



the Key to Real Estate Success



Market Profile

The purchase or sale of a home or investment property is one of the most important and complex financial events in a person's life. As a result, people usually depend on the help of real estate brokers and sales agents when buying or selling real estate. Real estate brokers and sales agents have a thorough knowledge of the real estate market in their community, know which neighborhoods will best fit clients' needs and budgets, are familiar with local zoning and tax laws and know where to obtain financing.

Brokers are independent business people who sell real estate owned by others; they also may rent and manage properties for a fee. Brokers supervise agents who may have many of the same job duties. Brokers also manage their own offices, advertise properties, and handle other business matters. Some combine other types of work, such as selling insurance or practicing law, with their real estate business. All owners are brokers, but not all brokers are owners.

A real estate agent is an authorized person who manages or transacts business for another. They are usually independent sales workers who provide their services to a licensed real estate broker on a contract basis. In return, the broker pays the agent a portion of the commission earned from the agent's sale of the property.

A "Realtor"® is a registered trade name that may only be used by members of the National Association of Realtors®, an organization with members who represent all branches of the real estate industry. National Association of Realtors, the voice for the Real Estate Industry, is the world's largest professional association. NAR has grown from its original nucleus of 120, at the time it was founded in 1908, to over 750,000 members today. NAR members are involved in residential and commercial real estate as brokers, salespeople, property managers, appraisers, counselors and others engaged in all aspects of the real estate industry.

Working for America's property owners, the National Association provides a facility for professional development, research and exchange of information among its members and to the public and government for the purpose of preserving the free enterprise system and the right to own real property.

Most real estate firms are relatively small. Some are a one-person business. Larger real estate firms have several hundred agents operating out of many branch offices. Many brokers have franchise agreements with national or regional real estate organizations. Under this type of arrangement, the broker pays a fee in exchange for the privilege of using the more widely known name of the parent organization. Although franchised brokers often receive help training sales staff and running their offices, they are ultimately responsible for the success or failure of their firm.

There is more to an agent or broker's job than making sales. They must have properties to sell and therefore spend a significant amount of time obtaining listings (owner agreements to place properties for sale with the firm). Additionally a broker/owner is faced with many complicating and time-consuming issues. Decreasing sales and profitability, recruiting the right agents, sales incentive programs, commissions, agent training and retention, creating an online brokerage and lead generation all add up to daily decision-making pressures.

Some real estate brokers have a graphic designer or marketing specialist design their marketing materials and produce it in-house on a RISO Printer-Duplicator. With the in-house printing capabilities of the RISO, they can sell the material to the agents, adding a mark-up in addition to many other benefits to the owner/broker. The benefits to the agents include lower-than-market prices for their marketing materials, greater convenience, the ability to have spot color on short run jobs, and faster turnaround time. Some real estate agents proactively market themselves and their services more than others. Many agents mail as many as four hundred postcards or newsletters per month, making a great opportunity for an MX1200 as well.

Increasing use of electronic information technology will continue to increase the productivity of agents and brokers. Real estate companies use computer-generated images to show houses to customers without leaving the office. Internet sites contain information on vast numbers of homes for sale with maps and directions to find them, available to anyone. In addition, wireless products such as cellular phones and pagers that can send and receive large amounts of data allow agents and brokers to become more efficient and to serve a greater number of customers.

Market Potential

There are approximately 162,003 Real Estate agencies/offices in the United States, and approximately 6,960 agencies/offices in Canada.

Market Applications

Property Listing Sheets

Marketing Flyers

Open house flyers

Labels

Letterhead

Newsletters

Postcards (i.e.: "Just listed" and "Just sold")

Personal Brochures

Purchase and Sale Agreements

Thank you cards

Business Cards

Envelopes

Door hangers

Key Contacts

Broker/Owner – *the owner of the business.*

Office Manager – *only in larger firms.*

Main Messages

Real Estate is an ever changing and very competitive industry. Realtors are interested in setting themselves apart from competition, becoming more prominent in the market, generating more calls, listings, sales, and increasing their market share. A realtor's success is built with understanding of their client's needs, effective communication, and market knowledge. Marketing their services is the best way to increase business success, showcase their expertise, and gain exposure. To successfully achieve their goals they depend on promoting their success and capabilities with high quality and affordable marketing collateral.

Direct Mail

Enclosed you will find 3 direct mail pieces created to provide you with a quick and easy way to target this market and launch a direct mail campaign. They consist of a letter, a postcard, and a tri-fold mailer. To get you started, we have included a database of 35,293 of the largest real estate offices in the United States.

SIC Codes

Finance, Insurance, and Real Estate

MAJOR GROUP 65: Real Estate

This major group includes real estate operators, and owners and lessors of real property, as well as buyers, sellers, developers, agents, and brokers. Establishments primarily engaged in the construction of buildings for sale (operative builders) are classified in Industry 1531.

⊙ 65 Real Estate

- ⊙ 6531: Real estate agents and managers
 - ⊙ 6531-01 Real estate brokers and agents
 - ⊙ 6531-02 Real estate managers
 - ⊙ 6531-03 Real estate listing services
 - ⊙ 6531-04 Real estate leasing and rentals
 - ⊙ 6531-17 Real estate consultants
 - ⊙ 6531-16 Real estate appraisers
- ⊙ 6541: Title abstract offices
 - ⊙ 6541-02 Title companies

Websites

National Association of Realtors - www.nar.realtor.com - United States professional organization for real estate agents provides assistance and research tool to realtors.

Realtor.com - www.realtor.com - See consumer guides for buying and selling real estate. Provides relocation info, national property listings, and refinancing details.

RealEstate.com - www.realestate.com - Supplies data, tools and advice to help buyers and sellers close a deal successfully. Includes links to residential and commercial listings.

Inman News Features – www.inman.com - Focuses on news in the real estate market, features home buying and selling tips, and presents columns about mortgages and apartment living.

Testimonials

"Our Riso duplicator has been able to save our reps so much money on print jobs. I haven't had one single problem since I bought the Riso."

- Graphic Artist, Coldwell Banker Pinnacle, Ontario, Canada

"It would be pretty hard to live without it. We use our RISO a lot!"

- Print Shop Manager, RE/MAX & Associates, San Diego, CA



"We like the machine for its speed, economy, and ease of operation. It's easier to use than a copier!"

- Corona Realty & Management, Tempe, AZ

"My Riso has been able to save our reps so much money on print jobs."

- Coldwell Banker Pinnacle, Ontario, Canada

"Every real estate office should have one!"

- Traw & Associates, Glendale, AZ

**Coldwell Banker Pinnacle Real Estate Application Snapshots (enclosed in package) can be ordered through Customer Service, item # 1853.