





The Difference

The Company

Clients First Realty, LLC has been making an impact in this industry through our 100% commission plans, low monthly fees and the ever available Broker and staff who are there to help your transactions close smoothly. As our company grows, CFR makes its mark as a unique real estate firm that caters to “CLIENTS FIRST, unquestionably the most vital element in a transaction and a valuable source of referrals.” For five years we have constantly educated our brokers, agents and staff in the ever changing demographics of our city, lending requirements and continue to bring you the necessary knowledge to cope with transforming markets.

Meet our Brokers, Agents and Staff and see why CFR has grown every year. Our Agents currently are closing twice the National transaction average, which makes us ‘YOUR’ Company of ‘CHOICE’.



How Is Clients First Realty Different?

Why We Are Different

- We offer one of the best commission programs in town
- We offer exceptional broker support
- We offer free powerful training
- We offer free fully furnished, state of the art office that are accessible 24/7
- We CARE about our agents success
- We offer a 24/7 live answering service
- We offer a free Virtual Office
- We offer a free Online Transaction Tracking System
- Agents Get Paid from Title
- Computers, Printers, Copiers, Fax and Scan Machines



What We Stand For

The Company

OUR MISSION:

Our "Clients" come FIRST.

OUR GUARANTEE:

Our business environment was created for success!

OUR VISION:

To be the choice real estate company for agents looking for the most value and highest level of support at the lowest cost.

OUR BELIEF:

The Company is only as successful as our agents.



Our Success

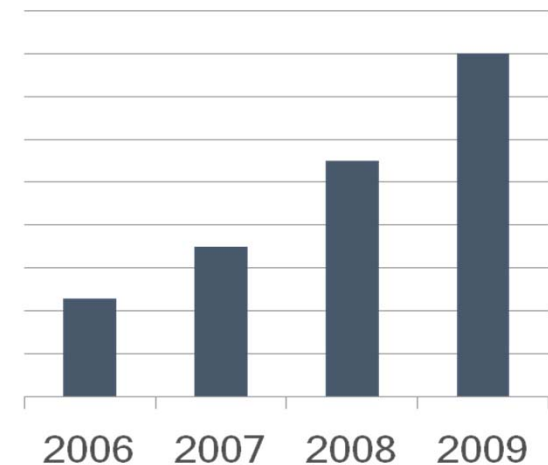
The Company has over '1500' years of combined agency experience in residential and commercial real estate.

Clients First Realty, LLC is a *BBB Accredited* business since 2007. 'A' Rating with sales exceeding \$300 million.

2010 produced 40% more sales as previous year and presently we are tracking an increase of 10% over our 2010 volume.

Sales numbers have increased each year tremendously in the worst economy since the great depression.

CFR Annual Sales



The Company



Our Founder

**Clients First Realty, LLC was founded by
William Slaughter, President / CEO / Designated Broker**

Our Heritage



William is a Recognized Business Leader

- Holds National & State Association recognized designations and/or certifications in Real Estate.
- ABR, CRS, e-PRO, GRI, SRES and “Certified Relocation Specialist”.
- Recognized member of the Arizona Association of REALTORS, Master of Real Estate Society (MRE) in 2005-2006.
- Selected for inclusion in the 2007-2008 edition of Montclair Publishing’s “Who’s Who in Real Estate”.
- Platinum Level – Lifetime Member - an honor bestowed upon the most distinguished real estate professionals.



Clients First University

Clients First University for New Agents

At Clients First University, we teach new agents the best way to jump start their career.

Our New Agent Curriculum Consists of:

- Orientation
- Contract Training
- How to Use Zipforms
- How to Effectively Use MLS
- Sales 101
- Ethics Training
- How to Work My Leads
- Using Technology to the Fullest
- My First Qualified Client
- How to Be the Best Buyer's Agent
- How to Be the Best Seller's Agent



Clients First University for Seasoned Agents

Clients First University

At Clients First University, we teach seasoned agents how to make more money.

Our Seasoned Agent Curriculum Consists of:

- Mastering Sales
- Taking My Business to the Next Level
- Improving My Sales Skills
- Lead Generation
- Marketing My Business
- How to Turn Prospects Into Clients
- Negotiating a Short Sale
- Listing for Success
- What You Need To Know About FHA
- Using Technology to the Fullest
- How to Be the Best Buyer's Agent
- How to Be the Best Seller's Agent



24/7 Live Answering Service

Answering Service

Executive Answering Service (EAS) provides professional assistance to companies like Honeywell, Motorola. 'EAS' has been in the valley for 25 years.

Advantage to the Agent is the calls go to a 3rd party answering service that is never in competition for the agents business.

Eliminate the worry about missed calls.

Calls can be text or forwarded to the Agents voice mail.



Online Tracking System

Transaction Tracking System

AUTOMATED FILE COMMUNICATION

A “Transaction Tracking System” keeps our agents informed and up to date about transaction paperwork; exactly what they have or haven’ t turned in; to complete the file.

This “Transaction Tracking System” creates not only a professional flow of the transaction in a seamless manner but it enables “Clients First” to send title an order to pay commission on completed transactions prior to closing. The commission checks are then split at title and the Agents gets paid faster.

“Clients First” paid 1.5 million dollars in commissions in 2010.

98.8% of all commissions were paid to our agents within 48 hours from day of recordation.

THE QUICKER WE PAY YOU, THE HAPPIER YOU ARE !!!

Easy, Simple and Fast!



Your Virtual Office

Virtual Office

- **AGENT PRIVATE VIRTUAL OFFICE**
- **ANY PLACE ... ANY TIME**
- **Clients can search MLS**
- **Over 600 links with Real Estate and 'Valley' information**
- **Full Broker support; both Designated and Managing Brokers**
- **NO MANDATORY MEETINGS OR QUOTAS**
- **Office Staff, Corporate Attorneys, Agents/Brokers and Corporate Accountants log into system from their offices, located through out the 'Valley'**



Build Your Own Team

Would you like to MENTOR a TEAM?

Clients First Realty, LLC recognizes that your experience and years in the industry can payoff in more than one way. This is why at CFR we help our seasoned professionals who have an entrepreneurial spirit, to form their own team and become the mentor of a creative and innovative idea!

Our Company prides itself in the fact that we continue to grow, we continue to list, sell and close transactions. One transaction at a time, our agents continue to excel while establishing their place in the market.

Mentor Programs



Are You A Broker in a Pickle?

Merging Opportunities

Without a suitable infrastructure and financial reserves, managing a brokerage could be risky and income reducing at best. You take time away from originating the stable income that your own experience should yield.

CFR offers the combined knowledge of over 1500 years of agency experience which provides the ideal scenario for the Broker who chooses to start benefiting financially! Merge your agency and agents with CFR for more return on your investment.

Our Company know that by creating an atmosphere that actively supports an Agent's practice, we best serve our Client's needs.

CFR has created the ideal setup for you and your agents. Switch from never-ending paperwork to production. Build a profitable team with new ideas and resources and leave the headaches of payroll, paperwork and E&O nightmares to CFR. Come see why our agents at Clients First Realty, LLC continue to have great months.



Bronze Value Plan

\$25 Per Month + \$229 Transaction Fee + \$50 E&O Fee

Value Summary

- FREE VIRTUAL OFFICE ... FORMS, LINKS, ETC.
- 24/7 ACCESS TO OFFICE
- FREE TRANSACTION TRACKING SYSTEM
- FREE 24/7 EXECUTIVE ANSWERING SERVICE
- ZERO E&O DEDUCTIBLES

Commission



Silver Value Plan

\$200 Per Month + \$99 Transaction Fee + \$50 E&O Fee

Value Summary

•All Items On “Bronze Plan” PLUS

- Free Signs
- Free Business Cards
- Free Personal E-Fax Number
- Free Corporate E-Mail Account
- Premier Administrative Assistance

MAJOR SILVER PLAN UPGRADES

- Brokerage Pays Your Association Dues
- Brokerage Pays Your ARMLS Dues
- Brokerage Pays Your SUPRA Key Dues
- Brokerage Pays For Your CE Classes
- Free Membership to LA Fitness

Commission



Gold Value Plan

\$225 Per Month + \$99 Transaction Fee + \$50 E&O Fee

Value Summary

• **All Items On “Silver Plan” PLUS**

Success Agent Lead Generating Systems including:

- Done for You - Individual Agent Website
- Done for You - Updated Content Each Month
- Done for You - Lead Generating 1-800 Hotlines
- Done for You - Monthly Market Statistics Updates
- Done for You - Client Contact Management System
- Done for You - Monthly e-Newsletter sent to your clients
- Done for You - Quarterly iPod Client Giveaway

Done for You Systems – you enter your client into the system, we take care of the rest!

Total Value \$350 per Month!!

Commission



Platinum Value Plan

\$250 Per Month + \$99 Transaction Fee + \$50 E&O Fee

Value Summary

- **All Items On “Gold Plan” PLUS**

Success Agent Referral Training Systems including:

- Monthly Referral Generating e-Marketing Flyers
- Done for You - Monthly e-mailing of Marketing Flyers
- Monthly Mastermind Group Training Meetings
- Three Annual Referral Generating Promotions,
with 195 Days of Activity Based Training per Year!
- Participating agents earned an average of \$77,317 in 2010

Total Value \$500 per Month!!

Commission



Our Commitment to You

Commitment

Clients First Realty, LLC

*Where we are
Committed to Your Success!*