

WHY INDEPENDENT?

The Facts Are As Clear As Black

INDEPENDENT

- Retain more profitability per transaction and deploy resources locally where they can have the greatest results
- Continue to hold the Number One market share position in many more markets than the competing franchisees, due to the power of the local brand in a local business
- Build their brand rather than someone else's
- Control the service & reputation associated with brand, and deliver based on that accountability
- Are true stakeholders in the local community, a reality that consumers appreciate and respond to
- Have unlimited opportunities to grow business through ancillary services that drive local profitability.
- Can use the brand and listing content to create the local real estate Web site of choice
- Drive the direction of the business, and turn on a dime to meet local market needs

And White...

When choosing to affiliate with a real estate company that is the right fit for you, consider **TREVITT REALTORS**, and find yourself in an environment that values the individual identities of both the associates & clients – an environment ripe for your success.

FRANCHISE

- Pay a percentage "off the top" of every transaction they produce for services that may never benefit them locally
- Are subject to an agenda set by a large conglomerate, which cannot tailor its programs to individual companies and marketplaces
- Use their skills to build a national brand that may own or franchise their competitors
- May be impacted by brand and identity issues and inconsistent service delivery that affect their local reputation
- May be perceived as community "outsiders" who are part of a national chain rather than local stakeholders
- Are often required to feed the franchise's ancillary operations and their bottom line
- Have local Web sites that are overshadowed by the national site, with name similarity that makes it difficult to find the local firm
- Are constrained by bureaucracy and corporate red tape.