

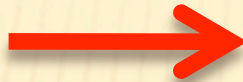
Time to grow.

**TIME TO CHANGE FOCUS!**



# Time to change focus!

From chasing every single CLIENT...



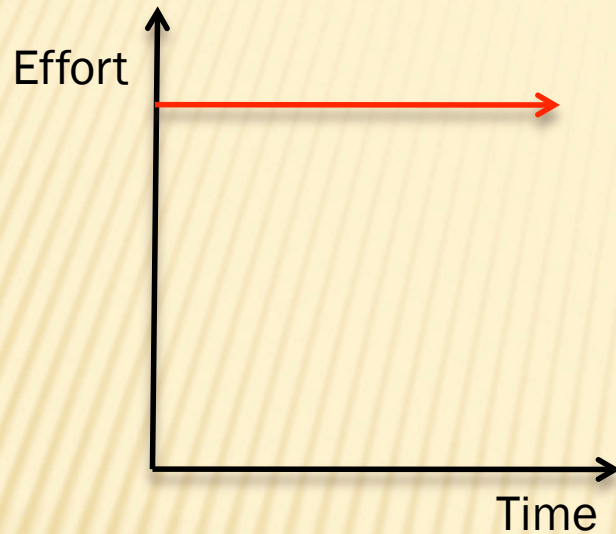
...to building a stable and regular client base.

Much of the time spent on a classic client (buyer/seller) is “consumed” once a property deal is closed. In contrast, spending your time on **making a Community your client** is an INVESTMENT of that time

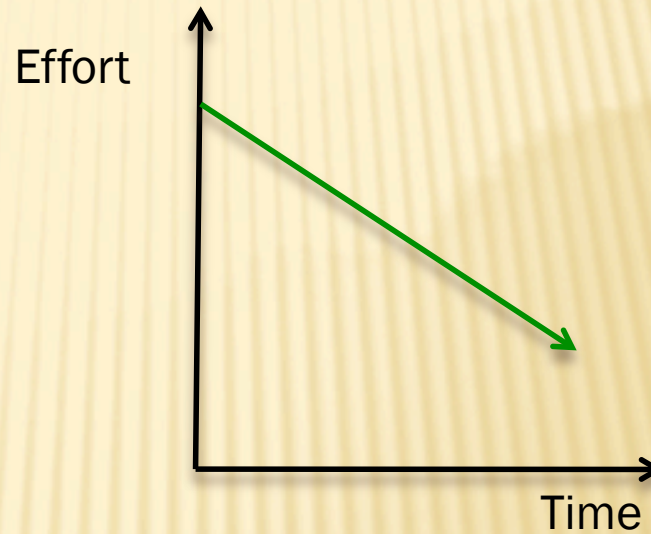


Property does not move or disappear  
**A BUYER OR SELLER DOES**

# How much time do you spend trying to capture clients that want to list their property with you?



Current method



With ACURED

And finding a buyer for those specific properties?



# What if...

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- You treated all Communities as if they are new promotions?
- You could be the preferred real estate agent in areas of your choice?
- You could place offers on properties not yet for sale?
- You had a tool at your disposal that helps you find Communities where properties meet the needs of your clients that are looking to buy?
- You could increase the flow of clients willing to sell their property through your agency?



# How do I accomplish this?

You can accomplish this by becoming the

## PREFERRED REAL ESTATE AGENT

for the **Communities** you  
sign an agreement with!



## If your Real Estate Agency is willing to commit to...

- Payment of annual sponsors fee to Community (about 1% of Community budget recommended)
- Lower commission charged to **seller** (max 4%)
- Sharing commission with Community (1% recommended)
- Printing promotional material for the Community
- Keeping the Community Acured site up-to-date

### THEN ...

- Why should owners in the Community chose a more expensive agent?
- Why would buyers want to pay more commission, specially since part of it is reinvested in the Community they are buying in?



# Everyone reaps the benefits!

## Real Estate Agent

- More direct links to own website
- Quality data on properties
- Time is invested, not wasted
- A continuous and reliable source of properties for sale!

## Owners

- All Community info available online (great for nonresident owners)
- Lower sales commissions in case of sales through Preferred Agent
- Information in your language

## Community

- Possible economic benefit (lower Community fees)
- Lower sales commissions if using Preferred Agent
- Promotional website
- The page is controlled by the Community

# Becoming the preferred agent of a community

1. **Register** as a Real Estate Agent on Acured.com (IT'S FREE!)
2. **Pick a Community** where you would like to become a preferred agent (that does not already have one!)
3. **Enter data** and upload some nice pictures of the Community
4. **Contact the Community**, offer them your services as Preferred Agent
5. **Sign an Agreement** with the Community.

**You are now the Preferred Agent of the Community you chose!**

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