

AGENTS DESERVE A BROKERAGE  
THAT OFFERS *Real* OPPORTUNITY,  
*Real* SUPPORT AND SOLUTIONS,  
AND *Real* RESULTS.



[THEREALESTATEFIRM.TN.COM](http://THEREALESTATEFIRM.TN.COM)



## VISION

TO BE THE #1 INDEPENDENT REAL ESTATE BROKERAGE IN TENNESSEE

## MISSION

TO RECRUIT, EDUCATE, AND RETAIN AGENTS WHO WILL ADD VALUE TO THEIR CLIENTS AND COMMUNITY

## *The* REAL ESTATE FIRM PROMISES

TO GIVE YOU MORE THAN WE GET FROM YOU

THE BEST RESOURCES AND TECHNOLOGY

A ROCK SOLID SALES REPUTATION

COMPREHENSIVE SUPPORT, EXACTLY WHEN YOU NEED IT

LOWER FEES AND BETTER RESULTS

**WHICH ONE OF THESE VALUES ARE YOU MISSING OUT ON RIGHT NOW?**



# *Real* OPPORTUNITY!

Thank you for taking some time to see if a partnership with The Real Estate Firm will improve your results. We know that the real estate landscape of how people and places help agents grow their businesses is constantly changing, which is why it is important to know that where some see real challenges - we see real opportunities.

We believe that who you are is as important as what you do, so step out of the box and join a growing network of real estate sales agents. Our growth and the growth of our agents is built on our unparalleled dedication to agents just like you.



When you partner with The Real Estate Firm, you become part of a family that looks out for each other, takes care of each other, and pushes each other to the highest levels of production and professionalism.

We believe in real results and strive to make a lasting and positive impact in everything we do.

**DAGAN GREENE**  
BROKER / OWNER





# *Real* SUPPORT!

Surround yourself with people who share your vision and the resources to make that vision a reality. Our amazing combination of systems, staff, and brokers are ready to make you a success today!

**AT THE REAL ESTATE FIRM WE WANT MORE FOR YOU THAN FROM YOU!**

Every decision we make as your brokerage will be good for the company and GREAT for you. We make every agent a priority and move you from waiting in line to a partnership that offers

**... A SENSIBLE SPLIT, WHERE FAIR NEGOTIATION IS ALWAYS WELCOME.**

We believe in helping each agent set their own goals, and then tailoring a business development plan, strategy, and implementation process that helps you take your next step in your real estate journey.





“As an agent, this place is a cut above the rest. I did a lot of research before making a decision, and The Real Estate Firm was one of the best I found.

After talking to a few agents who work here, it is clear that everyone loves the owner, Dagan, and his incredible leadership. There is no lack of encouragement, support, and genuine desire to make you the best agent you can be, and there is such a sense of family and belonging to something bigger than yourself that is NOT numbers driven.

If you are still not convinced that this is the place for you, call me because I am 100% sold this is the best brokerage in East Tennessee.”

**-DUSTIN WEAVER, AGENT**



# *Real* SOLUTIONS!

The Real Estate Firm finds the best technology and resources available and brings them to you. And although a lot of the dinosaurs of real estate offer some helpful options...

## **... DO YOU KNOW WHAT TO DO NEXT OR HOW TO USE THOSE TOOLS?**

We believe in and practice an open-door policy and always invite agents to come in and talk. Nothing is worse than watching agents struggle or watching agents strangled by the tools that are supposed to set them free to sell.

Our solutions make sure that agents have every tool and resource they need to grow their business without the burden of monthly or nickel-and-dime fees. Not every agent needs something now, but it's our job to be there when you do.





# Real RESOURCES!



The Real Estate Firm resources are uniquely designed for every agent to build and maximize their real estate careers. There are **NO** monthly fees, **NO** transactional fees, and **NO** technology fees! Check out all we have to offer you.

## **HUMAN RESOURCES** – Real people who are ready to help!

- > Easy access to brokers and support staff any time you need them
- > Full access to any branch location
- > Weekly in-office training, as well as, recorded on-demand training access
- > Agent Mentoring Program
- > Fun events and networking opportunities

## **MARKETING RESOURCES** – Real tools to help you grow!

- > Free business cards and sign riders
- > Full use of company signs and Supra lockboxes
- > No print or copy limits
- > Fully custom IDX websites with integrated CRM and SEO enhancements
- > Branded agent apps (available on Google Play and Apple Store)  
to assist clients search straight from the MLS
- > Marketing templates including flyers, post cards, door hangers, and seasonal items
- > Branded social media templates and trainings
- > Access to TREFconnect online resource center

## **TRANSACTIONAL RESOURCES** – Real systems to create opportunities!

- > Top of the industry Transaction Management System
- > ShowingTime provided for all listings
- > Brokerage Leads System
- > Introcentive™ Program – Passive Income through Agent Introduction

**Did we mention all of these resources are completely free of charge?**

For more regarding our resources visit **[www.therealestatefirm.tn](http://www.therealestatefirm.tn)**



“After interviewing 10 brokerage offices, The Real Estate Firm was the best I found. They provide everything an agent could ask for and the best part has been the follow through on their promises. They do what they say. Because of the support and tools I’m able to focus on my clients and their needs! Thank you TREF family!”

-STACHA PRESSLEY, AGENT

## *Real* RESULTS!

**WHETHER YOU ARE A NEW TO THE INDUSTRY OR A SEASONED AGENT, OUR GOAL IS TO SEE YOU MEET OR SURPASS ALL YOUR GOALS.**

With The Real Estate Firm expect to...

**⚡ ...DO MORE BUSINESS.**

Collectively our agents increase sales production an average of 67% year over year.

**⚡ ...SOLVE MORE PROBLEMS.**

Our trained agents see less than 1% of all contracts fall through.

**⚡ ...KEEP MORE MONEY.**

On average our agents keep 7.4% more commission compared to other popular real estate brokerages.

**⚡ ...DEVELOP DEEP ROOTS.**

Our agent retention rate is 96% since the founding of the company.







*The* **REAL ESTATE FIRM** EXISTS TO HELP AGENTS PRODUCE REAL RESULTS.  
SO ANOTHER SIMPLE SOLUTION IS OUR **A.I.M.** FOR EACH AGENT.

### *A***UTHENTIC**

Be yourself... the best version of yourself. As your pipeline of business grows, we will help you identify your strengths, so that you can be the best and most real sales person possible.

### *I***NTEGRITY**

Do the right thing... every time! Doing the right thing now, even when it costs you, keeps you focused on building a consistent pipeline, and not just closing the deal in front of you.

### *M***ASTERY**

Never stop learning! The Real Estate Firm offers every agent hands-on training, new learning tools, best practices, and strategies that help every agent become a master of their craft.

*The* **REAL ESTATE FIRM** WILL NOT ONLY ADD VALUE AND PROVIDE SUPPORT,  
BUT WILL REMOVE ANY AND ALL OBSTACLES IN YOUR WAY TO HELP PREPARE YOU FOR THIS BUSINESS.

# *Real* REPUTATION!

## WHAT WE SAY AND WHAT WE DO MATTERS!

An important determining factor for any agent partnering with a brokerage should be its reputation. The trusted and valued reputation of The Real Estate Firm is one of the reasons we attract more agents and clients into our loyal family each year.

The Real Estate Firm leads by example and constantly reminds agents to earn the respect each day and build trust over time. This commitment to others leads to a rock solid reputation and loyalty that cannot be broken.

**“You can’t build a reputation on what you’re going to do.”  
-Henry Ford**





# Real IMPACT!

The Real Estate Firm provides real estate in a different way, by helping communities in and around Knoxville. Each year, we reach out to our agents on ways they are already serving in the community and partner with those local nonprofits, charities, and community events to increase the impact of every agent and make sure no agent serves alone.

**HERE ARE JUST SOME OF THE WAYS THAT WE IMPACTED THE PEOPLE IN OUR COMMUNITIES...**



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*The*  
REAL ESTATE FIRM®