



DOING MORE FROM
FOR SALE
— TO —
SOLD

*That's the sign
of a RE/MAX agentSM*



THE BEST *Journey* ALWAYS LEADS YOU *Home.*



HOME is where your story begins,

where **LOVE** resides, and where **MEMORIES** are created.

At RE/MAX All-Pro, we believe in the dream of home ownership
and making that dream a reality for our clients.



Our Mission

At RE/MAX All-Pro, we believe our responsibility is to our clients. We understand that real estate is the largest investment many people will make in their lives. We will address their concerns and provide the highest level of customer service so they always feel secure and comfortable when working with our Real Estate professionals. We will honor our fiduciary duty, uphold the highest code of ethics, and strive to exceed all of our clients' real estate expectations.

As Real Estate professionals, we are responsible to give our clients real estate counsel and advice that will guide them to make educated decisions when buying and selling their home. It is our job to communicate and establish a level of trust with each and every one of our clients.

RE/MAX, LLC is a global real estate network of franchisee-owned and operated offices with more than 100,000 sales associates. Those agents constitute the world's most productive real estate sales force. Through their efforts, they have made it possible to say that nobody in the world sells more real estate than RE/MAX. In other words, great things happen when driven individuals come together and treat real estate as a profession. And that, in a nutshell, is RE/MAX.



THE ALL-PRO *Legacy*

A LEGACY OF SUCCESS

RE/MAX All-Pro was founded in 1992 with its first office located in Lancaster. Today, the company serves the entire Antelope Valley with offices in both Lancaster and Palmdale.

Our associates are full-time, highly educated, and experienced professionals who embrace RE/MAX's entrepreneurial philosophy of empowering associates to negotiate transactions and make real time decisions for the benefit of their clients. RE/MAX All-Pro agents know how to navigate the maze of regulations, contracts, and disclosures to protect their clients and ensure a successful home buying/selling experience.

Our management staff of highly experienced professionals provide continuous behind the scenes support to our associates and clients. Our resources include ongoing continuing education, independent legal counsel, C.P.A. accounting, and a technology department.

Together, we at RE/MAX All-Pro have assisted over 25,000 families realize their dream of homeownership and along the way have become friends and neighbors with many.

Let us earn your trust!



Keny & Cheyanne Terracciano
RE/MAX Premier Broker | Owners

We believe our responsibility is to enrich the lives of our sales associates. We understand our real estate agents trust our leadership. We will assist them in serving their clients' real estate needs. We will address their concerns and provide the highest level of broker support, mentorship, and advice so they always feel secure and comfortable when working at RE/MAX. We will honor our leadership role, uphold the highest code of ethics, and strive to exceed all of our agents' expectations.

As Real Estate brokers, we are responsible to motivate our agents and staff, lead by example, and communicate the company vision and culture while establishing a level of trust and respect with each and every one of our agents and employees. We will maintain a professional, progressive, agent-centric business. We will strive to be good citizens and support good works and charities by giving back to the communities in which we serve and practice business.

We will actively participate with local government issues that impact the community in which we live. We will instill our three core values of **Integrity, Reliability, and Honesty** to achieve company goals, agent goals, and our personal goals.

MARKET VALUE Strategies

IF THE ASKING PRICE IS:

THE PROPERTY APPEALS TO:

15% OVER
MARKET VALUE

20% OF BUYERS

10% OVER
MARKET VALUE

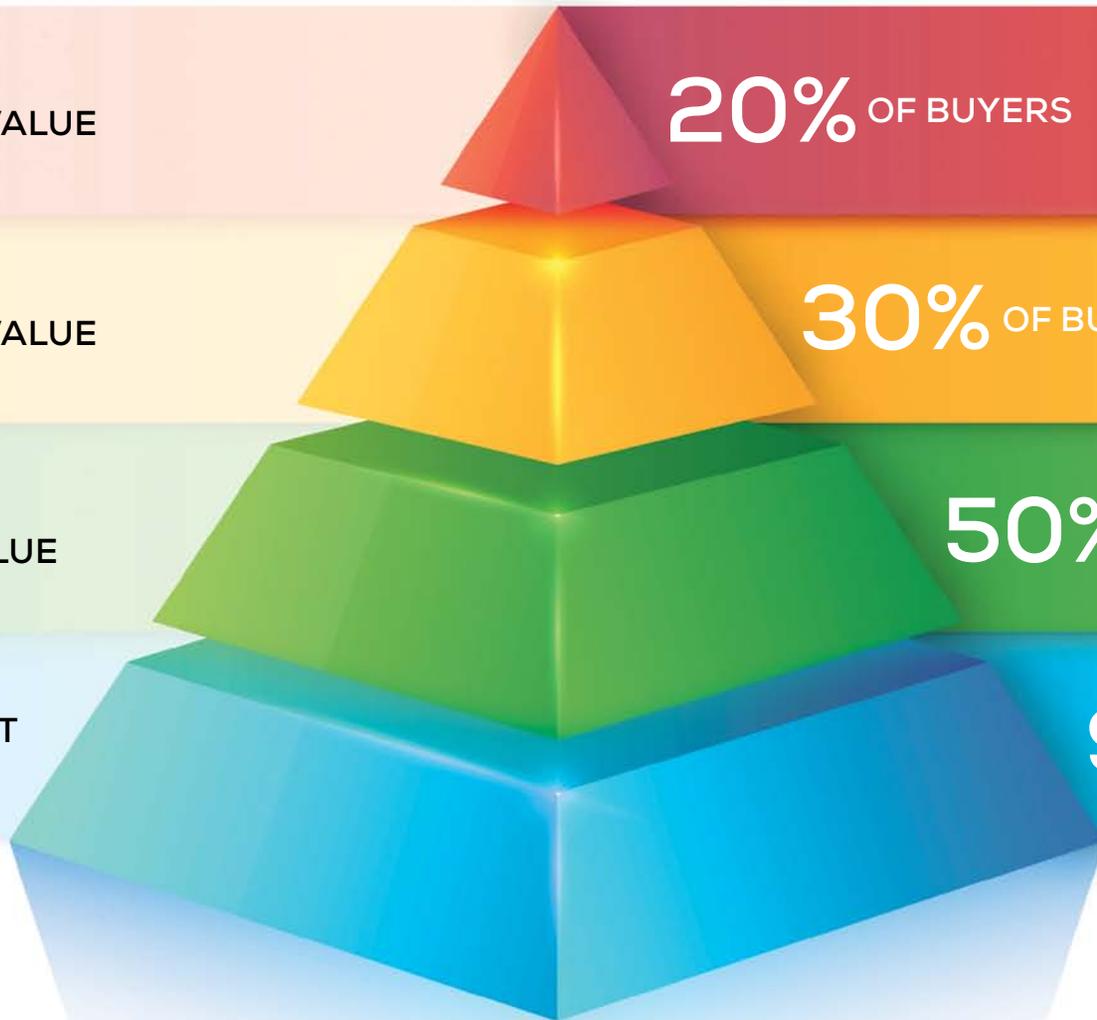
30% OF BUYERS

5% OVER
MARKET VALUE

50% OF BUYERS

FAIR MARKET
VALUE

95% OF BUYERS



Getting the **RIGHT PRICE**

Timing is important in the real estate marketplace. Home prices are constantly fluctuating with the dynamic forces of the local, national, and global economy. No real estate associate can control these forces. However, your RE/MAX associate will research and prepare a detailed "Market Analysis" of your property. Your market analysis will compare all other sold and currently listed properties in similar locations, characteristics, amenities, and condition, to your home. Together, your RE/MAX associate will help you interpret the data and make an informed decision as to where your home should be priced.

FAIR MARKET VALUE PRICING will enable you to reach 95% of the buyers searching for your home's criteria. **JUST 15% above fair market value** will decrease your buyer pool to 20%.



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What's it WORTH?

They list, they show, they sell, they close.

They help, they advise, they research, they guide.

They listen, they report, they inspect, they support.

They fix, they stage, they promote, they engage.

They work, they commit, they move mountains, they win.

RE/MAX agents do more from start to sold. It's why
nobody else sells more homes.

Do you know the value of your home?

Get your free home evaluation - visit remaxallpro.com





2 TO 1

RE/MAX agents outsell other agents by more than 2 to 1 in the REAL Trends 500 survey* of large brokerages.

Which means...

- ✓ Twice as many trips to the closing table.
- ✓ Twice as many families helped.
- ✓ Twice as many dreams realized.

*Transaction sides per agent calculated by RE/MAX based on 2016 REAL Trends 500 data, citing 2015 transaction sides for the 1,605 largest participating U.S. brokerages. RE/MAX average: 17.3. Competitors: 7.9. ©2016 RE/MAX, LLC. Each office independently owned and operated 6_89011

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	TRANSACTION SIDES PER AGENT LARGE BROKERAGES ONLY ¹	U.S. RESIDENTIAL TRANSACTION SIDES ²	BRAND AWARENESS (UNAIDED) ³	COUNTRIES ⁴	OFFICES WORLDWIDE	AGENTS WORLDWIDE
RE/MAX	17.3	960,000+	27.0%	95+	6,986	104,826
REALTY EXECUTIVES	10.4	Not released	0.4%	5	516	6,500
ERA REAL ESTATE	9.4	120,919	1.9%	30	2,350	36,800
BERKSHIRE HATHAWAY HomeServices	8.7	Not released	4.0%	1	1,200	42,000
COLDWELL BANKER	8.6	730,128	14.0%	34	3,000	84,800
Century 21	8.2	411,731	19.7%	63	6,900	101,400
Better Homes and Gardens	7.0	62,738	1.0%	2	300	10,200
kw KELLERWILLIAMS.	6.8	843,547	8.3%	13	773	133,212
Sotheby's	6.3	100,297	1.6%	44	835	18,800

RE/MAX is the right choice: quality agents, the most productive real estate network, the leading brand and an unmatched global presence.

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2016

RE/MAX vs. THE INDUSTRY

Through the years,
BILLIONS of dollars have
been invested in promoting
the RE/MAX brand.

Every RE/MAX ad drives
BUYERS to view your home
through remax.com.

REMAX.com attracts MORE
CONSUMERS than any
other real estate franchise
website.

Source: Hitwise Jan. - Dec.
2015 report of all U.S.
websites in the "Business
and Finance - Real Estate"
category.

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independently owned and operated.

CONSUMERS VISIT REMAX.COM MORE THAN ANY OTHER REAL ESTATE FRANCHISE WEBSITE

January - December 2015



remax.com
62,132,115
VISITS

century21.com
42,457,848 visits

kw.com
31,567,836 visits

coldwellbanker.com
20,618,581 visits

weichert.com
20,452,820 visits

More tools, More features, More helpful.

THE POWER of Syndication

With 94% of homebuyers beginning their search on the web, it's important to have extensive online exposure among consumers and real estate professionals across the globe. remaxallpro.com



Remax.com & global.remax.com





Maximum **EXPOSURE**

THE RE/MAX Marketing Advantage

DISPLAYING YARD SIGNS: A RE/MAX All-Pro real estate sign is the #1 way to show your home is for sale. There is a sense of trust that has been earned over the last 25 years. When homebuyers see the RE/MAX All-Pro logo, they know you're working with a real estate leader.

BROKER TOURS & OPEN HOUSES: A broker tour opens your home to agents from around the area that are seeking properties to show their clients. The best time for agents to show your property is during an open house. We offer advice and assistance in the most advantageous way to showcase your home to potential buyers.



SALES BROCHURES, FACT SHEETS, POSTCARDS, VIRTUAL TOURS:

High quality marketing materials are designed and distributed to keep your home top of mind to buyers in your area. A professionally produced online virtual tour gives the world a 24/7 open house to your home and its information. We are committed to marketing your home in the manner you envision it represented.





Our Community



WE LIVE, Work & Play here too...

RE/MAX is known for local and national involvement in many philanthropic organizations and programs. Funds raised in our community directly benefit our community. We take pride in aligning with the following organizations to raise funds and offer support right here in the Antelope Valley.

RE/MAX All-Pro is proud to support the Children's Hospital of Los Angeles and local kids charities. The Terracciano Family founded Cure a Child in 2010 and our RE/MAX All-Pro team has been a driving force behind it ever since. Thanks to the generosity of our corporate partners and individual sponsors, **we've raised over 1.4 million** to provide support to families struggling with the effects of childhood illness. Carting for a Cure, the primary fundraising event, is held in September at the Streets of Lancaster Grand Prix. Visit cureachild.com to learn more.

Every year RE/MAX All-Pro reaches out to high school seniors offering various levels of scholarships. We also proudly sponsor community events such as: The California Poppy Festival, LA County Air show, The Antelope Valley Fair, Streets of Lancaster, Field of Drafts, Magical BLVD Christmas, and Stuff-a-Bus to name a few. We enjoy supporting these events that allow us the opportunity to offer outreach to our community while making friends. Visit outreach.remaxallpro.com to learn more.



Why RE/MAX?



RE/MAX is #1 in the world for real estate for a reason. Not only do they deliver for their clients, they love and support their agents! Our RE/MAX All-Pro office celebrates our individual victories and supports those when the going gets tough. This is the ONLY place I would do real estate business in the AV! The agents are loyal, dedicated, passionate, resourceful, and trustworthy. I love working for RE/MAX All-Pro.

-Emily Probst

Exceptional, client-focused real estate services with strategies that build a just and sustainable world. The agents of RE/MAX All-Pro strongly support each other and each other's clients, giving all clients access to experience and resources much greater than any other real estate office could provide in the area. The company also continues to make a deep commitment to our local community in charity and volunteer work.

-Kent Steffes

RE/MAX All-Pro is driven by a conscience toward the community that is bigger than just real estate alone. They strive for the greater good in many areas and this value is also reflected in the atmosphere of the office. They offer great resources and are quick to help.

-Emilie Bennett

It is a pleasure to come to work when you know that you are with a company with ethical agents, dedicated broker and owners. Knowing your with a company that is involved with the community... Priceless!

-Donna Drost





re/max is me

strong
extraordinary
motivated
productive
energized
inspiring
dedicated
global
unstoppable



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