

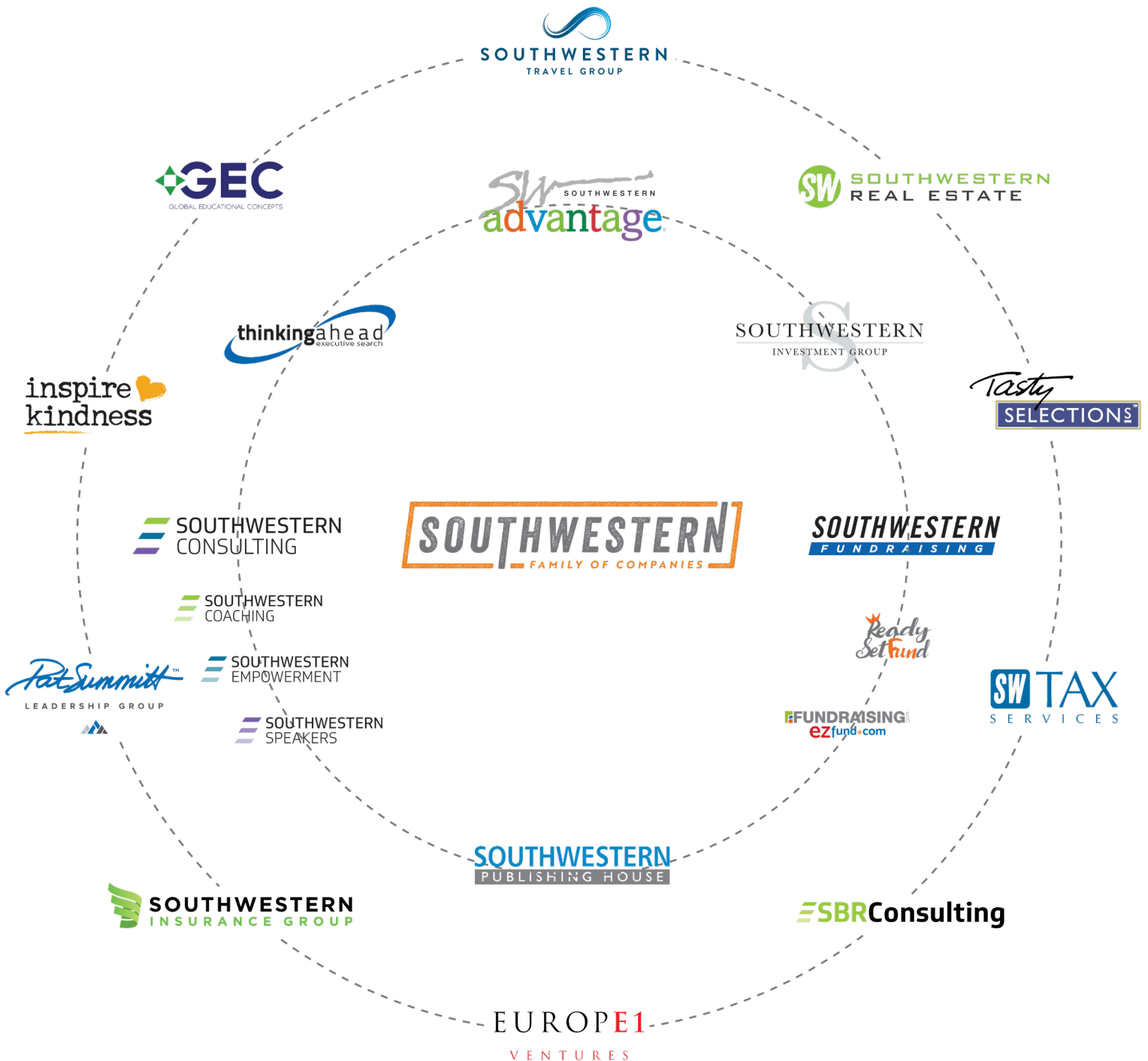


SOUTHWESTERN
REAL ESTATE

Overview



Our Family





Statement of Purpose

At Southwestern Family of Companies, our mission is to invest in purpose-driven people who are inspired to build principle-guided businesses that impact the world. We help people develop the skills and character they need to achieve their goals in life. Ultimately, we strive to positively impact the people and communities we serve worldwide.

As part of that pursuit, we believe in:

- An uncompromising commitment to operating with **integrity** and doing what we say we're going to do
- **Leading by example** because you can't teach what you don't know, and you can't lead where you won't go
- Setting goals, **using positive self-talk** and never limiting ourselves in what we can accomplish
- The power of **serving others**; what we do is important
- **Giving** with little regard for what we might get back
- Being coachable and continually pursuing personal and professional **growth**
- **Seeing** people not just for who they are but also for who they can become
- The power of an **entrepreneurial spirit** and helping people reach their ultimate potential
- **Taking action** and operating with a sense of urgency
- Being good stewards of our resources and being **accountable** to our partners for our results
- Focusing on **what is right** and not who is right
- The power of **faith** and believing we are strong enough to overcome any obstacle
- Choosing a **great attitude** and always finding a way instead of an excuse
- Being customer-focused, service-minded and doing the **right thing** for our customers and team members; we are blessed by the efforts of those before us, and we want to pay it forward
- **Self-discipline** and that successful people form the habit of doing the things they know they should be doing, and becoming the best version of themselves
- Working to **recognize others** over seeking recognition for ourselves; we help people feel valued
- Having an **intentional focus on sales** and that each person is responsible for the growth of the company
- Using **principles** to guide our decision making
- Developing a lasting **relationship** with our team and treating team members like family members

Most of all, we believe in building purpose-driven people. We take pride in being the best company in the world at recruiting, training, and inspiring elite sales forces. We carry a special reverence for our heritage and work with intentional responsibility to preserve our legacy for those who will come after us. We value being an integral part of our family of companies and believe in the power of shared ownership as we strengthen and grow together.

We **INVEST** in building people. We **INSPIRE** people to achieve their goals in life. We positively **IMPACT** the world.



Why Choose a Career in Real Estate?

Even with all the advances in technology, selling a residential property is highly dependent on a skilled professional to achieve the best results for a buyer or seller. On average, Americans will purchase and sell 3 homes in their lifetime, so people just don't do it frequently enough to be comfortable without an expert to guide them.

- **Balanced Lifestyle:** Most agents work from a home office and schedule their work around their priorities.
 - **Significance:** Use your skills to make other's lives better. When we do our job well, it makes a world of difference to our clients and they thank us for it.
 - **Transferable Skills:** If you've been in a career that required disciplined behaviors over time AND excellent communication skills, you can be successful here.
 - **High Returns:** Get paid for what you put into it. After a few years, the cumulative effect of building a real estate career can be extremely lucrative.
 - **Fun:** Work with friends, family, and friends of friends. Most people chose their Realtor by a friend's referral, so your business can actually be working with people you already know and like.
-





Why Join Southwestern Real Estate?

- Proven system to build a great business: Our system teaches agents how to build a referral network. Year by year our system has a compounding affect and agents are able to build a top tier business working with people they like.
- Boutique Brokerages: We only add agents who are a great fit for our culture. We want to build great businesses and surround ourselves with like-minded individuals who inspire us to do great things. To do that, everyone needs personal attention and training.
- Agents like working here: While the real estate industry sees 86 percent of new licensees exiting within 18 months nationally, we consistently retain close to 90 percent of our new agents year after year.
- Priority on mentorship: Every agent needs a mentor to show them the ropes, answer questions, train, and cheer for them. We share our best ideas and root for each other's success.
- Culture of Growth and Excellence: We grow our businesses and we grow as people. When we are Excellent at our job, we make other people's lives better.
- Build equity: All of our agents can become shareholders in the Southwestern Family of Companies. Own part of the company you work with.
- Statement of Purpose: What you read in our Statement of Purpose is really what you can expect working here. It's not just a feel good document.



Who is Southwestern Real Estate?

Southwestern Real Estate, a member of Southwestern Family of Companies, is a boutique brokerage for top producers, or those who aspire to become a top producer. We invest in agents looking for a thriving real estate career.

Established in 2007 by Patrick Roach, and around the same time as the Great Recession, our company has weathered many storms. We continue to grow, from one agent in suburban Chicago to offices in Illinois, Tennessee, Texas, Florida, Nebraska and Monterrey, Mexico.

FOUNDING PRINCIPLES FOR SWRE

- 1 SWRE agents are not my competition, we are co-workers and we support each other and cheer for each other. Their success lends to my success.
- 2 If I want more business, I grow my network.
- 3 My network is only “my network” if they want to be.
- 4 I am an emotional giant and I can be strong, even when no one else is.
- 5 I work from a mindset of abundance. No one deal makes or breaks my year. I work hard all year and there is always enough.

Cultural Distinction

SWRE started at a difficult time - the Great Recession. During our first six years, homeowners across the country were losing value every single year, and it was a heartbreaking time to sell a home. In spite of the conditions, year by year our company grew. In many ways, the Recession helped shape what Southwestern Real Estate is today.

Buying or selling a home is both a logical and highly emotional process. It involves massive financial implications, but it also involves families with memories and a deeply personal stake in "home." It requires an agent who can empathize, as well as analyze - helping the client manage their emotions and receive fair market value.

In essence, selling a home is one of the most intimate business transactions a person will have in their lifetime. The agents who build the best businesses do so because they can see the humanity in the transaction. Our agents are hired because they have a high level of emotional intelligence, great communication skills, and a huge heart for their clients. We work very hard to help as many people as we can, but we always keep the individuals of the transaction in focus and at the center.

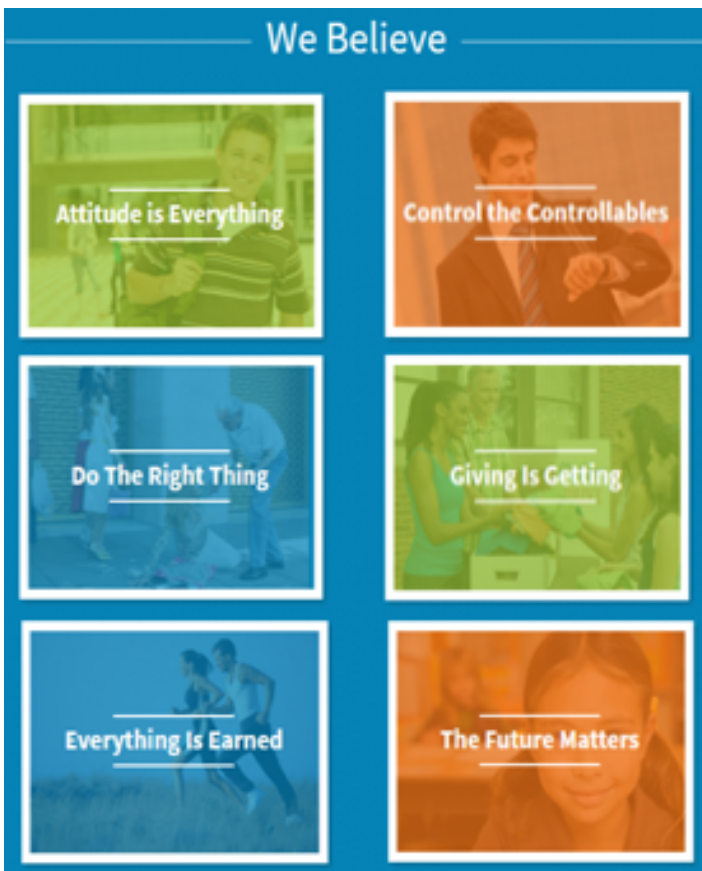
This mindset and perspective also applies to our agents. As a brokerage, we decided not to take the traditional path of recruiting as many agents as possible and waiting to see who lasts. Instead, we carefully select those who we believe share a common vision, dedicated to a career in real estate. We invest in our agents and offer every opportunity to become successful. We leave no agent behind. We work alongside each individual to help them achieve their goals in life. We are entrepreneurs and we want to create, build, and grow a company surrounded by other high-performing agents who support and root for each other. We know that each one of us is running a business and there are few guarantees that come with that, except for what you can guarantee yourself.

Our Unique Proposition

For our businesses to grow, we need to grow in partnership with others. Because we have access to young and skilled talent, through the Southwestern Advantage, we can leverage our responsibilities through others and create a career that fits a highly desired lifestyle. Finding highly skilled talent at a price that is affordable is extremely difficult to find and we have it in abundance.

Top 10 Qualities We Look For:

- Desire personal growth
- Expect to work full time
- Committed to excellence
- High emotional intelligence
- Strong communication skills
- A track record of accomplishment
- Coachable
- Dedicated
- Persistent
- View a career as a business and business growth as mandatory for success



Benefits Package

OUR BENEFITS REFLECT OUR PRIORITIES:

- **PAY PLAN** – our interests are aligned with yours - no cap and no fees - we partner with your success and you are not our client, we're on the same team
- **LEADERSHIP PAY** – rewarding the effort that goes into recruiting and developing other sales people
- **INCENTIVE TRIP (SIZZLER)** – building relationships as we live life together going good work
- **STOCK PLAN** – building equity for retirement, your mindset changes when a profitable company means good news for the employees too
- **ACCESS TO TALENT** – Southwestern Advantage
- **COMPANY CULTURE** – Statement of Purpose, we teach principles and we live out our principles, mentorship, like minded team members, individual and corporate training



Your Financial Picture

BUFFINI EXPANSION FORMULA*

	CLIENT DATABASE	+	(CLOSED TRANSACTIONS X 1.5)	=	EXPANDING DATABASE
YEAR 1	100	+	(10 X 1.5 = 15)	=	115
YEAR 2	115	+	(20 X 1.5 = 30)	=	145
YEAR 3	145	+	(30 X 1.5 = 45)	=	190
YEAR 4	190	+	(40 X 1.5 = 60)	=	250
YEAR 5	250	+	(50 X 1.5 = 75)	=	325

BY END OF YEAR 5:	<u>325</u>	IN YOUR DATABASE
	<u>250</u>	ARE YOUR PAST CLIENTS

*Buffini Expansion Formula is a tool used through Buffini & Company Pathway to Mastery Training class

Here you can see how our strategy builds over time, as agents grow their network to over 250 relationships, things really take off. The lower chart is a real life example of what this can look like. It's clearly a journey filled with a variety of challenges, and it likely won't be a smooth path to success, but by design we can control the variables that most impact our business and ensure success over time. This real life example would also include Leadership Pay for having recruited two additional agents, multiple levels of stock earned, multiple Sizzler trips, and hundreds of happy families now living in the homes they love.



PAST PERFORMANCE IS NOT INDICATIVE NOR A GUARANTEE OF FUTURE RESULTS.

What to Expect in the Interview Process



STEP ONE: SCREENING INTERVIEW

Let's get to know each other and see if our goals are aligned



STEP TWO: DEEP SCREENING

Written questions and answers will be discussed



STEP THREE: PROFILE EVALUATION

Online DISC Assessments to evaluate your potential assets and where you might face greater challenge in this career



STEP FOUR: MEET THE TEAM

Sit in a corporate training event and have a Q&A with 2 or 3 of our agents



STEP FIVE: FINAL CONFERENCE

Discuss the benefits package and expectations

Onboarding Process



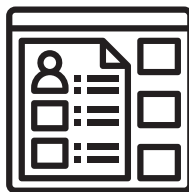
1. PROVIDE PROOF OF PASSING EXAM FOR LICENSING.



2. SIGN THE INDEPENDENT CONTRACTOR AGENT AGREEMENT.

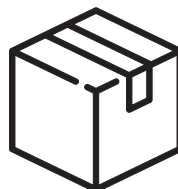


3. SWRE BRANDED EMAIL TO BE SETUP.



4. BACKGROUND & DRUG SCREEN.

This process could take up to 5 business days.



5. ONCE THAT IS COMPLETED, A WELCOME TO THE TEAM MARKETING KIT WILL BE ORDERED.

This includes business cards, letterhead, and notecards with envelopes.

Training

THE PATHWAY TO PERSONAL & PROFESSIONAL GROWTH

ACADEMIC

- Race to 150 Group
- Race to 250 Group
- 2 Sessions a year offered of Pathways to Mastery
- Annual Kickoff – located corporate headquarters in Nashville, TN
- Midyear Buffini & Company training – location TBD annually
- Access to The Hub - Video Library w/ training scenarios

APPRENTICESHIP/ONBOARDING

- Immediate immersion into the business by working directly with a mentor
- Performing searches, assisting with showings and day-to-day operations
- Attending client meetings, listing presentations, inspections
- One-on-one training in database management
- Weekly video coaching/classes with our Founder and President

MENTORING

- Continuous development of core competencies through weekly personal conferences
- Monthly online training events and semi-annual company-wide opportunities
- Accessible experienced agents to help with questions and concerns

Your success is up to you, but we will make sure you have all the attention and support you need to get there.

Social Responsibility

Southwestern Real Estate and parent company Southwestern Family of Companies endorse causes that promote positive change. Some organizations that Southwestern Real Estate team members support include:



SOUTHWESTERN
REAL ESTATE