

IT'S TO YOUR BENEFIT TO COMPARE

*Use this as a guide in your interview process
Ask yourself, "Does the other broker offer me these benefits?"*

Powerful Marketing Package:

- Monthly Marketing Allowance.....
- Installation and removal of yard arm for sale signs.....
- Company and Agent web sites.....
- Realtor.com membership for agent's enhanced market presence.....
- Direct mail campaign on every listing.....
- Buyer agency contracts advertised to generate listing opportunities.....
- CMA Tool Kit provides listing and buyer presentations.....
- Professional Marketing Division.....
- Company logo wear.....

Cutting Edge Technical Package:

- Private direct dial phone numbers.....
- Private direct fax line.....
- Call forwarding.....
- Voice Mail with remote message retrieval.....
- Company e-mail (ex.name@greenridge.com).....
- Pager and pager service.....
- Professional photographers provide video tours and still photos on every listing.....
- Company Intranet-site (GINO).....
- Web based Top Producer Program and training.....
- Smartline riders on every listing linked to company pager system.....
- Full service in-house tech support.....

Professional Training:

- Two week Career Development Class.....
- 4 Professional full time Greenridge trainers.....
- Weekly one-on-one Coaching Sessions.....
- Weekly Greenridge team productivity training.....
- Quarterly company wide motivational seminars.....
- Yearly awards convention featuring nationally recognized speakers.....
- Yearly on site con-ed classes.....

Greenridge One Stop Service Center:

- Group errors and omission insurance.....
- Agent financial services offered through the Principle Group.....
- Web based contact management Top Producer software.....
- Greenridge Mtg. Co. (A division of Wells Fargo) with Loan Originators in each office.....
- Greenridge Title Co. with enhanced marketing support and closing services.....
- Greenridge REWARDS Program offers discount retail services for both buyers and sellers.....
- Home Warranty Programs available for all buyers and sellers.....
- Fully staffed Relocation Division generates local, corporate and national leads.....
- Members of national referral network, Leading Real Estate Companies of the World (RELO).....
- New Home Communities and Development Division.....

Management:

- Sales Managers in each office to coach and mentor you.....
- Sales Managers with an average of 20 years of service in the Real Estate Industry.....
- Sales Managers with Broker Licenses.....
- Sales Managers to assist you with your Real Estate transactions.....
- Sales Managers who are invested in your success.....
- Sales Managers who sell Real Estate and are aware of the daily challenges we face as agents.....

Corporate:

- Respected member of the West Michigan Real Estate Community since 1980.....
- A strong financially sound company that has experienced continuous growth from year to year.....
- Listed in Real Trends Magazine as one of the Top 100 largest brokers in the nation.....
- Owners and officers who hold positions in local, state and national Real Estate Associations.....
- An industry leader, consistently bringing new ideas and business practices to all of our market areas.....
- Multiple office locations for your use to better serve your clients.....
- Members of the Realty Alliance a national network of large independent brokers.....
- Greenridge Dream Team Foundation.....
- The # 1 Real Estate Company in West Michigan based on closed transaction volume.....

	GREENRIDGE	Other Broker A	Other Broker B
Monthly Marketing Allowance.....	✓		
Installation and removal of yard arm for sale signs.....	✓		
Company and Agent web sites.....	✓		
Realtor.com membership for agent's enhanced market presence.....	✓		
Direct mail campaign on every listing.....	✓		
Buyer agency contracts advertised to generate listing opportunities.....	✓		
CMA Tool Kit provides listing and buyer presentations.....	✓		
Professional Marketing Division.....	✓		
Company logo wear.....	✓		
Private direct dial phone numbers.....	✓		
Private direct fax line.....	✓		
Call forwarding.....	✓		
Voice Mail with remote message retrieval.....	✓		
Company e-mail (ex.name@greenridge.com).....	✓		
Pager and pager service.....	✓		
Professional photographers provide video tours and still photos on every listing.....	✓		
Company Intranet-site (GINO).....	✓		
Web based Top Producer Program and training.....	✓		
Smartline riders on every listing linked to company pager system.....	✓		
Full service in-house tech support.....	✓		
Two week Career Development Class.....	✓		
4 Professional full time Greenridge trainers.....	✓		
Weekly one-on-one Coaching Sessions.....	✓		
Weekly Greenridge team productivity training.....	✓		
Quarterly company wide motivational seminars.....	✓		
Yearly awards convention featuring nationally recognized speakers.....	✓		
Yearly on site con-ed classes.....	✓		
Group errors and omission insurance.....	✓		
Agent financial services offered through the Principle Group.....	✓		
Web based contact management Top Producer software.....	✓		
Greenridge Mtg. Co. (A division of Wells Fargo) with Loan Originators in each office.....	✓		
Greenridge Title Co. with enhanced marketing support and closing services.....	✓		
Greenridge REWARDS Program offers discount retail services for both buyers and sellers.....	✓		
Home Warranty Programs available for all buyers and sellers.....	✓		
Fully staffed Relocation Division generates local, corporate and national leads.....	✓		
Members of national referral network, Leading Real Estate Companies of the World (RELO).....	✓		
New Home Communities and Development Division.....	✓		
Sales Managers in each office to coach and mentor you.....	✓		
Sales Managers with an average of 20 years of service in the Real Estate Industry.....	✓		
Sales Managers with Broker Licenses.....	✓		
Sales Managers to assist you with your Real Estate transactions.....	✓		
Sales Managers who are invested in your success.....	✓		
Sales Managers who sell Real Estate and are aware of the daily challenges we face as agents.....	✓		
Respected member of the West Michigan Real Estate Community since 1980.....	✓		
A strong financially sound company that has experienced continuous growth from year to year.....	✓		
Listed in Real Trends Magazine as one of the Top 100 largest brokers in the nation.....	✓		
Owners and officers who hold positions in local, state and national Real Estate Associations.....	✓		
An industry leader, consistently bringing new ideas and business practices to all of our market areas.....	✓		
Multiple office locations for your use to better serve your clients.....	✓		
Members of the Realty Alliance a national network of large independent brokers.....	✓		
Greenridge Dream Team Foundation.....	✓		
The # 1 Real Estate Company in West Michigan based on closed transaction volume.....	✓		