

“ Try desperately to make products and services distinctive and customers stick to you like glue ... whatever works to be unique ... ”

– Jack Welch, former CEO of General Electric

MEMBERSHIP | PART FIVE

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The Heart of MaxAvenue™ Membership is: The Maximum Value Home Selling System™

Just Imagine If:

- You were using a *listing presentation* that closes with almost a 100% success rate, takes less than 60 seconds to deliver, and has home sellers *excited* to pay your full commission even if they have discount agents offering them lower commissions ...
- You knew *with certainty* your home sellers got the most money for their home because you used a systematic and proven property marketing equation...
- You exploded your referral business by combining your *relationship skills* with a superior *customer driven value proposition*, plus a business system that exponentially grows your business with mathematical certainty ...
- You had a branded home selling system that could easily be duplicated by other agents on your team, and that allows you to build a business that you could sell for up to millions of dollars when you retire (because the business was not based solely on your personality).
- You became the dominant agent in any chosen neighborhood because everyone in the neighborhood knows that you have a proven process to “get the most money for their home” and the “world-class service they deserve.”

.....
 “According to the Consumer Federation of America, June 2006 report, over 63% of home sellers believe that even paying 5% commission is too much for the service Realtors provide.”

A Revolution in Value Creation for Home Sellers

Have you ever met a home seller who wants to get less money for their home? Virtually every Realtor says they will get top dollar for their seller, but how many agents could show their clients a proven, comprehensive and repeatable system backed up by a detailed budget and expert team to execute the plan?

The majority of sellers now believe there is a GAP between the commissions they pay Realtors and the value they receive. In fact, according to the Consumer Federation of America, June 2006 report, over 63% of home sellers believe that even paying 5% commission is too much for the service Realtors provide.

Create a durable competitive advantage.



MEMBERSHIP | PART FIVE

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The Shocking Hidden Cost of NOT Getting Maximum Value for Your Home Sellers

Every Realtor has a fiduciary responsibility to get the maximum selling price based on a blend of objectives and resources of the seller and the local market conditions. However, few, if any, agents and sellers consider the time value of money. If you helped a home seller with a \$400,000 home get *10% more money for their home* through the execution of a superior marketing plan, the net result would be approximately \$40,000 additional profit (10% of \$400,000, without calculating commission).

However, the potential financial impact is far greater. The number one financial miracle of the last hundred years is the principle of compounded interest or return. If the seller invested the additional \$40,000 in a mutual fund that returned just the 8% long-term average historical rate of the stock market, the \$40,000 would compound into \$440,811 over 30 years and \$657,584 over 35 years.

As you can see, the hidden cost of not maximizing the selling price on a listing could be devastating to someone's financial future. A home is often the largest financial asset an individual or family owns. *When sellers realize the current and future impact the sale of their home has on their finances, they are eager for you to present a detailed plan of exactly how to get the maximum value for their home.*

The 7-Step Maximum Price Equation™

The **Maximum Value Home Selling System™** is specifically designed to get home sellers 5-15% more money for their home than traditional property marketing methods. The heart of the **Maximum Value Home Selling System™** is the **7-Step Maximum Price Equation™** that is a proprietary formula developed by **MaxAvenue™** and backed by extensive market research. When home sellers see how the **Maximum Value Home Selling System™** works, their eyes light up and they wonder why no other Realtor has ever approached them with such a compelling plan to get maximum value for their home.

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"The Maximum Value Home Selling System™ is specifically designed to get home sellers 5-15% more money for their home than traditional property marketing methods."

Create a **balanced** business and life.



MEMBERSHIP | PART FIVE

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A Listing System So Revolutionary it Makes Your Competition Irrelevant

After four years of carefully developing and successfully field-testing the **Maximum Value Home Selling System™**, MaxAvenue™ is releasing this unique system to a small group of hand-picked agents who want to be part of a value creation revolution for sellers.

“The Maximum Value Home Selling System™ works almost like magic as home sellers are mesmerized by a fresh, new process that focuses on how to maximize the selling price of their home with a transparent business plan that instantly gains their trust and confidence.”

The listing system is so effective that you can expect to close nearly 100% of your listing presentations. Your competition will become virtually irrelevant because you will no longer be competing on just the basis of your reputation or how much commission you charge. Instead, you'll be in a class by yourself by creating so much value for your client that the decision to use your services will simply be a no-brainer.

The **Maximum Value Home Selling System™** works almost like magic as home sellers are mesmerized by a fresh, new process that focuses on how to maximize the selling price of their home with a transparent business plan that instantly gains their trust and confidence. Home sellers are usually delighted and very surprised to see a home selling system that has been created to serve their interests first—and that has been articulated and presented in such a clear and compelling manner.

Realtors using the **Maximum Value Home Selling System™** will quickly and permanently differentiate themselves from other agents as it becomes obvious to home sellers that you are offering exactly what they want—maximum value for their home, a world-class customer experience and a smooth transactional process.

The Maximum Value Home Selling System™ Brand—

Why it is The Key to Building Equity in Your Business & Selling it for Up to Millions of Dollars When You Retire?

The power of brands is well known. Have you ever heard of anyone paying \$70-\$100,000 for a high end Mercedes Benz model? How about for a car named Joe's Auto? Most of us purchase our favorite brands all the time. Through branding we instantly know the difference between a Ritz Carlton Hotel and a Motel 6. Branding allows for accelerated word of mouth and transcends any one individual. Would you rather own a distributorship for Mercedes Benz or Joe's Auto?

“Your brand needs to open a defining gap between itself and its competitors—whether it is new to the market or an existing player.”

– Kelly & Silverstein, *Breakaway Brand*

MEMBERSHIP | PART THREE

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How many agents do you know who have sold their business for \$1 million or more to another agent or investor? For decades, Realtors have relied on the power of “the brand is me” business model. This model has worked reasonably well for building relationships with clients, but it has been a disaster in terms of creating a business that agents can sell. Many of the new brokerage models have attempted to provide some type of retirement income model for agents, but these models still leave agents without significant equity in their own businesses.

“Now you can leverage your great relationships with clients and build a valuable, saleable business by delivering a branded home selling solution backed by integrated business systems and a multi-million dollar business team to support your growing business.”

Make The Most of Your Career As A Realtor®

The **Maximum Value Home Selling System™** gives agents the best of both worlds. Now you can leverage your great relationships with clients AND build a valuable, saleable business by delivering a branded home selling solution backed by integrated business systems and a multi-million dollar business team to support your growing business.

The **Maximum Value Home Selling System™** allows you to deliver a highly differentiated value proposition to home sellers and gives you a branded home selling solution that allows you to build equity in your business.

Most agents have overlooked or simply have not planned a viable exit strategy for retirement. **MaxAvenue™** believes that Realtors, as independent business people, deserve the same chance of building equity in their businesses as millions of other small business people who have built and sold their businesses. The **Maximum Value Home Selling System™** and the **MaxAvenue360™ Business Support Systems** are designed to give Realtors the opportunity to build a business, not just a practice.

“There is nothing more powerful than an idea whose time has come.”
 – Victor Hugo

MEMBERSHIP | PART FIVE

cont.

Denise Fast—Used the Maximum Value Home Selling System™ to Grow Her GCI From \$600,000 to \$1.2 Million in Just 24 months—Despite a Real Estate Downturn in Her Marketplace ...

“I’ve seen a lot of the coaching systems teach people how to go out and get the listing, or what dialogue to use to get the listing. But I haven’t really seen them focus on the client and how to truly get top dollar for that client in any market whatsoever.

*“Now, after working with Harold Ware and learning the **Maximum Value Home Selling System™**, what I’ve found is that I can go in and talk to any client, I don’t care if he’s the CEO of a multi-million dollar company or a movie star. I have the self-confidence to walk in, speak to any client and say, look—this is what you need to do to maximize the value of your house.*

*“The power of the **Maximum Value Home Selling System™** is it allows the seller to see objectively a detailed plan that outlines how I’m going to achieve top dollar for them in any market and it’s something that no other agent is giving them. The other agents are making promises, but they’re not showing them anything on paper that actually proves to the seller, gives the seller a real feeling of confidence that they’re going to achieve that.*

*“The result of using the **Maximum Value Home Selling System™** is that out of 120,000 RE/MAX agents worldwide, I am #39.*

*“If you really want to take a step that I think goes beyond all of the coaches that I’ve ever seen out there, beyond all of the other systems—hire **MaxAvenue™**. You’ll find that you have a partner who’s going to help you to the next level, who’s going to help you reduce the stress, who’s going to take all the confusion out of it so that you don’t have to sift through mountains and mountains and mountains of solutions. They’re going to come up with one solution that’s going to work best for your business.”*

(Read the full Denise Fast report and see video testimonials at www.maxavenue.com)



MaxAvenue™ client,
Denise Fast

MaxAvenue™ The High Road to Success.



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Larry Kendall, Chairman Emeritus & Co-Founder of "The Group, Inc.," & Creator of "Ninja Training," a 34-Year Veteran in The Real Estate Business ...

"Clearly our industry is under siege. There are a lot of challenges right now. There are the cyclical challenges of the market, with structural changes and more internal competition and outside competitors—along with changing consumer attitudes. What I see is a lot of Realtors wondering, what do I do? Where do I go?"

"What's the answer? I think one of the greatest challenges Realtors have today is differentiation. How do they separate themselves from the masses? And how do they separate themselves in a way that adds value to the customer?"

"I would encourage them to look for innovation. Look for innovative change, not just doing something different, but something that's really and truly innovative in a way that adds value."

*"I believe the **Maximum Value Home Selling System™** is a great way to differentiate yourself."*

"What we're talking about here is differentiation in a way that's valuable to the customer. Realtors go to workshops and they learn they can be different by coming up with a different business card or whatever. We're not talking about that. We're talking about being better. We're talking about being different in a way that adds value."

*"The second value being created with **MaxAvenue™** is the branding. It is a branded system that goes with the Realtor. And the Realtor actually has something that is valuable when they choose to exit the business."*

*"That's why I am so enamored with this system. I think every top Realtor needs to take a close look at the **MaxAvenue™** system and see if it's a program that can work for them. I believe that it can."*

*"I personally believe that the **Maximum Value Home Selling System™** and **MaxAvenue™** is the right system at the right time."*



Larry Kendall, Chairman Emeritus & Co-Founder of "The Group, Inc."