

**Steinborn
GMAC
Real Estate**

**Steinborn
GMAC
Associates**

Value Proposition

Business Competitive Advantage

- *The Real Estate Guide*
- Steinborn Website
- Free Personal Website (option to upgrade)
- Upgraded presence on REALTOR.com
- Elegant Homes Marketing
- The Real Estate Institute
- Buyer & Seller Marketing Programs
- Local & National Advertising
- Company Recognition Advertising
- Multi-Media Advertising
- Free/Subsidized Virtual Tours and Toolkit CMA
- Transaction Coordinators
- HomeRewardsSM for Customers

Orientation, Education, and Training

- Orientation Notebook
- Technology Orientation
- Assistance w/ordering Personal Identity Products
- Sales Meeting Presentations
- Advantage Training
- Premier Service Certification
- Success Series
- CRS Courses On Site
- Residential Marketing Master
- Accelerated Career Track (ACT)
- Annual Business Planning Course
- GMAC Online University
- The Real Estate Institute

Administrative Support

- QB / CEO
- Managing Broker & Assistant
- Chief Administrative Officer
- Information & Technology Services
- Accounting Services
- Front Desk Support (clients)
- Back Desk Support (Associates)

Support Programs

- GMAC Annual Business Conference
- Pacesetter and IMPACT meetings
- National Awards and Recognition
- Local Awards and Recognition
- Matching Education Fund
- In-House Mentoring Program
- RealFA\$T Software
- GMAC Members Website
- My Dot Website
- Annual social events

Office Technology

- High-Speed Internet Connectivity
- Steinborn Intranet
- Company E-mail w/filtering
- Direct Phone Lines and Voice Mail
- Color Laser Image Printers & Networked Printers
- Scan-to-Email Capabilities
- Full-Media Training Facility
- Listings Slide Show in Lobby

Business Lead Generation

- Steinborn LeadTrackerTM
- GMAC Referral Network
- Global Relocation Services
- Floor Time
- Local Business Development
- GMAC Real Estate Affinity Partners
 - Family First
 - Great Moves
- Info USA Mail Marketing Program

Special Features

- Wired Background Music in Lobby
- Aqua Perfect Water System
- Coffee Bars
- Fitness Center
- Significant GM Auto Discounts
- Cell Phone Service Discounts

Homeowner Services

- Mortgage Services
- Title Services
- HomeRewardsSM for Customers
- GMAC Homeowner Education
- Property Management Services
- GMAC Home Warranty Program