



## SANTA FE REALTY PARTNERS

*something special in the land of enchantment*

**It's your business** and it is our goal to provide a value proposition that will give you the resources and support to increase your income potential, quality of life and the same your personnel:

**Personal Support** - from the Owner/Managers of Santa Fe Realty Partners who have many years of successful sales experiences, if needed. We will help you secure that listing when competition is great. Need help with commercial...no problem.

**Internet Marketing** – we market your listings on over 200 syndication portals; no charge to you!

**Staff Support** – 3 front office support staff with great attitudes to support you and your staff in your business.

**Social Media Support** – we thoroughly understand social media and how to help you secure relationships and business

**Referrals** - more referrals through business development and networks

**Tools** - more tools to help in obtaining that listing or converting that Buyer with less expenses out of your pocket

**Attitude and Atmosphere** – a very positive environment to help you increase your earnings and quality of life; we support each other.

**I.T. and Computer Servicing** – we provide a full time I.T. person to help keep you functional at all times with the least hassle

**Personal Fax Number** – We have invested in an in-house system that provides you and your staff with their own personal fax numbers. All faxes coming to you are converted to a PDF and then sent to your e-mail. No lost faxes are waiting when you are not close to the office. Wherever you can receive email, you will be able to receive faxes also.

**Showing Desk** – Front desk integrated showing desk that automatically notifies you by email or cell phone when a showing is being scheduled

**Graphics and Marketing** – Two (2.5) full time personnel in the graphics and marketing department. Produce all brochures, ads and marketing materials. Three color copying machines on-site.

**MLS's** – Santa Fe Realty Partners is a member of SFAR (mandatory membership) and Albuquerque MLS. Taos Realty Partners is a member of the Taos County Association of Realtors. We also have a Taos phone number. Taos and Albuquerque allows us to have more market reach if needed. Tommy and Darlene are members so Brokers do not have to join.

**Listing and Contract Input** – All listings are input by three (3) front office personnel; contracts are recorded and filed; listing website automatically ordered.

**Personal and Listing Websites** – All personal websites and listing websites are created for you in-house.

**Sales Meetings** – Sales meetings are held every two weeks and are not mandatory.

**ToolkitCMA** – Totally customized CMA program that is internet based and interfaces with Rapattoni. Print a CMA or quick brochure from your home or send to graphics department for printing.

**VoicePad** – A unique state of the art voice announce for every listing in the MLS; help your clients by providing this service that allows them to track all listings, receive emails on the listings. Sign call – immediate notification via text message while a potential client is in front of your listing.

**Builder Representation** – Santa Fe Realty Partners has an awesome program for representing home builders; Darlene & Tommy will personally help you in presentations and in establishing marketing programs designed for builders. See [SantaFeHomebuilders.com](http://SantaFeHomebuilders.com).

**Special Programs and Training** – Special training is provided to enhance your skills; on-line and in-house

**Mandatory Publications** – There is no mandatory participation in any publications; It is your business. Santa Fe Real Estate Magazine will be online and updated constantly...this is in progress. [SantaFeRealEstateMagazine.com](http://SantaFeRealEstateMagazine.com) will be the magazine site. No cost to our Brokers.

**5 Workstations with Computers** – No matter where you work, you may stop by the office and utilize the workstations...bad computer day...no problem.

**Conference Facilities** – There are 3 conference rooms, two of which have large screen TV's that are connected to a computer and the internet... facilitate very professional presentations for your clients.

**The Lounge** – a comfortable environment in the Casita building where you can meet clients in a informal setting; large screen TV and wireless internet; Wireless internet throughout all of the Santa Fe Realty Partner offices.

**Personal support and referrals from Business Development will help increase your earnings.**

Our services, support, internet and global outreach are tops in Santa Fe. We are second to no other company when it comes to the credibility of our services...to brokers, home purchasers or home sellers.

**Business Development & Valuable Broker Assets**

**Website Statistics** – Every Monday you will be emailed the number of views, homes for sale in the area for each of your listings.

**Santa Fe Realty Partners web site – Easy Navigation**

From 200 - 400 syndicated sites and 100 other listing sites for listing exposure and buyer inquiries – this brings in over 1,000 inquiries per year wanting more information; this means more business and earnings for our Brokers.

Great Google ratings – lookup the following key words:

Santa Fe Homes

Santa Fe Real Estate

Santa Fe Homebuilders

Santa Fe Open Houses

You will find us near the top on all of these searches! There are many more.

New listing notifications on all sites – Home Finder for Buyers

Searches for all types of buyers: Sophisticated state of the art Mapping sear (like nationals);

Standard search by criteria, search by MLS area;

Search by areas

Neighborhood and Subdivision searches

Neighborhood information including all types of locations – schools, groceries, churches, restaurants, and many more

Demographics and more...

iPhone and smart phone MLS searches – mobile site: SFRP.mobi

Videos on Real Estate

All your listings and information are on YouTube! Two different video channels for our company: santafevid – all listings and santaferealty – real estate information videos.

### **Additional Websites**

SantaFeHomeBuilders.com – a great way to showcase your builder's homes.

SantaFeOpenHouses.com – Weekly listing of all homes that are open for the weekend.

Realtor.com – Santa Fe Realty Partners has almost 50% of the banner ad positions.

Trulia.com - Santa Fe Realty Partners has 100% of the banner ad positions for Northern New Mexico and any search in Northern New Mexico where we have listings, the first three listings will be Santa Fe Realty Partners.

Secondary Sites - Santa Fe Realty Partners has literally hundreds of these site that our listings are pushed too...including sites like HGTV's frontdoor.com, homes.com, etc.

### **Broker Websites & Listings**

For less than \$35.00 per month you may have your own website with the sophisticated searches like Zillow, Trulia, etc.

A website is created by SFRP for each of your listings; the cost is only \$35 per year and includes the sign rider, domain name and server; these sites are also syndicated.

All listings receive the benefit of SFRP's syndication

### **Leading Real Estate Companies of the World – direct referrals to SFRP**

RELO – top referral network worldwide: 700 firms with 5,000 offices and 145,000 sales associates

ReloHomeSearch.com – over 380,000 listings including Santa Fe Realty Partners' listings. These listings are also syndicated and are pushed out to HGTV's Frontdoor.com

Corporate Relocation

Discount Client Moving Services

Propopoly – Broker branded blogging service

### **Luxury Portfolio – Luxury Marketing Suite**

Luxury Portfolio has more \$1 Million-plus listings according to Trengraphix 12.06 website inventory comparison:

#### **Luxury Portfolio – 7,820**

Christie's – 2,594

Sotheby's – 4,675

Luxury Portfolio.com - viewed by over 200 countries monthly; affiliate members in 35 Countries; 9 foreign languages; 22 currencies updated daily.

Luxury Portfolio Magazine – Fine Property Collection (This publication is new and already has a circulation of over 90,000)

Wall Street Journal – All properties over \$850,000 get an ad in the Wall Street Journal – print addition and the internet

Virtual LuxTour with Voice-over

LuxAnalytics – providing reports to sellers showing internet traffic

My Luxury Portfolio – sends luxury homes automatically that meets clients criteria

Development Collection – subdivisions, builder programs and developments can be showcased on Luxury Portfolio worldwide

LuxTrends – send a personalized copy of trends in luxury real estate; position yourself as someone with the finger on the pulse of the luxury industry

Lux Chatter – You e-newsletter on what's happening in luxury real estate

### **Residence International – Luxury Home Marketing – Exclusive –**

Residence Magazine is the undisputed leader in distribution of printed luxury home magazines

Over 116,000 copies and newsstand circulation quarterly

Over 700,000 e-mail broadcasts to income qualified recipients quarterly; national and international.

Online Digital Magazine – up to date; Participation is optional

### **Real Estate Training and Special Programs –** From time to time specialized training is provided by:

Leading Real Estate Institute – online 24/7; other webinars and teleconferences to guide and direct your efforts

Darlene Streit – how to convert that email referral and the process for developing a client relationship online, follow up, commitment

Tommy Gardner – overcoming objections, tools, commercial real estate and development, etc.

Marvin Sadosky – the language of e-mail; how to increase your responses to email 100 fold (Marvin travels the world bringing this program to corporations and sales organizations).

**Special Programs** – From time to time we bring in industry speakers that can provide tools and motivation for our organization.

**Keeping Current Matters -** Steve Harney, a national speaker, is an example of ongoing training to use third party materials to get owners to lower listing prices so we can get their homes sold.

**Ninja Selling** –Ninja Selling is a user friendly selling system that

increases your income per hour, increases your customer's satisfaction, and improves the quality of your life.

**Instructor and Coach:** Walt Frey, CRS, was first licensed as a California Real Estate Broker 1971. Involved in real estate management since 1974, he has personally opened 20 sales offices and trained over 6,000 sales agents in former capacities of Manager, Regional Manager, Vice President, Owner, and as Director of Training for a national real estate company. He was the 2002 President of the Council of Residential Specialists and as a Senior Instructor for the Council, has conducted the CRS courses nationwide from 1984 to 2006. He has taught in all 50 states, been a featured speaker at many NAR and State Conventions and has conducted courses in Canada, Puerto Rico, The Bahamas, Mexico City, The Dominican Republic, the US Virgin Islands and in Kuala Lumpur, Malaysia.

**Once a month for at least 6 months Walt will be here at SFRP to give a 3 hour training and coaching seminar.**

### **Santa Fe Realty Partners Referrals Company (For Brokers)**

Santa Fe Realty Partners has a separate corporation that will allow you to bring in referral agents without the referral agent having to pay SFAR dues.

Referral agent only pays for their E&O Insurance and then they receive 80% of whatever referral fee you agree upon for the transaction.

We will help you interview prospective referral brokers and recruit them into the company on your behalf. Build a referral business!

### **Commercial Real Estate and Development**

Santa Fe Realty Partners is a member of CARNM (Commercial Association of Realtors in New Mexico) and Professional members of LoopNet, etc.

Santa Fe Realty Partners has the expertise to develop and manage residential and commercial projects. Tommy has over 30 years of development and commercial experience.

**Web Site Review** - Please review the following sites...again we have over 500 active websites and internet resources:

<http://SantaFeRealtyPartners.com> (currently being re-developed utilizing state of the art searches, phone searches, etc.

<http://SantaFeHomeBuilders.com>

<http://SantaFeOpenHouses.com>

<http://SantaFeRealtyPartners.LuxuryPortfolio.com> ([luxuryportfolio.com](http://luxuryportfolio.com))

<http://relohomesearch.com> (this is branded to SFRP when it comes from a link on our web site)

**Business Structure:**

Santa Fe Realty Partners will provide all office space and outline above.

Print items will provided per company policy; graphics and marketing will be in-house

Desk Fee - \$150.00 per agent; \$95 transaction fee

We are building a family of brokers and owners that will excel beyond the norm for Santa Fe. Let's build a successful partnership together - today.

