



THE GROUP INC.
Real Estate

Our Working Philosophy

Our Purpose: Have fun making money helping people

Our Mission: Help people get where they want to go on time.

- Make it easier for them
- Make it faster for them
- Be their source of knowledge

Our Vision:

“World Class Results From Down to Earth People”

Our Strategy: Build and maintain a ‘fortress position’ – 30% of listings sold

Our Working Philosophy:

1. Locally owned/independent – privacy for customers
2. Equal owners – Control/better economics/build wealth/“Infinite Game”
3. Team/abundance/synergy/win-win – no contests
4. Be “The Source” of real estate knowledge
 - The Source
 - Insider
 - Annual Forecast Event
 - Statistics
 - Demographic Profile
5. Market share driven – a monopoly game – “control the board”
 - “Upstreaming”
 - Floor Time
 - Transaction Brokers
6. Full-time, non-selling, non-competing managers – “make it easier”
7. Private offices – 3% of gross; 17% of fair share
8. Focus on premium brokerage services – easier, faster, reliable, knowledgeable, access (upstreaming) – that add value and are differentiated. Build a brand.
9. Focus on people who know us – first

10. Focus on what works – run it as a business – apply the 80/20 rule

11. Be a “learning organization” – build intellectual capital; growth; change

12. “World Class Results From Down To Earth People:” – results without the ego

Our Beliefs:

1. Our business is built on relationships and trust. Our relationships with our customers and with each other are more important than the money or the deal
2. We believe integrity (doing what we promise) is the key to building trust and relationships with our customers and with each other.
3. We believe in the proper use of technology – to enhance relationships and service.
4. We believe in putting our customers first
 - a. We will give them first chance at our new listings
 - b. We will keep their information confidential – it will not be sold or given away
 - c. We will avoid conflicts of interest
 - d. We will practice the “Ten Commandments of Customer Service”
5. We believe in focusing on what we do best – residential and commercial brokerage.
6. We believe the whole is greater than the sum of its parts (synergy).

The Five Commitments

1. Commitment to Mastery
2. Commitment to our Customers
3. Commitment to our Communities
4. Commitment to Being Leaders in Real Estate
5. Commitment to Each Other