

Weichert®

HOME OF UNLIMITED OPPORTUNITY



INNOVATION



TRAINING



SUPPORT



SUCCESS



Your Guide to the Advantages of a Career at Weichert



YOUR INTRODUCTION

TO OUR ABILITY TO MAXIMIZE YOUR POTENTIAL.



If the key to success is being in the right place at the right time, you are certainly off to a great start. Here you stand on the threshold of a career in the thriving real estate industry, looking into the company that does the most to guarantee the success of each and every Sales Associate and staff member.

You see, what sets us apart from every other large real estate company is the principle I discovered while still working as a Sales Associate myself. "People buy people before they buy a product or service." That's our motivation to provide the best possible personal service in the industry. It's also why I see to it that everything we do as a company helps our Sales Associates function with a minimum of hassle and a maximum of return.

To make the **Weichert** vision of excellent service a reality, we are committed to bringing in people like you who can maintain the highest standards of professionalism and letting you soar. I personally appreciate your interest and I look forward to the possibility of welcoming you aboard.

Sincerely,

A handwritten signature in green ink that reads "Jim Weichert".

Jim Weichert
President, Weichert, Realtors®



Corporate headquarters, Weichert, Realtors,
Morris Plains, NJ

**WHY
Weichert?**

As we add new offices and expand others, the **Weichert** success formula is paying off for more and more new Sales Associates like you.

STEADY EXPANSION

MAKES GROWING WITH THE COMPANY EASY FOR YOU.

At first, Weichert, Realtors® consisted of a single office headed by Jim Weichert himself. Today, our family of companies generates over \$61.5 billion a year in sales volume, and we are the nation's largest private provider of real estate services*. No wonder we need more new Sales Associates than ever.



Weichert rapidly expands from east to west

FUTURE
GROWTH
\$(UNLIMITED)

2002
\$42.5 BILLION

2003
\$52 BILLION

2004
OVER
\$61.5 BILLION

New opportunities keep opening up as we broaden our geographical reach. The proven track records of both our company-owned offices and our newer Weichert affiliate offices make them excellent places for you to build your career.

*Source: Real Trends 2004 survey of leading brokers includes total 2003 volume for real estate sales, mortgages, insurance, and title

SUPERIOR TRAINING

WILL PUT YOU ON THE FAST TRACK TO SUCCESS.

Nothing builds confidence and ensures results for Sales Associates like “Weichert University” training.

Whether online or at our state-of-the-art headquarters on the main Weichert campus or locally at regional training facilities, our courses and programs lead quickly and directly to productivity. New Sales Associates almost universally cite Weichert training as a key reason for coming aboard.



“FastTrack” classes for all new Sales Associates enable you to use Weichert methods to start building your business right away.



**WHY
Weichert?**

The strength and depth of our nationally renowned training jump-start careers faster and keep established Sales Associates going stronger.

Weichert
Welcome

Weichert UNIVERSITY
The best course your career can take.

Welcome

As the source of excellence in learning solutions, it is our mission to bring the best in professional development to the Weichert Family of Companies - for the dreams of our customers, the success of our associates and employees, and the growth of our company.

We hope you enjoy your learning experience. Please take time to navigate through modules and complete your studies. You may need to log back into WeichertOne.com at the end of your session to return to our intranet.

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The specialized courses that will enhance professional skills throughout your career are available online through our eLearning courses.



The OnTrack Mentor Program pairs each beginning Associate like you with an experienced Sales Associate Mentor who offers the guidance necessary to quickly boost productivity.



DIFFERENTIATING YOU

WITH IDEAS THAT WILL BRING YOU CUSTOMERS.

As a Weichert Sales Associate, you will have a competitive advantage. Advertising designed to attract potential customers, sales materials designed to win them over, and press releases to support you locally, all combine to help you leverage the “Weichert Difference.” Our internal website, WeichertOne.com, will serve as your portal for information to help grow your business.



Brochures and sales pieces that speak your customers' language and answer their questions are key ingredients in helping you generate sales from our industry-leading Open House program.



**WHY
Weichert?**

We continuously help you set yourself apart with compelling advertising, persuasive sales tools, and countless relevant communications.



A consistent approach that builds awareness and memorability for all messages - on billboards, in direct mail, press releases and sales materials - allows your customers to recognize you as a representative of a company they can trust.



Every office includes someone responsible for customizing the sales tools you will use.



INGRAMS MODEL READY FOR FALL OCCUPANCY



...including a master bedroom with walk-in closet, dining room, kitchen and granite walk-in kitchen. The master bath features a luxury whirlpool tub, walk-in closet and vanity. Call today to see this model. The Ingram's Model is located at the corner of ...

PREMIERWEBSITE

WILL HELP YOU CONVERT LEADS AT FIVE TIMES THE INDUSTRY AVERAGE.

With 72% of all potential buyers starting their home searches online,* **Weichert** Sales Associates can take advantage of the totally unique approach we've developed to maximize this extremely important source of leads. The Weichert Lead Network features a call center of professionals who qualify prospects and instantly connect them to a Sales Associate.



Our leading edge call center staffed by licensed professionals qualifies prospective buyers and sellers. Their unique ability to respond quickly to e-mail and telephone inquiries can immediately generate business for a **Weichert** Sales Associate.

**WHY
Weichert?**

Weichert Sales Associates can succeed quickly by working with excellent leads supplied directly to them by the Weichert Lead Network.

Weichert Realtors
 1-800-USA SOLD (877-7653)
 CONTACT US
 EMAIL ME LISTINGS

QUICK SEARCH
 City & State, or Zip: _____
 MLS #: _____
 Price Range: Any Price - To: Any Price
 SEARCH

WEICHERT ALSO OFFERS:
 Rentals
 Luxury Homes
 Historic Homes
 New Homes and Land
 Corporate Housing
 Commercial & Investments
 Career Opportunities
 Insurance
 Gold Services
 Relocation
 Real Estate Schools
 Referral Associates

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REALTOR® -- A Registered collective membership mark that identifies a real estate professional who is a member of the **National Association of REALTORS®** and subscribes to its strict Code of Ethics. Inquiries regarding the **Code of Ethics** should be directed to the **board** in which a REALTOR® holds membership.

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 City & State, or Zip: _____
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 Homes and Land
 Corporate Housing
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weichert.com
1-800-USA SOLD

Two highly effective ways Weichert brings customers to you:
 We process an astounding 8,000 leads a month from our toll-free number and electronic inquiries. What's more, through links and search engines, over 65,000 of your potential customers a day are attracted to our extremely user-friendly website, weichert.com, where they will be able to find you and your office.



NEEDED SERVICES

LIKE MORTGAGES WILL MAKE YOU MORE VALUABLE TO CUSTOMERS.

Your ability to team up with a **Weichert** expert on financial services can make a powerful impression on customers.

Convenient and immediate delivery of Weichert Gold® Services* like mortgages, insurance, title and many other home-related services translates to true one-stop shopping. It's another "Weichert Difference" that will build trust and loyalty for you.



A member of our Financial Services Team is always ready to pre-approve your buyers and help them find the right mortgage from among hundreds of different options.



Weichert Gold® Services

one stop, many solutions

Mortgages, insurance, home warranties, moving and related home services.

WHY Weichert?

You will have full access to the financial expertise that can provide your customers with one-stop service right in your own office seven days a week.

*Varies by location.



Weichert Gold Services will help your homebuyers and sellers with insurance, closing, and moving, as well as by offering discounts on many of the services that help people settle into a new home.



Knowledgeable Financial Services coordinators answer customers' questions about our wide range of services, facilitate implementation and will work to keep you informed.

RELOCATION CUSTOMERS

CAN BECOME TERRIFIC LEADS FOR YOU.

Relocating employees are highly desirable customers because they need to sell their homes and purchase new ones quickly.

As one of the world's largest relocation companies, Weichert Relocation Resources Inc. will continually provide you with qualified leads from this robust market, because the strong service of **Weichert Sales Associates** results in a very high rate of repeat business.



Weichert Relocation Resources' counselors will work closely with you to address the needs of relocating employees.

**WHY
Weichert?**

As one of the largest relocation management companies, Weichert Relocation Resources Inc. will deliver you a steady stream of motivated customers.

With the launch of **Weichert Global Network**, our representatives now provide relocation services to your potential customers in 120 countries worldwide.



Weichert Relocation Resources has worked with major corporations all over the country. Here are just a few:

Agfa Corp
AstraZeneca
Best Buy Co.
Biogen Idec
Campbell Soup Company
Capital One
Deloitte & Touche
Deutsche Bank
Elan Pharmaceuticals
Enbridge
Forest Laboratories Inc.
GlaxoSmithKline
Hasbro, Inc.
Home Depot
J. Crew
Kraft Foods UK Ltd.
Mack Trucks Inc.
New York Life Insurance Co.
Panasonic
Quest Diagnostics
Saint Gobain
Subaru of America
The Boeing Company
T. Rowe Price
The Scotts Company

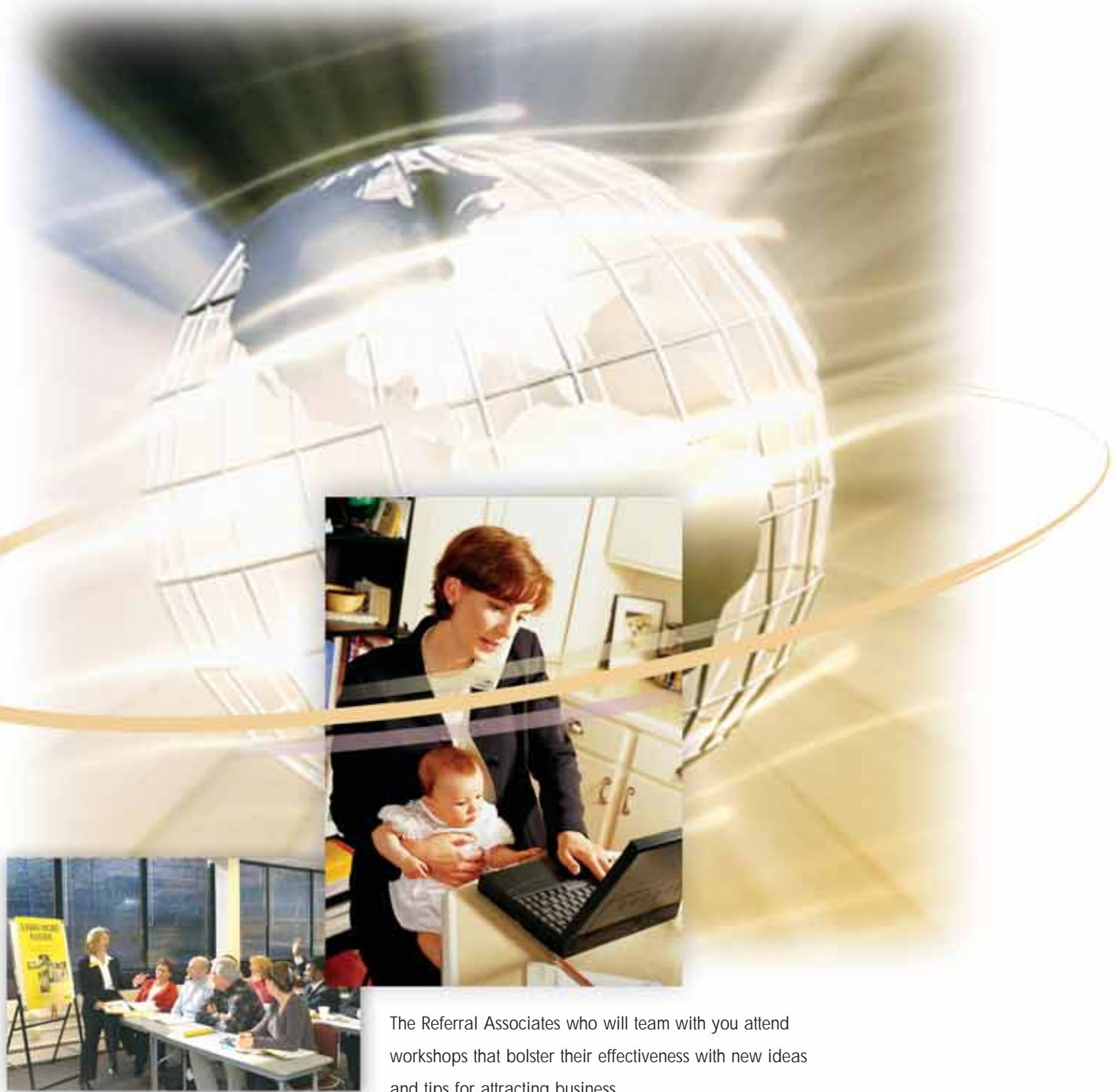


Experienced counselors also provide service by phone to employees relocating from far away.

LEADS RECEIVED

REGULARLY FROM REFERRAL ASSOCIATES GENERATE SALES FOR YOU.

More and more people who've chosen not to pursue a full-time career in real estate are swelling the ranks of Weichert Referral Associates Co., Inc., the largest and highest quality referral company in real estate. Their referrals, in fact, generate hundreds of millions of dollars in sales a year for experienced Sales Associates and new ones like you.



The Referral Associates who will team with you attend workshops that bolster their effectiveness with new ideas and tips for attracting business.

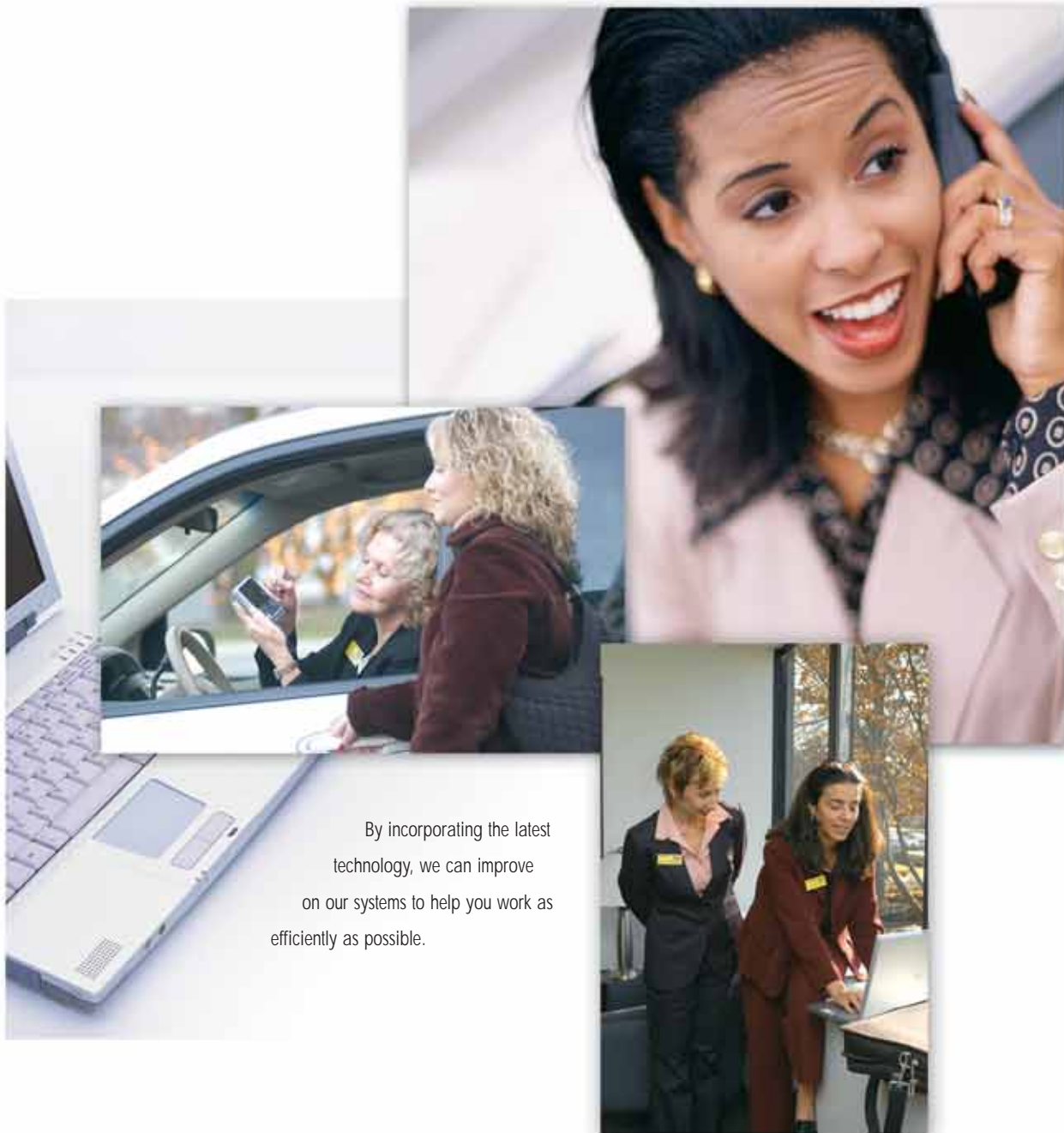
**WHY
Weichert?**

Tapping the connections of countless licensed professionals will make it easy for you to follow up and convert many more leads.

PRACTICAL TECHNOLOGY*

LETS YOU CONCENTRATE ON WHAT YOU DO BEST.

Computer services like e-mail and intranet are critical to the everyday operation of any company. But the use of technology at Weichert goes beyond, delivering automation that will save you valuable time. When placing ads, calling prospects and filling out necessary forms go more quickly, your results are sure to be more sales and more income.



By incorporating the latest technology, we can improve on our systems to help you work as efficiently as possible.

**WHY
Weichert?**

Our technological solutions streamline processes to maximize your productivity.

*Varies by location.

EXPANDED OPPORTUNITY

TO FIND YOUR FORTUNE IN OTHER AREAS OF REAL ESTATE.

Residential sales is not your only choice. **Weichert** companies are leaders in many areas. That means you can decide to achieve your success by specializing in commercial real estate, for example. You might also choose to tap into the new construction market or to refine your skills and take advantage of the exciting business in luxury homes.



Your opportunities to earn higher commissions include commercial buildings of all kinds, luxury residential homes and properties, and new construction.



**WHY
Weichert?**

You can team with or join one of our targeted staffs to mine a niche market.

BRIGHTFUTURE

FOR PEOPLE LIKE YOU WHO SET THEIR SIGHTS HIGH.

If you're driven to reach for the stars, you'll never have a better opportunity. You can receive incomparable across-the-board support – in training, technology, marketing, and behind-the-scenes services. All from a family of companies with only one goal: to put you in position to service so many customers that you succeed beyond your wildest dreams.



The sky's the limit when you join the many award-winning Sales Associates at Weichert, Realtors.®

**WHY
Weichert?**

No company invests more time or lends more support to pave the way for your success.

The Weichert Campus



1625 STATE ROUTE 10
MORRIS PLAINS, NJ 07950
973-267-7777



169 JOHNSON ROAD
MORRIS PLAINS, NJ 07950
973-267-7777



225 LITTLETON ROAD
MORRIS PLAINS, NJ 07950
973-267-7777

1969
Weichert,
Realtors®
opens first
sales office in
Chatham, NJ

1983
Weichert,
Realtors
grows to 53
offices and
expands into PA

1986
Weichert,
Realtors founds
a company that
specializes in
relocation

1988
Weichert,
Realtors grows
to 180 offices,
expands into
CT, DE, & NY



1991
Weichert,
Realtors grows to
over 200 offices,
with expansion into
MD, VA & DC.

2001
Weichert
Real Estate
Affiliates,
a franchise
division, opens

TODAY
More than 300
company-owned
and franchised
sales offices in
the U.S.

Where it all started, **Weichert's** first office in Chatham, NJ



Weichert rapidly expands from east to west



Weichert Family of Companies

Redefining Real Estate
By Building On The Dreams of Our Customers

-Weichert, Realtors®973-267-7777
-Weichert Capital Properties & Estates800-785-3000
-Weichert Career Development800-301-3000
-Weichert Commercial Brokerage, Inc.973-267-7778
-Weichert Corporate Housing877-533-9009
-Weichert Financial Services800-829-2274
-Weichert Gold Services800-837-4577
-Weichert Historic Homes Division973-267-7777
-Weichert Insurance Agency, Inc.800-255-1869
-Weichert Lead Network800-872-7653
-Weichert Mobility Properties, Inc.973-898-8660
-Weichert New Homes & Land Co., Inc.973-267-2200
-Weichert Real Estate Affiliates, Inc.877-533-9007
-Weichert Real Estate School800-544-3000
-Weichert Referral Associates Co., Inc.800-544-3308
-Weichert Relocation Resources Inc.800-648-3303
-Weichert Rental Network877-301-7368
-Weichert Title Agency, Inc.800-528-8853

