



JOIN
DISTINCTIVE
REAL ESTATE!

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RE/MAX
DISTINCTIVE



WHO WE ARE

About RE/MAX Distinctive



WHY RE/MAX DISTINCTIVE?

**Over 40 years of success in
Northern Virginia, Washington, D.C.,
and Southern Maryland**

RE/MAX Distinctive Real Estate is a full-service brokerage with a full-time staff trained to assist you and your clients as needed. We believe having an efficient and pleasant support team enhances your professional image and makes a positive impression on your buyers and sellers. From designing your marketing materials to efficiently processing paperwork, we consider it our responsibility to fulfill every administrative function possible, so you can do what you do best – sell homes.

We pride ourselves on combining our legacy of experienced agents with providing the finest tools, technology, training, and coaching. RE/MAX Distinctive's associates specialize in

all aspects of real estate management and marketing. Our brokers and management team are vested in our agents' success. They are full-time leaders and managers who don't compete with agents for business. Their sole function is to provide the best possible training and support so that our agents can be successful. We are committed to developing and running a company with extraordinary service, outstanding marketing, and award-winning results.



RE/MAX BRAND & NAME RECOGNITION

WE STARTED A REVOLUTION

Everyone wants to stand out. But the truth is, not all do. When RE/MAX was founded in 1973, they called us renegades. We were on an unapologetic mission to help the nation's top producers keep more of what they earn. We're not like the others. And neither are you.

RE/MAX + YOU = THE POWER OF THE BRAND

By choosing to align with the RE/MAX system, you'll join the most powerful and recognizable name in real estate. With years of constant growth, agent count at RE/MAX has risen to over 130,000 with 8,629 offices in over 110 countries and territories worldwide. With this global recognition, you'll have an unparalleled opportunity to gain instant consumer awareness, making it easier to meet new prospects, win listings, and close more business.

When you combine an iconic brand, a global mindset, a winning culture and the world's most productive agents, you create something special. And others are drawn to it. With growth comes more yard signs, more advertising, more listings, more referrals and – most importantly – more satisfied home buyers and sellers around the world.

It's all a reminder that RE/MAX is the right choice for productive, experienced professionals – and for clients looking for an agent with those qualities.



As you know, the pace of change in our industry is accelerating. Traditional real estate business models are under pressure, as are agent commissions. New market forces are challenging industry leaders, backed by big investments from private equity firms. Emerging technologies and “big data” approaches are planning to revolutionize our business and change the way real estate is bought and sold.

We need you to hear this: RE/MAX Distinctive is well-prepared for these challenges and others.

As you’ll see throughout this year and beyond, RE/MAX Distinctive has been developing strategies to stay ahead of any changes that come. We’re not looking back. We’re looking forward – with a resolve to provide innovative tools and resources that help our brokerage and agents continue to thrive as market leaders today, tomorrow, and far into the future.

WE HAVE THE #1 BRAND IN REAL ESTATE.

RE/MAX has the best and most productive agents, with a global footprint no one comes close to matching. And we have systems that help agents be more successful than they were before joining. In many ways, RE/MAX is the brand and organization others would love to become.

But we're not resting on our laurels – that's not who we are. We're pushing ahead aggressively and strategically – just as we've done the past 40 years.

THE #1 NAME IN REAL ESTATE.

When people see RE/MAX Distinctive, they think of you – the agent they know. We boast the best agents so know that you will be in good company with the most productive agents in real estate.

WE ARE COMPLETELY COMMITTED TO YOUR SUCCESS.

We have no doubt that working together, we'll continue to accomplish great things.

40 YEARS OF SERVICE AND STILL COUNTING.

More Visibility. More Support. More Benefits.

WORLDWIDE REFERRAL NETWORK.

We trade referrals with more than 130,000 associates in over 110 countries and territories.

GLOBAL BRAND AWARENESS.

People all over the world recognize RE/MAX and the quality it represents.

NATIONAL ADVERTISING.

Widespread, consistent campaigns help bring business to the local level.

REGIONAL STRATEGIES.

Your regional team delivers targeted messages that resonate in your area.

PERSONAL PROMOTION.

Your marketing is integral in helping you build personal relationships and connections.

OFFICE LOCATION.

RE/MAX Distinctive brokerage headquarters is located in McLean, VA with access to multiple offices in Washington, D.C., Maryland, Virginia, and Pennsylvania.



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WHAT WE OFFER

Distinctive Tools & Services



DYNAMIC COMMISSION STRUCTURE

At RE/MAX Distinctive, we give you more for less. We have a dynamic commission structure for our Realtors in all stages of their career to have the cash flow necessary to get them off the ground, and then flexible and agile enough to shift – as their career does – to maximize the net earnings of each agent. Commission is paid by direct deposit as an option, with no fee to the agent.

**Need a plan with no monthly fees? We have you covered.
Or need a 100% commission plan? We've got that, too!**



No Monthly Fees



100% Commission Plan



Direct Deposit

SUPPORT SERVICES

APPROVED SUPPLIERS AND SHOP RE/MAX

More than 100 selected vendors provide products and services you can rely on at discounted prices for RE/MAX Distinctive agents.

INDUSTRY ADVOCACY

Constant efforts on behalf of agents and consumers, at all levels of government.

STRATEGIC PARTNERSHIPS

Aligning with industry groups and others to drive business and provide solutions.

PUBLIC RELATIONS

Valuable information and tools empower you to build local visibility and credibility.

TRADEMARK ENFORCEMENT

Ongoing legal efforts to ensure your brand is protected.

OFFICE SUPPORT STAFF

Full management and broker support at all times.

IN-OFFICE EQUIPMENT

FREE drop-in desks and printers available for use at all locations.





FREE BRANDING

Provided When You Join RE/MAX Distinctive

Product/Service

Sign Riders

Directionals - For Sale

Directionals - Open House

H-stakes

Marketing You E-Card (Social Media Boost)

Custom Business Cards

Distinctive Email Account

Distinctive Agent Personal Website

Distinctive Seller Guide (Print and Digital)

Distinctive Buyer Guide (Print and Digital)

Professional Bio Video

Professional Photo

DocuSign

ZipForms

Facemask

LISTING MARKETING PACKAGE

Up to \$200 Marketing Dollars per Listing

Service/Items

50 Coming Soon/Just Listed/Open House Cards

Just Sold Cards

Unique Property Website

You Tube Channel

Virtual Tour

Social Media Posting

Open House Flyer*

Brochures*

Listing Presentation via Toolkit*

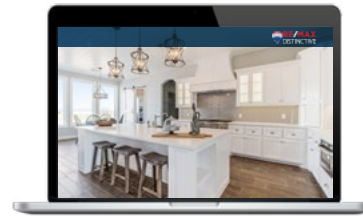
** Indicates free set-up and design by office. Agent pays for print.*

MARKETING PLATFORM



ANNOUNCEMENT CARDS

Upon joining, each agent gets to send up to 250 announcement cards to their contacts via snail mail.



BRANDED VIRTUAL TOURS

A branded virtual tour will be created for each of your listings.



BUSINESS CARDS

Each agent receives 250 business cards upon joining.



NAME RIDERS

Upon joining, each agent receives three free name riders.



BUYING & LISTING PRESENTATIONS

A professionally designed buyer and listing presentation handbook is provided by RE/MAX Distinctive.



COMPANY DESIGNED NEW LISTING KIT

Property brochures, flyers, and postcards for each listing you put on the market.



BRANDED VIDEO TOURS

We will create a branded video tour for each of your listings.



DRIP MARKETING SYSTEM

Stay top-of-mind by sending your contacts a variety of drip marketing campaigns, newsletters, e-cards, and e-flyers.



YOUTUBE TOURS

We will generate a YouTube video tour for each of your listings.



THE RE/MAX COLLECTION

This distinctive, high-end branding is the perfect choice for marketing your luxury listings.



FLYERS/BROCHURES/POSTCARDS

Professionally designed marketing pieces for prospecting, open houses, broker's opens, and events.



FARMING

RE/MAX Distinctive will work with agents to set up an extensive direct mail farming campaign (*cost covered by the agent*).

LEAD GENERATION

Company Generated Business Opportunities



WEBSITE LEADS THROUGH CLIENT CARE

REMAX.com and **REMAXDistinctive.com**
– the most visited real estate franchisor website, generating leads through tens of millions of visits a year.



REFERRALS

Company generated leads and referrals including Broker referrals from other Leading Real Estate Companies of the World.



AGENT'S PERSONAL WEBSITE

Turns visits to leads and goes directly to the agent without any referral fees.



GLOBAL CONNECTIONS

Global.REMAX.com – a connection to potential buyers and sellers anywhere and everywhere worldwide.



LEAD GENERATION SYSTEM

LeadStreet turns **REMAX.com** visits into leads which are sent directly to you, with no corporate referral fees.



RELOCATION OPPORTUNITIES

RE/MAX Distinctive along with our agents provide a comprehensive solution for home marketing assistance, home sale services, and inventory management. Corporate clients, group moves and transferees – we welcome the opportunity to become partners in the Washington, D.C. metro area and provide excellent VIP experience and leadership to clients. As part of a global network of over 100,000 associates, our agents help clients make the connections they need wherever they are moving.



REO AND FORECLOSURES

RE/MAX Distinctive is the current listing broker for the following government enterprises, financial institutions, and asset management companies:

- Washington, D.C. Housing Authority (DCHA)
- Housing and Urban Development (HUD)
- Chronos Solutions
- Pemco Limited
- Residential Mortgage Solution (RMS)
- Shellpoint

CUTTING EDGE TECHNOLOGY

Innovation is at the core of what we do. Your personalized technology solution begins with a dynamic web presence that captures the heart behind your business and your leads. Your integrated systems, including web-based CRM and mobile app solution for lead incubation, e-mail marketing platform for lead nurturing, transaction management system, property database, and your RE/MAX Distinctive proprietary marketing dashboard will empower you to be more efficient, productive, and successful.

Some of the tools available to RE/MAX Distinctive agents are:



IDX COMPANY WEBSITE

RE/MAX Distinctive provides a dynamic and inviting company website.



ONLINE MARKETPLACE POSTINGS

Listings are posted online every week to boost exposure.

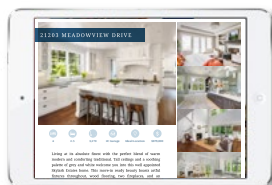
SOCIAL MEDIA CONTENT GENERATION

We will post to your Facebook business page on your behalf and will provide you access to a content library.



IDX AGENT PERSONAL WEBSITE

Agents receive a custom branded website, where you obtain every lead who searches on your site – no strings attached.



UNIQUE PROPERTY WEBSITES

Each of your listings will receive their own website with URL, i.e. *123MainStreet.remaxdistinctive.com*.



E-SIGN

Each agent receives a convenient and safe E-Sign account.



ZIPFORM

All Distinctive agents receive a ZipForm account through the corporate account to write contracts.



LEAD GENERATION SYSTEM

This cutting-edge office system integrates with each agent's Distinctive website to help effectively nurture and close leads.



TRANSACTION MANAGEMENT SYSTEM

Access your transactions, documents, tasks, and track important due dates 24/7. Get performance and sales reports and review documents for compliance.



RE/MAX DESIGN CENTER

Design, create, and manage marketing campaigns, engage contacts and clients, and cultivate relationships from the initial lead through to a successful home sale through your remax.net account.



LISTING MARKETING REPORTS

Reporting back to their clients the number of visitors to your site is the most direct way to measure interest and whether you are generating enough visibility.



CUSTOMER RELATIONSHIP MANAGEMENT

Track buyer and seller leads through Customer Relationship Management (CRM). Run e-mail marketing campaigns and keep prospects engaged.



CLIENT REVIEW SYSTEM

After each closing, agents can opt to receive a review/testimonial that automatically gets posted on the agent's website.

AGENT DEVELOPMENT: EDUCATION AND TRAINING

RE/MAX Distinctive has the best real estate training in the area. We recruit, train, and coach the most professional and knowledgeable sales associates in the business. Our Career Development and Training Department provides opportunities for our sales associates to grow both professionally and personally. We provide introductory and ongoing training designed to enhance careers and optimize earnings.

Our robust training course prepares you to better build your business with an excellent working knowledge of established policies and procedures, real estate forms, sales contracts, professional etiquette, and other helpful subjects. We also have RE/MAX University which is an online On-demand education available 24/7, with a mix of guided and self-directed content.

Whether you are brand new to the industry, just sold your 20th house, or you're a lifetime top producer, we extend that same hands-on "spaced learning" approach to our in-house trainings, ensuring that our agents are comfortable with each building block before moving on to the next.

Each agent relationship begins with a simple business plan tailored specifically to meet your individual goals and aspirations. We then work together to tailor a mentoring/coaching program to help you stay focused on the actions necessary to accomplish those goals. In addition to scheduled coaching sessions, Distinctive sales associates have easy access to their management and supervising brokers for answers to other real estate questions that may arise. We want you to be successful.

In between our in-house trainings, we do invite speakers from the various real estate industries to come and educate us on products that are relevant to the business.



For newly licensed agents, we offer five mandatory courses (on demand):

1. **Listing 101**
2. **Selling 101**
3. **Title 101**
4. **Mortgage 101**
5. **Inspections 101**

For all our other agents, some of the trainings offered are:

- **Company Information**
- **Technology Overview**
- **Agent Business Planning**
- **Real Estate Cycle**
- **Marketing Bootcamp**
- **Open House Bootcamp**
- **Referral Bootcamp**
- **FSBO Bootcamp**
- **Expired Listings**
- **Getting it Right with Social Media**
- **Buyer Conversion**
- **Listing Conversion**
- **Buyer Broker Agreement & Supporting Docs**
- **Sales Contract & Addenda**
- **Listing Agreement**
- **Pricing Bootcamp**
- **Contract to Closing and Beyond**
- **Winning Business with Design Center**
- **Lead Conversion and LeadStreet**
- **Marketing your Business with LeadStreet**



RE/MAX
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A nighttime photograph of a cityscape featuring a complex highway interchange in the foreground and a prominent skyscraper in the background. The scene is illuminated by city lights and traffic light trails. The text 'DISTINCTIVE DEPARTMENTS' is overlaid in white, centered on the image.

DISTINCTIVE DEPARTMENTS

DISTINCTIVE PROPERTY MANAGEMENT

RE/MAX Distinctive Management has provided professional residential property management and leasing services for the Northern Virginia area since 1978. We offer a more personal approach that's always flexible in dealing with our client's needs. Our commitment is to make the management of our client's home easy and worry-free.

Distinctive Property Management handles tenant screening, safety and conditions of the property, evictions, inspections, lease addendums, lease termination, handling security deposits, rent collection, renovations, repairs, move-ins, and move-outs. Our many referrals from satisfied clients indicate that we are successfully achieving our goals.





DISTINCTIVE **COMMERCIAL**

Strength in commercial real estate means more business for everyone. Distinctive Commercial, the commercial real estate arm of RE/MAX Distinctive Real Estate is no stranger to success. Our team consists of the most knowledgeable, results-driven brokers. Our Distinctive Commercial agents and brokers are held to the highest standard of business to exceed your needs.

We specialized in retail spaces, offices, warehouse, light industrial, golf courses, raw land, multi-family and mixed-use developments. Distinctive Commercial is Committed to Excellence.

DISTINCTIVE TITLE

FLEXIBILITY

Every deal is unique; at Distinctive, we get that. That's why we've reinvented familiar service offerings and enhanced them to be able to keep up with the ebb and flow of even the trickiest transactions.

SELECTION

Distinctive Title is pleased to offer hard-to-find services backed by some of the best professionals in town.

CUSTOMIZATION

Get exactly the service you need, just the way you like it – really! Let us know what we can do to make this your best transaction ever.

AVAILABILITY

No pretenses here – as in-house and neighbors, we're here for you anytime! We are committed to helping you reach your potential from wherever you are.

UNPARALLELED SERVICE

Distinctive Title believes that each customer is more than a number, an address, or a file. Let us show you our Distinctive style and hospitality. We will help you feel right at home.





DISTINCTIVE FOUNDATION

The mission of Distinctive Foundation is to provide lift, balance, and longevity to local community charitable organizations. By providing financial support and assisting with the cultivation of human capital, we will empower other organizations through our partnership to attain goals that will serve and inspire the community in which we live.

RE/MAX Distinctive sponsors events throughout each year that will provide services to local community organizations that need help and give back the good fortune that we have cultivated. It also gives us an opportunity to network with the other agencies within our communities we may not have previously known about.

We are also a strong and longtime partner of Children's Miracle network. RE/MAX Distinctive has made a difference by becoming a Miracle Office. Through the Miracle Home and Miracle Property programs, RE/MAX Distinctive agents and the office associates donate to Children's Miracle Network hospitals after each residential and commercial transaction. All donations benefit Children's National Medical Center in Washington, D.C., the local CMN hospital.

Some of the charities and agencies RE/MAX Distinctive has supported through the years and continues to support are: Race for the Children, In Christy's Shoes, SLOPSA USA, DCHA, My Little Patient, Susan G. Komen®, and The Reading Connection, to name a few.



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