorial automation helps you follow up the right way at the right time
- Automated, pre-built campaigns integrate text, email and phone follow-up
- Auto-dialer and mass email functionality
- Marketing and email templates for prospecting, farming and open houses



Lead Gen Tools

- Landing and squeeze pages for attracting and converting prospects
- Ability to boost to Facebook
- Ability to sync with any lead source



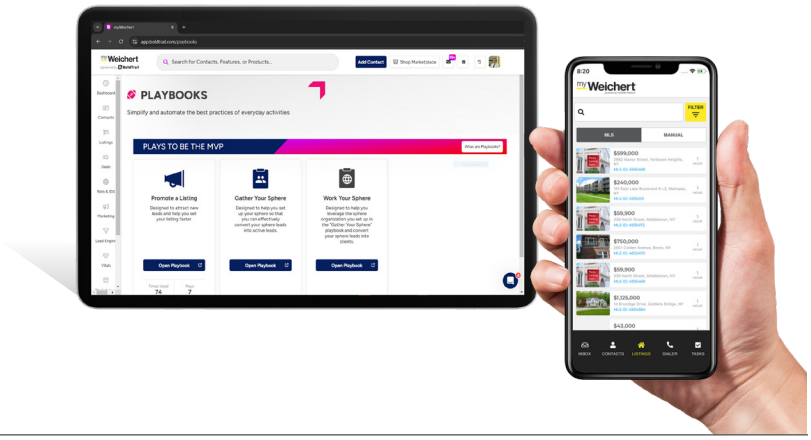
*Powered by BoldTrail (formerly kvCORE)

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myWEICHERT® Tech Stack*

Playbooks

- Simplifies and automates activities by queuing up a curated set of best practice tasks
- Access Playbooks for Listings, Working Your Sphere and more!



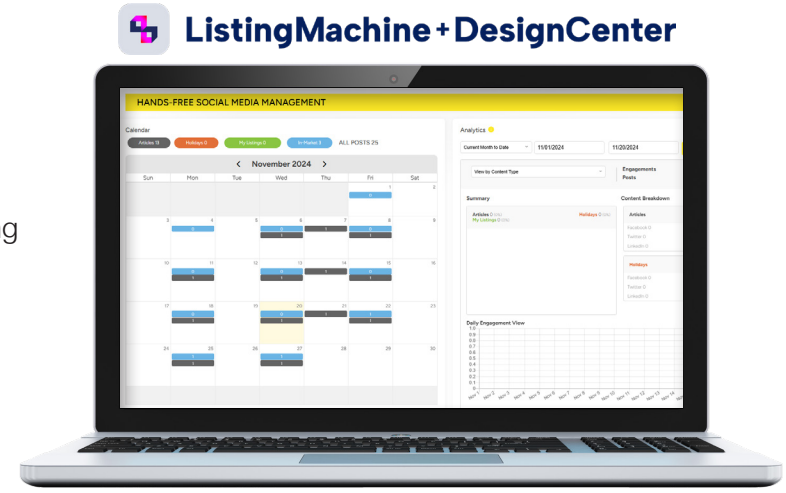
Open House App

- Digitally capture visitor info onsite using the app
- Info automatically goes into your myWeichert CRM
- Attendees are automatically assigned to a follow-up campaign that starts within hours of the event



ListingMachine & DesignCenter**

- Professional print and digital template library
- Templates populate from MLS data
- Automatically create marketing kits for each listing stage—'Coming Soon' to 'Just Sold'
- Set up an automated social content & posting schedule



*Powered by BoldTrail (formerly kvCORE), **Not available at all locations; check with hiring manager.

Weichert®

SUPPORT

Additional Lead Sources

As part of the larger Weichert network, you have the opportunity to receive leads from these sources:

- Broker to Broker
- Company Generated Referrals
- Weichert Referral Associates
- Weichert Workforce Mobility Inc.
- Weichert.com



Business Planning Tool

- Set your annual goals with the help and support of your Sales Manager
- Defines the activities you'll need to complete
- Lets you track your efforts to help you reach your goals



Approved Supplier Program

- Directory of over two dozen preferred suppliers, many offering discounts to Weichert affiliates
- Wide range of products to support your everyday business needs to save you time
- Pre-approved designs and templates to ensure brand consistency



SUPPORT

Advertising and Public Relations Support

- Advertising support raises brand awareness in your local community
- PR creates local & national awareness and opportunities for press coverage
- Local news distribution of your awards, designations, trainings and charitable activity



Idea Lists

Access our marketing lists on things such as:

- Prospecting for listings
- Holiday marketing
- Pop-by gifts
- Monthly social media ideas



Motivational Events

- **National Convention** with top speakers and trainers to learn, network and be inspired
- **Regional Award Banquets** to recognize agent and office accomplishments
- **Regional Sales Rallies** to network with and learn from other offices



Weichert LiveWell

- Group health and wellness benefits for Weichert Affiliates
- Take advantage of medical plans, as well as ancillary benefits such as dental, vision, life, disability, deductible gap and more!



Weichert

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Everything You Need To Be Productive.

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