

*Experience the
advantages
of owning a
Realty Executives
franchise*





*We've been
waiting
for you.*

In 1965, I started Realty Executives with a simple idea. Create a new way to reward and motivate the best Realtors® who serve their clients with the highest level of efficiency and professionalism — and in turn, the company will attract the best in the field.

Since Realty Executives began our franchising efforts in 1987, we have experienced strong and steady growth by using a selective process to ensure that we continue to attract only the industry's top professionals. As a result, we've grown without leaving our core values of integrity, service and innovation behind.

To this day, Realty Executives remains as it was created, designed from the bottom up. We don't report to stockholders. We answer to the people who represent us across the country and around the world. And we never forget that, without their efforts, we would not exist.

Realty Executives was created for exceptional people like you. We think you have the character, leadership and sales skills it takes to reach the highest levels of success and we would like you to join our team.

Please review the enclosed material to learn more about our company and the exciting opportunity that awaits you with Realty Executives. I'm sure you'll understand how many think our company will be home for the rest of their careers. With that in mind, let me be the first to say, "Welcome to the 'Executive' level. Welcome home."

Sincerely,

DALE RECTOR
FOUNDER
REALTY EXECUTIVES INTERNATIONAL, INC.

"THERE IS A DIFFERENCE BETWEEN
AN AGENT AND AN EXECUTIVE." – DALE RECTOR, 1965

“WE TAKE SPECIAL
PRIDE IN OUR
HERITAGE AS A
REBELLIOUS COMPANY
THAT USED SPIRIT,
ENTREPRENEURSHIP
AND INTEGRITY
AS OUR BASIS.”

*Do you
have
“that spark?”*

The “spirit” of Realty Executives can best be described as the special spark we all have in common. Back in 1965, that spark took the form of an idea that started this very company. Today, it lives on in integrity, leadership and ingenuity in every office around the world. It drives us, inspires us and motivates us to achieve new levels of success. You have that spark. And here at Realty Executives, it can light your way to a very bright future.

(Sig)

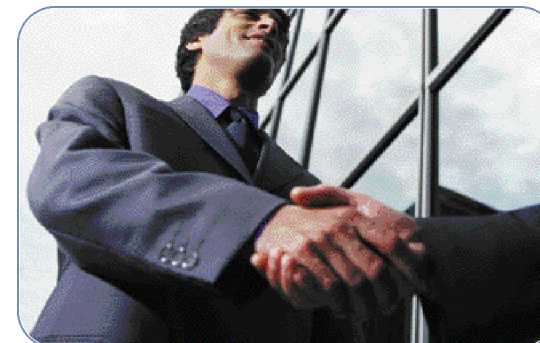
RICHARD A. RECTOR
PRESIDENT & CEO
REALTY EXECUTIVES INTERNATIONAL, INC.

There’s nothing like the feeling of being in charge of your own destiny. There’s a sense of confidence in knowing that your only limitations are the ones you place on yourself. At Realty Executives, we never want you to lose that feeling. Our company is designed to support your efforts so you have more time to do what you do best – buy and sell real estate. It’s the best of both worlds. You’ll always feel like you’re in charge of your own destiny but you’ll never feel like your going it alone.

(Sig)

WILLIAM A. POWERS
CHIEF OPERATING OFFICER
REALTY EXECUTIVES INTERNATIONAL, INC.

Realty Executives has raised the bar for real estate professionals who are seeking to reach the pinnacle of their profession. This is a company designed to give those with the tools and desire the support to take their career to the next level. We believe you have all of the elements necessary to continue your career with us, at the “Executive” level. And we hope you will consider becoming a very valuable member of an exclusive team.



REGIONAL DEVELOPER
REALTY EXECUTIVES INTERNATIONAL, INC.

A group of five business executives (three men and two women) standing in a modern office hallway with large windows. They are dressed in professional attire. The text "OUR HISTORY" is overlaid on the right side of the image.

OUR HISTORY

"OUR COMPANY PROMOTES OUR EXECUTIVES AS INDIVIDUALS TO HELP THEM
CREATE THE NAME RECOGNITION THEY NEED TO GROW THEIR BUSINESS.

IT'S NOT ABOUT US. IT'S ABOUT THEM."

The story behind the shield

The year 1965 was a time of change. People were taking a long look at the world around them and tried to find new ways of making a difference. One of those visionaries was Dale Rector, a Realtor® practicing in Scottsdale, Arizona.

A FORMULA FOR SUCCESS

In residential real estate, the top 20% of the agents regularly do an estimated 80% of the business. The standard fee and commission structures treated everyone equally even if there were vast differences in their performance. The result was someone who sold one home a year was treated the same as someone who worked harder and smarter to sell ten homes a month. Somehow, Dale thought that didn't seem right.

A COMPANY UNLIKE ANY OTHER

So he set out to create a company that would literally turn the industry upside-down. Most companies were designed as complex levels of management and stockholders with income-producing agents occupying the lowest tiers. Dale's company would recruit top performers with the best reputations and place them on top and build a company structure that would support their efforts. He named his company "Realty Executives."

THE DIFFERENCES ARE OBVIOUS

"To understand the difference between us and other companies you don't need to look any further than the sign," Dale said. "The company is named for the Executives and brokers that make it work. They are the elite professionals who personify the values, service and efficiency it takes to become tops in their field. They are more than agents or brokers. They are 'Executives' in every sense of the word."

Additionally, each Executive's name appears on the sign in big bold letters that often appear larger than the company logo. "Our company promotes our Executives as individuals to help them create the name recognition they need to grow their business. It's not about us. It's about them," Dale added.



PEOPLE BEFORE PROFITS

From the onset, Dale faced stiff resistance from the old guard that didn't like the idea of putting their agents before their company coffers. But among the top agents, "Realty Executives" was turning heads and gaining interest. From the very beginning, the bar was set very high. "The key was that we were very selective in who we hired. Being a high-volume producer was not enough. Our people also had to meet the highest ethical standards because the company's reputation would be built on every transaction. In the beginning, their early success formed a die from which every associate would be cast as the company grew," Dale noted.



And grow it did. From a single idea, Realty Executives has flourished. In 1987, Realty Executives International began to offer franchises to broker/owners from across the country and around the world that met the same rigid criteria established during their humble beginnings. "Although we now have offices in every corner of the globe, we are still a relatively small company compared to many of our competitors. And that's fine by me. After all, I didn't set out to create the world's biggest residential real estate company ... just the best."



TO UNDERSTAND THE DIFFERENCE BETWEEN US AND OTHER COMPANIES YOU DON'T NEED TO LOOK ANY FURTHER THAN THE SIGN.