

“REALTY EXECUTIVES
WAS CREATED
FOR EXCEPTIONAL
PEOPLE LIKE YOU –
AND WE WOULD
LIKE YOU TO JOIN
OUR TEAM.”



Southern California Region

The ground is shifting in Southern California, and it's not the San Andreas Fault. It is the explosive growth of REALTY EXECUTIVES Southern California Region; growth that includes not only new agents, but new franchises as well, and its record setting pace is causing the industry to stand up and take notice.

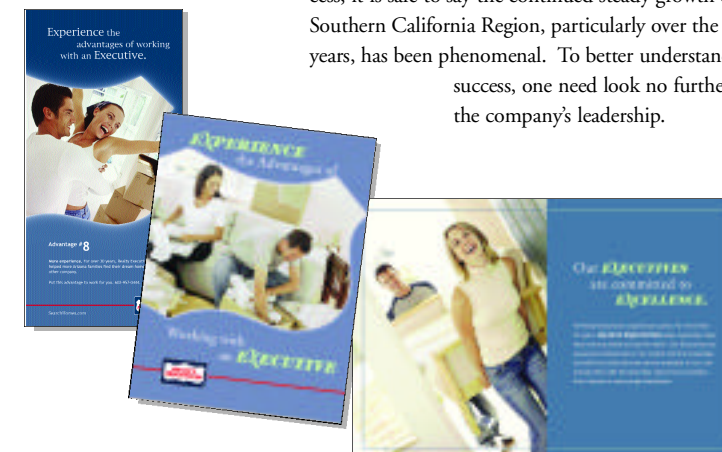
Some attribute the company's increasing presence to a hot real estate market, but others see it as a trend that gives insight into the region's future. After further investigation, one can see that both points have merit.

REALTY EXECUTIVES International is the company that created the 100% concept in 1965; the vision of Dale Rector, who believed that Real Estate Professionals deserved a company and a system that gave them the ability to control their own destiny, income and career. History has shown that the REALTY EXECUTIVES system has increased the income of REALTORS® worldwide.

In fact, REALTY EXECUTIVES has become a major player in the national real estate market, dominating several regions around the country. Notwithstanding their nationwide success, it is safe to say the continued steady growth of the Southern California Region, particularly over the last 10 years, has been phenomenal. To better understand that

success, one need look no further than the company's leadership.

CUSTOM BROCHURES,
ADS AND POSTERS
ARE AVAILABLE TO
PROMOTE THE REGION



A STRONG LEADER

REALTY EXECUTIVES Southern California is led by Richard Grommon, CRB. He is an experienced REALTOR® and Entrepreneur who strives to inspire people to perform at their best. But even with a string of major successes behind him, Grommon remains humble, personable and in-touch with those around him, preferring to cast the spotlight on hard working broker/owners, agents and the system they work within.

“The tremendous growth we are experiencing in Southern California has everything to do with the REALTY EXECUTIVES System,” states Grommon. “No one decides to open his or her own franchise, or join the REALTY EXECUTIVES team as an agent because of me. They do so because the REALTY EXECUTIVES system offers them a level of opportunity for achievement that enables them to reach the highest peaks of success; a system that has already led hundreds of owners, and thousands of agents to success.”

MANAGEMENT TEAM GROWS STRONGER

Recently, REALTY EXECUTIVES Southern California made another strong addition to its leadership team with the appointment of Rich La Rue as President. Mr. La Rue comes to the organization with over 20 years of experience with REALTY EXECUTIVES. The last 6 of those years he served as the Director of Franchise Relations for REALTY EXECUTIVES International at the worldwide headquarters in Phoenix, AZ.

“We are excited about the addition of Rich to the region,” state Bobbie Feinstein and Jan Sandquist, broker/co-owners of four REALTY EXECUTIVES offices in Riverside County. “Richard [Grommon] is always just a phone call away. He is always available to brokers, and that support and accessibility is invaluable. With the addition of Rich, the support will be even better. We’re looking forward to having access to the experience and information he will bring our region from his experiences working at the world wide headquarters.”

La Rue has already made an impact, awarding several new franchises in Camarillo, Woodland Hills, Palmdale, Mission Viejo and Rancho Santa Margarita, committing his efforts to their success. “Our vision is to double the size of the region - 3,000 EXECUTIVES- in the next three years,” he says. “I am enthusiastic about the growth opportunities in Southern California. We still have some prime market areas available,

and I’m certain we’ll find the right people to grow with us.”

La Rue recently spearheaded the development of new listing brochures for use by Southern California “EXECUTIVES” and new recruiting materials and brochures for Southern California broker/owners. He also says he is working on a new and improved advertising program and strategic marketing plan for the region.

THE “SYSTEM” AT WORK

Grommon’s tenure at REALTY EXECUTIVES began alone in 1989, in an empty office in Santa Clarita. By the end of his first year, 85 individuals made the switch from agent to “EXECUTIVE.” At the end of the second year, their ranks swelled to 200! From that point on, the region continued its growth over the next 12+ years as new franchisees, broker / owners, offices and EXECUTIVES were “taught how to use the REALTY EXECUTIVES System” and turn it into success. REALTY EXECUTIVES Santa Clarita quickly became the #1 office in the REALTY EXECUTIVES International System.

By January 2004, the region had grown to 57 offices and 1,500 EXECUTIVES. Only six short months later, Grommon and La Rue now boast 64 offices with 1,800 EXECUTIVES, and the region has been recognized as the top region for growth for the last 5 years in a row.

SUCCESS ON AN INDIVIDUAL LEVEL

Grommon still points to the “system” as the reason for their success, and broker/owners agree. “The REALTY EXECUTIVES system has allowed us to grow our company from 6 agents in 1990 to over 400 EXECUTIVES today,” state Jim & Janus Tanner. Their office in Santa Clarita has been awarded the TOP SELLING OFFICE for the entire organization.

The REALTY EXECUTIVES System works equally well for both large and small offices. From 12 to 500 agents, broker / owners point to many key attributes that make it easy for them to be successful in Southern California. Affiliation with the national brand and “the company that invented the 100% concept” appears to be at the top of everyone’s list. A close second is the freedom to manage one’s own affairs within the larger organization. Broker/Owners also enjoy the ability to expand their offices by recruiting new EXECUTIVES on the 100% concept and offer a menu of services including high

splits and work at home programs. Additionally, they appreciate the marketing and technology tools provided to them to assist in their success, such as national advertising programs, collateral materials and the constant access to training.

“The REALTY EXECUTIVES franchise opportunity has made it easy for us to build our business by recruiting throughout the Valley by offering 100% commission to all agents,” say John Lewis and partners Brenda Shea and Phil Saum of REALTY EXECUTIVES Temecula Valley.



OPPORTUNITIES AVAILABLE: EVEN WITH OUR TREMENDOUS GROWTH, THERE ARE STILL NEARLY 200 PRIME MARKET AREAS AVAILABLE IN SOUTHERN CALIFORNIA

THE SANTA CLARITA VALLEY TEAM AT THEIR NEW 22,000 SQ. FT. VALENCIA OFFICE

EXCLUSIVE TERRITORY RIGHTS

Another popular benefit is the ability to acquire “exclusive rights” to a market territory. This enables a broker/owner to open additional offices and grow their business without paying additional franchise fees. Grommon believes the franchisees enjoy the best fee structure in the industry. NO percentage off the top, NO additional fees for additional offices, and NO expensive renewal fees. “It doesn’t get any better than that,” he says.

Bobbie Feinstein says purchasing her territory with partner Sandquist was the best move she’s ever made. “I explored ALL of the options available...and believe REALTY EXECUTIVES is head and shoulders above every other opportunity,” she says.

MORE BENEFITS

Many broker/owners come from independent real estate companies, and choose to join REALTY EXECUTIVES to take advantage of the many benefits afforded to them by a national company. Benefits like brand recognition, and professional advertising and marketing products that are all part of the system. Ongoing training within the region, relocation & broker-to-broker referral services, Internet marketing, and a strong dedication and sense of integrity from the top are all reasons many broker/owners say they couldn’t have made a better choice.

CONSIDERING A FRANCHISE?

REALTY EXECUTIVES can be a great opportunity for any experienced real estate professional, agent or broker/owner, especially those seeking a higher level of success by securing a territory and opening their own REALTY EXECUTIVES office.

“REALTY EXECUTIVES is looking for talented people who have what it takes to be successful. I think there will continue to be great opportunities for new broker/owners right here in Southern California,” Grommon says. “But then again, I’m biased,” he chuckled. Biased or not, Grommon was recently honored by other broker/owners throughout the entire international network as the REALTY EXECUTIVES International Owner of the Year. Still humble despite his own personal success, Grommon attributes it all to the REALTY EXECUTIVES System that he earnestly believes can bring the same success to others.

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	RENEWAL FEES	COMMISSION % FEES	EXCLUSIVE AREAS	SOURCE UFOC
REALTY EXECUTIVES	NO	NO	YES	2003
RE/MAX	YES	YES/NO	NO	2003
CENTURY 21	YES	YES	NO	2002
PRUDENTIAL	YES	YES	NO	2003
COLDWELL BANKER	YES	YES	NO	2002
ERA	YES	YES	NO	2002

*Welcome to
the family...*

Bobbi Feinstein, the broker/owner of four offices in Riverside County is extremely insistent that purchasing the rights to a Realty Executives franchise was the best move she and her partner, Jan Sandquist, ever made. "Believe me, I explored all of the options available. I talked to all of the different real estate companies and franchises, and I believe Realty Executives is head and shoulders above every other opportunity," Feinstein said.

"Realty Executives is the company that people join and stay with until the end of their career. It really is taking your real estate career to the Executive level. That is why I often say to prospective Executives or Franchisees that we will be the company you will end your career with. They (Realty Executives) just give you so much, that you'll never want to leave or search for more. And, if you do, you won't find it," she added.



**ONLY THE BEST CAN BE
REALTY EXECUTIVES**

When you become a Realty Executives franchisee, you'll find yourself surrounded by top-notch professionals who are highly motivated, success driven, and marked by a real estate business acumen that others can only strive for. Belonging to this class of individuals is reserved for those who revel in putting themselves in the driver's seat...and never looking back. If you enjoy working with others, and want to make profit a part of your business, convince us that you have the drive to move forward and the determination to learn how to make the most of your future.

Let us help you move to a higher level of personal and financial fulfillment.

IT'S BEEN SAID THAT,
"REALTY EXECUTIVES
IS THE COMPANY
THAT PEOPLE JOIN
AND STAY WITH
UNTIL THE END
OF THEIR CAREER."

