



Your “One Company” Advantage

Among Weichert’s Family of Companies, our Financial Services* arm is built to facilitate the transactional needs of our real estate brokerage. Truly “One Company,” our organization supports every facet of homeownership with one integrated solution for real estate, mortgage, insurance and title closing services.**

As a Weichert Sales Associate, you will lead your own local team of “One Company” Advisors—*All Under One Roof*—who are committed to delivering a seamless home buying and selling experience for your customers and clients.

With cost-effective, convenient and coordinated services, Weichert Mortgage, Insurance and Title Closing Advisors are your trusted, in-house partners who leverage the depth and breadth of our organizational resources to support your business from *contact to close*.

Our new vision for “One Company” is a holistic approach to the customer journey, keeping you at the center of each transaction. That’s a powerful value proposition for you and your business.



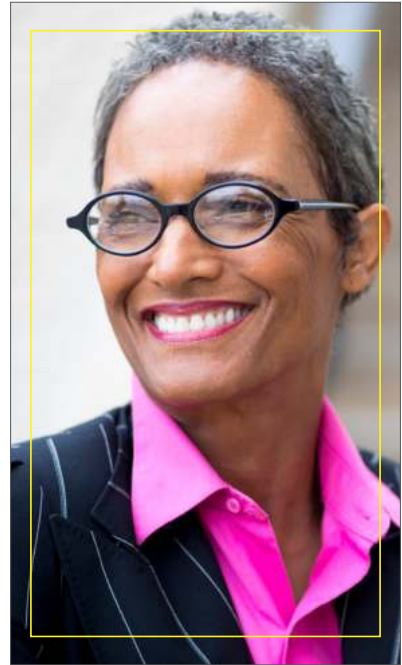
Sales Associate ▪ Mortgage Advisor ▪ Insurance Advisor ▪ Title Closing Advisor

*Not available in all areas; services vary by location **Not available in Connecticut or New York

Join Weichert®

 facebook.com/weichert
 twitter.com/weichert
 linkedin.com/company/weichert-realtors
 instagram.com/weichertrealtors

Partnering With You



With an enduring commitment to our
Sales Associates and their success, we invite you
to experience today's Weichert.®

Weichert
REALTORS®



*Partnership is
at the heart
of your success.*

*People are
the soul of
our company.*



Discover

• A company and a career you'll love

You're looking for more. More wins. More support. More appreciation. More meaning. You know there's something BIG out there, waiting for you, and with Weichert by your side, you'll be primed to pursue it, **boldly!** As a Weichert Sales Associate, you'll accelerate your business with the industry's leading career development program and be empowered with:

- *Advanced technology to transform business*
- *Qualified leads to drive sales*
- *Exclusive resources to create opportunity*
- *Unrivaled support to achieve more*

From day one, you'll work with a renewed purpose and passion for what you do. *This is Weichert...*

Hone your skills and heighten your results



Weichert® University

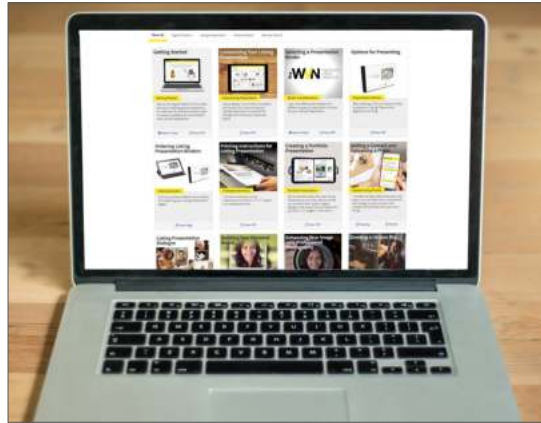
With our high tech, high touch training and career development programs, you'll have a variety of convenient ways to access innovative ideas, master must-have selling skills and utilize job-specific tools.

Accelerate

Expert instructors lead this live, 16-part webinar series over a 60-day cycle. Especially for the new and mid-level Sales Associate, the broad curriculum is designed to teach sales skills and vital dialogue. With relevant assignments as well as field activities, every lesson is facilitated by in-office leadership so you can engage with the material in real-time.

Weekly Training

Go for greatness every week with our instructor-led virtual training. This interactive platform covers productivity-based topics such as prospecting, Open Houses and working with buyers and sellers. Check out our rolling, two-month training calendar for upcoming Weichert Live sessions to tap into subjects ranging from strategic pricing to best practices for social media.



All Access

As an experienced Sales Associate, you'll appreciate these weekly, 30-minute live sessions. Featuring up-to-the-minute ideas and insights, trending topics and best practices; this targeted content will change the way you think and work. It's delivered by top Weichert pros as well as industry movers and shakers from across North America; including many featured thought leaders and inspiring speakers.

On-Demand Learning

Ready when you are, Weichert University's 24/7 online platform offers a large and ever-growing library of self-paced training and videos on topics such as sales skills, productivity tools and systems training.

Stay On Track with Coaching and Mentorship

Working alongside your Sales Manager, career advisors and leaders in the field, you will have unparalleled on-the-job development opportunities to meet your own needs and career goals.



Imagine

- **An opportunity with unlimited possibilities**

Get ready to immerse yourself in thought leadership and a people-centric culture that caters to *your individual expression*. Amplify your personal brand by building on our trusted and time-honored name. Leverage our lead generation system to capture and convert business. **And realize your personal best in a collaborative, supportive environment that will fuel your professional growth.**

Make yourself
memorable
and attract
more business



Weichert®

Marketing Solutions

Groundbreaking tools to ignite
your personal brand.

Create a Lasting Impression

Stand out in your market, connect with your audience and leverage your identity in every phase of the sales process. With our personal branding collections, you'll establish a "look" and "voice" that are uniquely you, to instantly upgrade your image.

Build Presentations That Inspire Trust

Sleek and impactful, our customizable presentations—available in print or electronically—are designed with consistent, modern imagery to deliver a very personal customer experience that's aligned with the sensibilities of today's savvy homebuyers and sellers.



Weichert®

Lead Generation

Through innovative, cross-company collaboration, we've developed a lead capture and conversion strategy that's unmatched in the industry.

Weichert.com

Our online presence is the most significant, ongoing investment we make in your success. As one of the nation's top real estate broker websites, weichert.com welcomes more than 3 million visitors a month.* And that's no accident! Our digital strategy is powered by a multi-million dollar budget that funds search engine optimization and paid search ad campaigns to drive online consumers to your listings.

From weichert.com, our syndication strategy broadcasts Weichert listings on dozens of newspaper sites and hundreds of popular partner websites, including Zillow, Trulia and Realtor.com.

Maximum exposure for maximized results.

Weichert.com Welcome Center

Operating seven days a week, our state-of-the-art Welcome Center is one of the defining differentiators of our brokerage. Built to intake, qualify and assign leads at the moment buyers are actively engaged, the Welcome Center is staffed with Inside Sales Coordinators who respond to all inquiries in under three minutes and follow a 20+ point checklist to screen calls. The most qualified homebuyers are handed over immediately in a live transfer to Sales Associates who are online Lead Specialists and skilled in converting business.

Real-time lead delivery to drive sales.

Connect
and
conquer



**Weichert.com
Welcome Center**
Over 100,000
Leads Annually



Zillow

trulia

realtor.com

and many more

Weichert

As of 6/18.



Weichert Workforce Mobility

Named Relocation Management Company of the Year for a record five years,* WWM offers a unique source of referrals to drive business to Weichert Sales Associates. Our worldwide network relocates 40,000+ people from around the globe annually, serves 500 leading corporations**—including several Fortune 500s—and operates offices in 175 countries, from Singapore to London to Hong Kong.

Weichert Referral Associates

Our Referral Associates—a 7,500-person team operating in 28 states—have an impressive track record. They've placed many thousands of referrals into Weichert offices, resulting in hundreds of millions of dollars in total sales volume. It's just another exclusive source of business for you.

Open House Program

Weichert's legendary Open House program is known throughout the industry for its superior strategy and execution. So, it should come as no surprise that one in three of our Open Houses leads to a sale.*** With our powerful marketing machine behind you, you'll create carefully orchestrated events that attract visitors with friendly signage, balloons, online promotions and ads.**** Plus, our *All Under One Roof* integrated solutions will give you everything you need to demonstrate your value and build your business.

Leading Real Estate Companies Of The World®

LeadingRE gives you membership in an exclusive community of 130,000+ agents, as well as international listing exposure in 70 countries.†



Reach

• A springboard to your truest potential

*Wondering if you can be in business for yourself but not by yourself? With Weichert, yes you can! You'll unleash your earning power and make your milestones memorable with your colleagues as they join in saluting your success. **Everything—from our proven best practices to our proprietary systems—has been designed around you,** to keep you top of mind and relevant to your existing client base, new prospects and today's ever-changing consumer. No other brokerage has built an expansive, fully integrated organization with a singular focus on enhancing your sales.*

Succeed
on your
own terms



Weichert®

Unlimited Opportunity

Be Supported

An on-site, non-competing sales leader is committed to providing you ALL that you need to succeed: working with you one-on-one, sharing feedback, reinforcing key strategies and motivating you to be your best. You'll also receive business planning, coaching systems and info-packed weekly sales meetings. Plus, your Processing Department will handle all paperwork, freeing up your time so you can spend it with your customers.

Be Recognized

The Weichert
Sales Clubs:
Six Levels
of Success

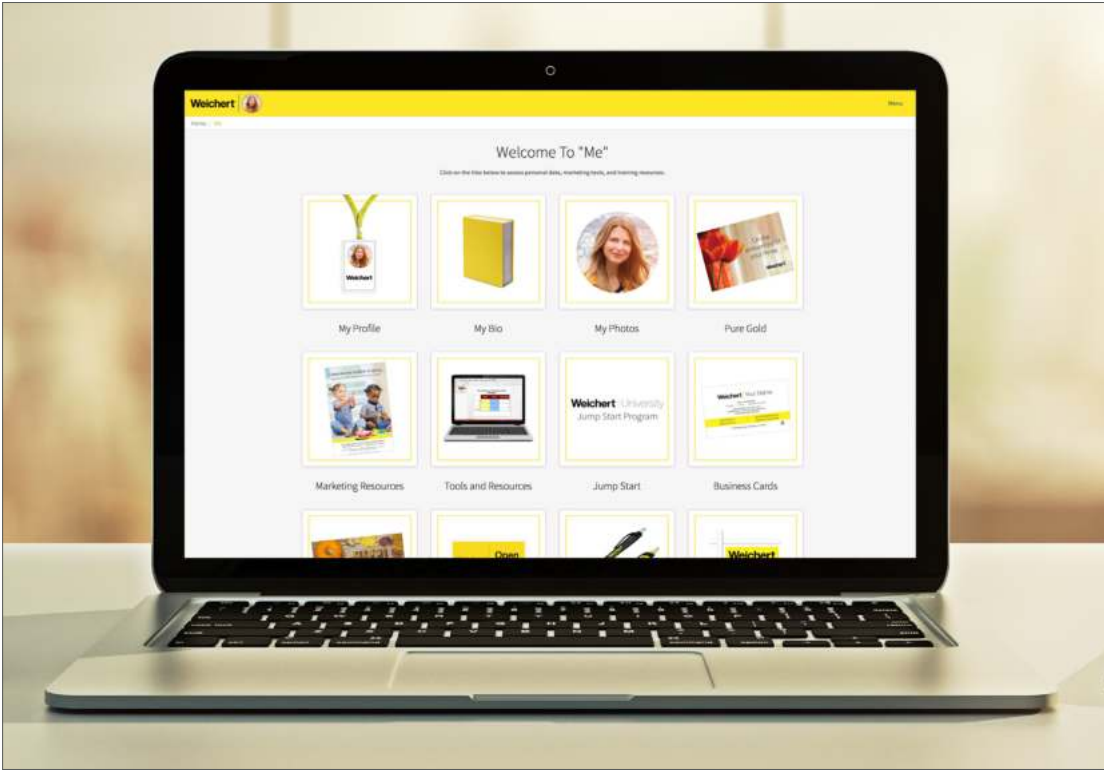
- Chairman of the Board Club
- President's Club
- Ambassador's Club
- Executive Club
- Director's Club
- Million Dollar Club

Celebrate Achievements

To honor accomplishments and reward dedication, we go "all out" to plan great experiences for our Sales Associates. Throughout the year, you will enjoy meaningful opportunities to build bonds with colleagues and be inspired to continue pushing for your personal best.

Regional Sales Rallies and Awards

As a superstar, you'll be applauded for accomplishing your goals at these memorable and motivational events for top producers.



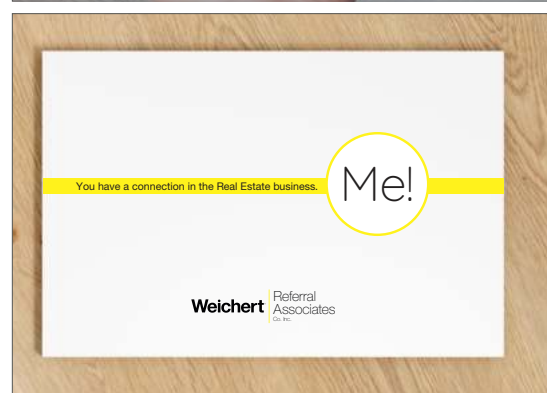
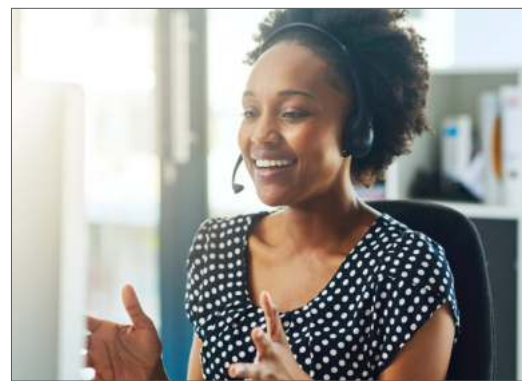
Weichert Productivity Suite

Carefully Crafted and Curated to Power Your Performance.

Technology Platform

- WeichertOne
Companywide Intranet Portal for Sales Associates
- Weichert Digital Platform
Online workspace to create your customizable Listing Presentation, proprietary Competitive Market Analysis and Leave Behind as well as a variety of business tools and promotional items
- Weichert Design Center
Digital interface for customized, print-on-demand, personal and listing marketing collateral, including direct mail and order fulfillment
- Weichert PRO
Proprietary Customer Relationship Management System (CRM)





Lead Generation

- Weichert.com
 - Weichert.com Welcome Center
 - National Syndication Network
 - Online Partnerships
 - Search Engine Optimization
 - Pay-Per-Click Digital Advertising
- Print Display Advertising Campaign
- Farming & Prospecting Program
- Open House Program
- Inter-Office Referrals
- Personal Referral System
- Weichert Workforce Mobility *Relocation*
- Weichert Referral Associates
- Weichert Real Estate Affiliates
- Leading Real Estate Companies of the World®



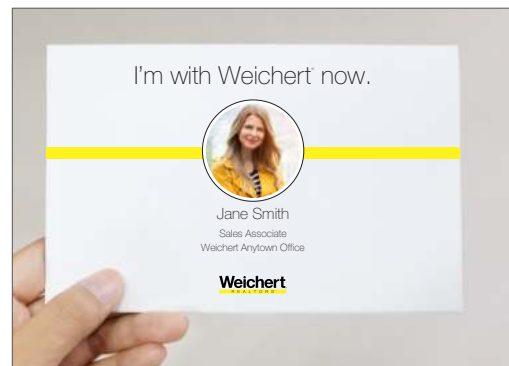


Weichert Productivity Suite (cont.)

Exclusive Resources

- The Weichert Way Selling System
- Personal Branding Collections
 - Signage
 - Brochures
 - Direct Mail
 - Business Cards
 - Name Badge
 - Retractable Banner
- Customized Marketing Solutions
 - Listing Presentation
 - Seller Leave Behind
Marketing Proposal
 - Market Update
Listing Price Improvement Tool
- Buyer Consultation
- Prospecting Call System
Do Not Call Compliant
- Price Trend Analysis
Proprietary Competitive Market Analysis (CMA)
- Expired Listing & For Sale By Owner Strategies
- Client Follow-Up Program
- Online Listing Traffic Report



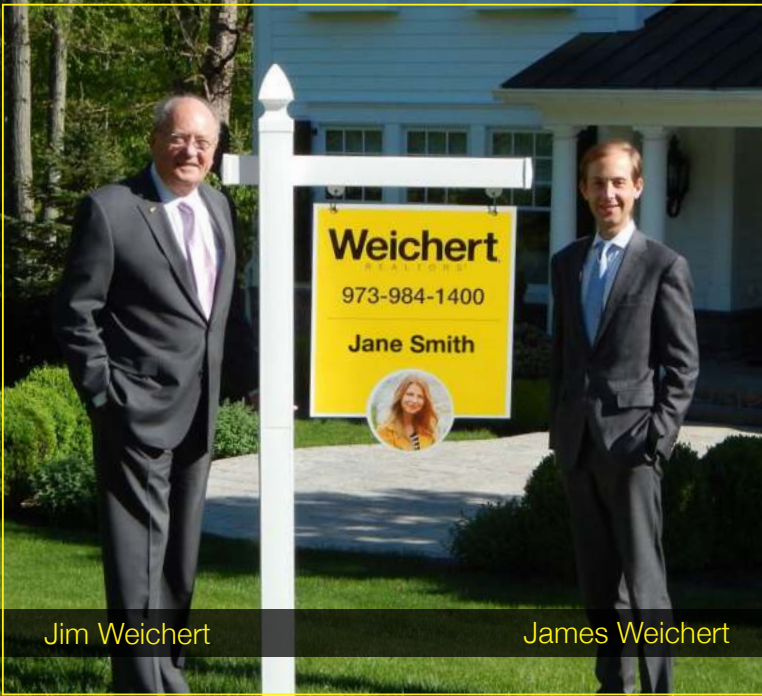


Unrivaled Support

- Non-Competing Sales Leaders
 - Onboarding
 - Coaching & Mentoring
 - One-on-One Business Planning
- Office Processing Managers
- Weekly Sales Meetings
- Service Desk
 - Tech Support Seven Days a Week
- Corporate Communications
 - Public Relations
 - Social Media: Public, Office & Closed Groups
- Home Ownership Services Advisory Team
 - In-House Mortgage, Insurance & Title Closing Advisors
 - Home Warranty
 - Home Inspection
- Competitive & Flexible Compensation Plans
- Associate Achievement & Awards Recognition
- Learning and Professional Development: Weichert University
 - Training for All Experience Levels
 - Live Webcast Educational Programs
 - Industry Thought Leader Guest Speakers
 - On Demand/Video Learning Library
 - Leadership, Management & Career Counseling



Honor
the past...
Transform
the future



Jim Weichert

James Weichert



Weichert®

Who We Are

At Weichert, entrepreneurial vision is in our DNA. For two generations—50 years—the Weichert family has aspired to create a singular brand in the real estate industry, expanding to 500+ offices in key markets across the US. Strategic, long-term thinking and investing in our future have allowed us to grow from a local market leader to a global powerhouse of 18 integrated companies, focused on real estate and homeownership services.

How We Work

Over the years, our shared purpose, strong sense of community and people-first culture have harnessed the trust and commitment of top management, who inspire Sales Associates by providing broad career opportunities **across all of our companies** while encouraging personal development and professional growth.



The Weichert Companies

From local market leader
to global powerhouse

Weichert, Realtors
Weichert Real Estate Affiliates, Inc.
Weichert.com
Weichert Workforce Mobility
Weichert Financial Services



What Our Organizational Strength Means to You

Weichert Companies are recognized annually for visionary leadership. Our service ethos and unparalleled commitment to excellence transcend the industry's standards for performance.

Our success is built on our organizational strength and its inherent career opportunities for our people. With the scale of our reach—across internal departments and all Weichert Companies—we've built a culture in which our Sales Associates and employees are encouraged to take advantage of

deeper, cross-functional collaboration or pursue new professional directions—horizontally or vertically—at any Weichert company, at any point in their careers.

As a Weichert Sales Associate, you may begin your professional journey in our residential brokerage and then consider transitioning to other areas of our business where new opportunities speak to your life goals and aspirations. Reinvent yourself throughout your career...with Weichert.

Weichert Insurance Agency
Weichert Title Agency
Weichert National Title
Weichert Commercial Brokerage, Inc.
Weichert Property Management

Weichert New Homes
Weichert Corporate Housing
Weichert Rental Network
Weichert Referral Associates Co., Inc.
Weichert Transportation Solutions

Weichert Real Estate Support Services
Allegiance Government Relocation
Weichert Mobility Tax Services



Weichert®

We're proud of our caring and compassionate workplace and the impact that our people make on the communities they serve.

What We Stand For

Our values are solid and enduring. They drive and inform our people-first culture and reflect how we work as individuals and as partners. Ingrained in every aspect of our organization, these are our highest standards and deepest beliefs:

Integrity.

Demonstrated in all our dealings.

Professionalism.

Maintained with clients and colleagues alike.

Added Value.

Created through the Weichert Family of Companies.

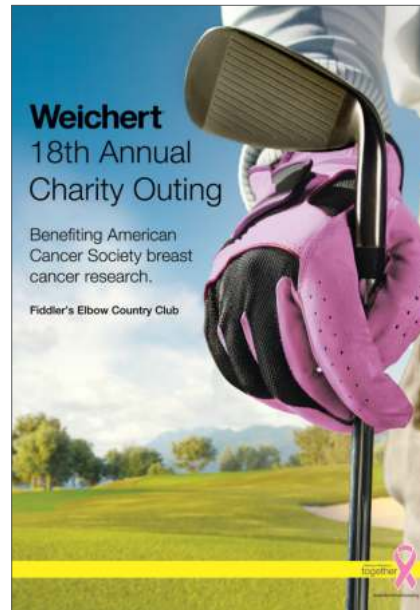
Legendary Service.

Provided through responsiveness and attention to detail: "We Do What We Say We'll Do."

Relationships.

Built for life through constant follow-up.

Shine
your light
and inspire
change



Wishing Hoping Dreaming
Giving Sharing



That's what our 40th Annual Toy Drive is all about.

Weichert



Making a difference
together



How We Make a Difference

Our job is to help people at every turn. And that goes for our communities as well as our customers. To that end, Weichert passionately supports The American Cancer Society to benefit breast cancer research. Over the years, our annual summer charity outing has raised over \$1 million toward this vital cause.

As the weather cools, our philanthropy shifts to children in need. For 40 years, Weichert offices across the country have organized holiday toy drives to celebrate the tradition of giving.

In addition to our flagship causes, we support our Sales Associates whenever they engage in volunteer activities that are personally meaningful. Their generous gift of time and energy extends to many organizations and events, including:

- *The Visiting Nurse Associations of America*
- *Habitat for Humanity®*
- *Adopt-a-Highway*
- *American Red Cross*