

*“Your ‘Plan B’ For a Winning Listing Presentation.”*

# RealEstateWhitePaper.com

■ The Future of Real Estate Agents and Brokers.

by Real Estate Innovators

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“With our **Listing Presentation Plan B**, **Real Estate !nnovators** can now **double the income of their office** in 6 months and keep their hard won sellers, listing, transaction credit and transaction fee with an in-office Maestro Luxury and Express Auction anywhere in the USA and Canada.” - Larry A. Makowski, CEO

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### Introduction

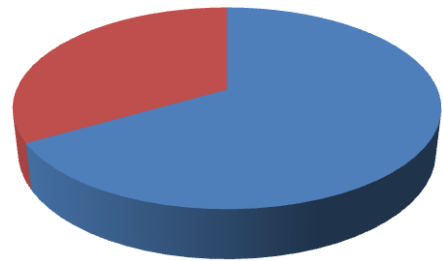
## Real Estate Innovators may offer our programs a “Listing Presentation Plan B”.

*One in every three properties will be sold using an auction listing. – NAR (1)*

*“According to a study done by the National Association of Realtors® (NAR), the future of the real estate auction business may be heading toward one in every three [1/3] properties being sold or influenced using an auction listing. If that’s the case, any brokers looking for new opportunities to generate additional revenues, might want to **consider opening an auction division.**” –*

*Robert Albanese, Strategist, Realty (1) 2009*

### Real Estate Sales



■ Traditional 66.6%

■ Auction 33.3%

**Real Estate Innovators** - what the NAR is reporting is that 1/3 of your hard won life-long sellers and your listings will soon be lost to an unaffiliated auction company if you don’t have **your own in-office auction division**. You may now offer our programs as your “Listing Presentation Plan B”.

The NAR makes it subtle, yet obvious that **Real Estate Innovators** should **never** give away their listing to an unaffiliated auction company and that to remain profitable [with the realized potential that 1/3 of their business is leaving], Brokers should have **their own in-office Maestro Luxury and Express Auction Division**.

When a Realtor® rips up a seller contract and hands their listing over to an unaffiliated auction company, their name and their office’s name is no longer on it. It’s no longer their listing. They have lost their life long seller and all the confidence the seller had in them for life. The unaffiliated auction company is now the one who works to impress your former seller and helps them to “move on”.

The Realtor® gets no transaction credit or transaction fee. *The Realtor® is not listed on the unaffiliated auction company’s Seller contract. The unaffiliated auction company is now courting the Realtor’s® lost seller for future business and referrals.* The Realtor® might get a small referral fee. *They might not.* (Routinely from 0% - 2%) *Either way, the Realtor® has lost their listing, valued relationship and trust with the seller, to another unaffiliated company.*

### Executive Summary

By offering our programs as a “Listing Presentation Plan B”, Real Estate Innovators may now **double the income of their office** in 6 months and keep their hard won sellers, listing, transaction credit and transaction fee with an in-office Maestro Luxury and Express Auction in the USA and Canada.

“The goal of Maestro Luxury and Express Auctioneers is, and for 30 years has been, to help our Broker and Agent partners radically increase the income of their offices with a one of a kind **50/50 split of what is normally a negotiated 10% Buyer’s Premium (commission)**.”

Maestro Luxury and Express Auctioneers are proud and honored to be the first and only real estate auction marketing company in the world which has been recognized internationally as a Swanepoel Real Estate Trend Innovator.

Only 8 Real Estate Innovator companies in the world are recognized by Swanepoel **every two years.** (5)

Receiving this worldwide Swanepoel Trends Report recognition while our programs were still in “stealth mode” is like receiving a ‘Best Picture Oscar®’ before anyone ever saw the movie.”

We train and help our partners build profitable, in-office, Maestro Luxury and Express Auction Divisions – keeping the listing, transaction credit and transaction fee in the their offices – with a terrific commission!

As trends in the real estate industry evolve to accept The Maestro Luxury and Express Auction Method as a viable part of their short and long term revenue strategies, we will grow with our partners to increase their bottom line as we help our sellers to move on.”

– Larry A. Makowski (CEO, Express Auctioneers LLC)

**“... like receiving a Best Picture Oscar® before anyone ever saw the movie.”**

– Larry A. Makowski



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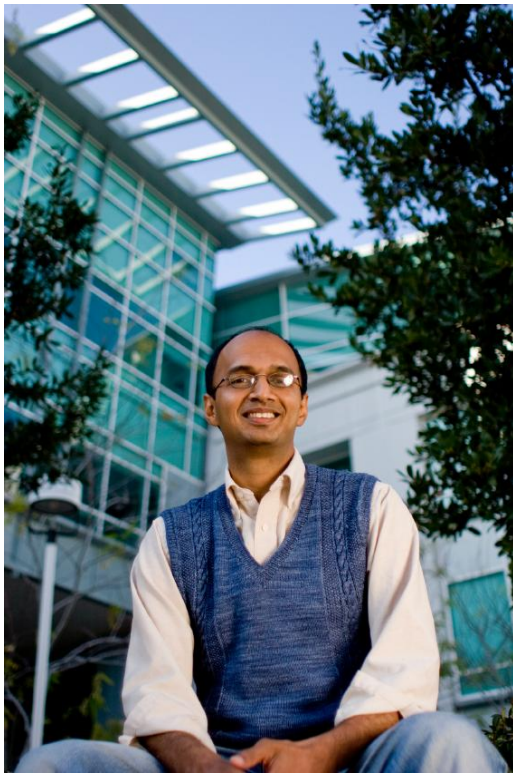
**Maestro Luxury**



## Vast New Market Potential

**Real Estate Innovators** can now market their professional real estate services to a vast new client potential.

**Professional Real Estate Auction Agent** and **Asset Liquidation Specialist** designations provided for free by Maestro Luxury and Express Auctioneers. Now you and your team of **Real Estate Innovators** can offer and market professional real estate and asset liquidation sales services and our world renowned Maestro Luxury and Express Auction Method. You can now create Maestro Luxury and Express Auction Divisions in the offices of current and potential professional contacts. They all have clients who might need to liquidate real estate assets rapidly. You make the deal and we provide a professional referral fee to them.



- **Attorneys**
  - Real Estate, Divorce, Estate and Probate, Asset Liquidation, Foreclosure, Elder Law.
- **Property Management Companies**  
(Commercial and Residential)
- **Certified Public Accountants**
- **Senior Transition Companies and Move Managers**
- **Mortgage Companies & Special Asset Divisions**
- **Builders and Construction Companies**
- **Churches, charities and more!**

## Program Overview

**Real Estate Innovators** can now offer their real estate services to vast new potential clients and markets.

*Here are some highlights of our Maestro Luxury, Express Auction and Asset Liquidation Programs.*

- We keep the Maestro Luxury, Express Auction and Asset Liquidation Specialist Programs under your name and brand of your true "full service real estate office" instead of having you rip up your seller contract and give away your life long client, their current and future listing(s) to an unaffiliated auction company where you "might" get a small referral fee and don't receive a transaction credit or transaction fee.

- Our Maestro Luxury, Express Auction and Asset Liquidation Specialist Programs are the first and only co-managed in-office Express Auction Divisions in Real Estate offices throughout the USA and in Canada. Our free courses allow for your agents to be trained as Real Estate **Auction** Agents (REAA) to assist in the reduction of inventory and offer new sales solutions to present, future and previously unreachable potential clients.

- Your entire team will now be able to also market Maestro Luxury, Express Auction and Asset Liquidation Specialist Programs as "REAA and Asset Liquidation Team Managers" to all of your company's other offices with ease of access. Routinely, our Team Managers who act as a participating agent can receive a negotiated referral for their hard work and heavy lifting.

- With a Professional REAA designation, your team of agents can now offer and market their real estate sales services and our world renowned Maestro Luxury, Express Auction and Asset Liquidation Specialist Programs **and** create Express Auction Divisions in the offices of divorce, estate and probate, bankruptcy and all manner of attorneys, property management companies, CPA's, senior transition and move managers, special asset divisions, builders, churches, charities and more.

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## Technology

### Cloud Based and Paperless

- Our programs and technologies were developed by a team who spent over 50 combined years at NASA and 15 years in the military developing critical pre and post launch checklists and creating paperless processes as well as cloud based computing and data management.

- Our Maestro Luxury and Express Auction and Asset Liquidation Specialists have participated in over 20,000 Express Auctions in the last 30 years.

- You keep your seller team informed numerous times through our Maestro Luxury, Express Auction and Asset Liquidation Specialist Program events using our EASIER System.

- Our Maestro Luxury, Express Auction and Asset Liquidation Specialist Programs are designed to work great for the individual agent and especially well for Real Estate Teams.

- We provide all of our training and co-management for Maestro Luxury, Express Auction and Asset Liquidation Specialist Programs at no-fee to the office.

- We split 50/50 of what is normally a 10% Buyers Premium (commission) with the broker. Because we are a brokerage and sign a professional services contract with the broker, you keep your transaction fee and credit.

- You now have an excellent "Plan B" to offer to your sellers as a first option, midway through the contract, or at the end of your contract period.

- Your REAA and Asset Liquidation Specialist Team Managers can act as independent representatives to our licensees (2012) and create new lines of revenue as our programs expand across the USA and into Canada

- **Pride in ownership** of the Maestro Luxury, Express Auction and Asset Liquidation Specialist Programs from start to finish as your team works our program from beginning to end - **in your true full service real estate office.**



### Personal Brand Marketing

The Licensed Real Estate Sales Person (Realtor®) is the Real Estate Innovator.

“... a membership of over 900,000 members.” – NAR (4)

Real Estate Agents sell themselves. They build a personal brand like no other. The only way they will survive and thrive is to continue to build their brand and service their sellers as Real Estate Innovators providing a viable “Plan B” to keep their seller in their office.



Sellers are buying the knowledge, passion and vision of their personal Real Estate Innovator.

The “figure of the Realtor®”, Jeffrey M. Hornstein declares in A Nation of Realtors®, “looms large in American popular culture”. At first glance, this claim seems overblown. The Realtor®, after all, is but a state-licensed real estate broker. A person who wants to sell his home will hire a Realtor® to price it and put it on the market; a person interested in buying a home will hire a Realtor® to take him around and show him prospective properties.

Whenever a match is made, the two Realtors®, for their services, will split a commission of around 6 per cent of the purchase price. Why, then, should such an anodyne character loom large in American culture? Because, Hornstein says, the Realtor® has been hugely instrumental in creating the modern American middle class [utilizing the traditional real estate state]. (2)

#### METHOD OF HOME PURCHASE, 2001-2010

(Percentage Distribution)

	2001	2003	2004	2005	2006	2007	2008	2009	2010
Through a real estate agent or broker	69%	75%	77%	77%	77%	79%	81%	77%	83%
Directly from builder or builder's agent	15	14	12	12	13	12	10	8	6
Directly from the previous owner	15	9	9	9	9	7	6	5	5
Through a foreclosure or trustee sale	1	1	1	*	1	1	3	10	4

\*Less than 1 percent Source: Realtor.com (3)

Real Estate Innovators have truly been instrumental in creating the modern middle class. How will they handle the evolution of the middle class as 1/3 of their future listings (per NAR) leave their grasp? When their listings are sold at an unaffiliated auction where they receive no transaction credit, transaction fee, and little or no compensation, the future is uncertain at the least.

Before 1/3 of the Realtor’s® business is adjusted to the auction sale, it will be instrumental for the future of Realtors® and the real estate industry to learn and profit from the auction and re-engage homeowners with a plan “B” from Real Estate Innovators.

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## Professional Designation

### Professional Real Estate Auction Agents (REAA)

- All Professional Real Estate Auction Agent and Asset Liquidation Specialist courses are **free** and available online at:

**www.RealEstateAuctionAcademy.com**

- We train all of your agents and staff as **Professional Real Estate Auction Agents** and **Asset Liquidation Specialists** for free.

- Realtors® will maintain their listing and get the transaction credit and transaction fee!

- Realtors® will be **proudly** working with their lifelong seller from their branded “in-office” Maestro Luxury and Express Auction division. (not an outside auction company)

- Broker picks 1 of their agents to become a REAA Team Leader. They become the point of contact to our Regional or Team Manager and report back to you about the activities of “Your Express Auction Division” at your weekly meetings.

- Your listing will be sold in 30 days.

**Brokerage receives a 50% – 50% net split of what is normally a 10% Buyer’s Premium\*.**

The NAR has taken great care and expense to tell agents and brokers how to proceed to remain profitable - *and what not to do.*

The true full service real estate office of the future (which is now) should include an in-office auction division.

Until now, the only option available would be to give away your hard won listing to an unaffiliated auction company. This causes a disruption to the income stream and bottom line of the office while estranging the seller/agent professional relationship and portrayal of the unaffiliated auctioneer as an interloper.



**Real Estate Innovator** will proudly introduce their seller to The Maestro Luxury and Express Auction. They will guide them through to closing and beyond.

“As real estate professionals consider which operational tools will help to differentiate them in future years, it could well be that auction services will become a mainstay.” - Robert Albanese, Strategist, Realogy<sup>(1)</sup>



**Real Estate Innovators** will want to learn how to service their sellers and keep them in their own in-office auction division.

## Program Profile

### EXiT Latham Realty – Jim Latham; Real Estate Visionary

"Fresh from being recognized as the first and only Real Estate Auction Company ever selected as **Real Estate Innovators** by the Swanepoel Trends Report, Express Auctioneers proudly announces the selection of EXiT Latham Realty as Exclusive Regional Affiliate for The Maestro Luxury and Express Auction for Real Estate from the only in-office Express Auction Division on Maryland's Eastern Shore " stated Mr. Larry A. Makowski, 30 year CEO of Express Auctioneers LLC. "EXiT Latham Realty is the perfect addition to the Maestro Luxury and Express Auction Team. Makowski added, "R. James (Jim) Latham, broker owner of EXiT Latham Realty is a true **Real Estate Visionary**. Being able to build, train and manage in-office Maestro Luxury and Express Auction Divisions with Jim and his dedicated team of EXiT Real Estate Professionals is a tremendous honor for us and a terrific benefit for EXiT Latham Realty's lifelong and future clients. Our Maestro Luxury and Express Auction programs were designed from the ground up to assist EXiT Realty Visionaries and Innovators like Jim Latham across the USA and in Canada to create highly profitable in-office Express Auction Divisions and become "true" full service real estate offices."

"We are proud to represent all EXiT Realty offices in the USA and Canada as the first selected to spearhead Maestro Luxury and The Express Auction as their exclusive Regional Affiliate. We do Luxury, Residential, Waterfront Estates, Commercial and Land/Farm sales. Being able to work with a Swanepoel **Real Estate Innovator** Company like Express Auctioneers is a huge deal for anyone in the real estate industry. Now with our own in-office Maestro Luxury and Express Auction Division, we able to provide our sellers with true full service real estate marketing. With the NAR stating that fully 1/3 of all real estate to be sold at auction, it only makes sense that we have our own in-office Maestro Luxury and Express Auction Division. Our Maestro Luxury and Express Auctions stay under the EXiT Realty brand. All of our Realtors receive training as Professional Real Estate Auction Agents. Our agents along with Express Auctioneers manage and perform most of the work involved. Larry Makowski is a true **Real Estate Visionary**."

Your name **BIG**; ours small



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## Conclusion

### The True “Full Service Real Estate Office”

Residential, commercial, land, property management, mortgage, appraisal, closing services, home warranty, insurance, relocation, training and title divisions made your office a “full service real estate office” one-stop marketplace for real estate. You would never consider sending away a client for any of these services. Why would you do it for an auction?



*“Now with pride in ownership of your in-office Maestro Luxury, Express Auction and Asset Liquidation Specialist Programs, your Professional Real Estate Team keeps their sellers and walks them through our programs from beginning to closing – you will now have a true full service real estate office.”* – Larry A. Makowski, CEO, Maestro Luxury and Express Auctioneers.

What the NAR envisions is an in-office co-managed auction division and a professional relationship with an affiliated auction company acting as an emissary. This can only happen with proper training and professional designation of all agents in the office to allow the offices brand trust to fulfill the auction process thru to closing with rapid response. Maestro Luxury and Express Auctioneers is truly the only company in the USA and Canada to provide these services.

*“As real estate professionals consider which operational tools will help to differentiate them in future years, it could well be that auction services will become a mainstay.”* – Robert Albanese, Strategist, Realty (1) 2009

The Realtor® will feel like a 50/50 partner in all aspects of the in-office Maestro Luxury, Express Auction and Asset Liquidation Specialist Programs including an equal split of what is normally a 10% commission known as and paid by the buyer (Buyer’s Premium or BP). *When the Realtor® “gives away” their listing to an unaffiliated auctioneer, the Realtor® normally receives from 0% - 2% referral fee from the unaffiliated auctioneer with no transaction fee or credit for the office.*

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## Acknowledgement/Submission/Legal

RealEstateWhitePaper.com is a free service for Real Estate Innovators and Real Estate Visionaries to showcase their Real Estate Innovation. Starting in March 2012, Real Estate White Paper TV will begin broadcasting on Ustream.com. All submissions will become potential for interviews on Real Estate White Paper TV.

You may submit your Real Estate White Paper in editable PowerPoint format to:

Submit@RealEstateWhitePapers.com 

We will announce the publication of your Real Estate White Paper in our monthly press release. We will publish your Real Estate White Paper on our website site.

Include your name & telephone number so we may call to confirm your submission

Acceptance and publishing of your Real Estate White Paper at discretion of the editor.

Note : If we need to edit, we will email you for final approval.

### Acknowledgements:

This Real Estate White Paper is the result of a collaborative effort among members of Express Auctioneers LLC management and marketing writers, Real Estate Innovators and represents the collective expertise of the company's managers and research analysts. The opinions expressed herein should not be construed as investment advice.

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Express Auctioneers LLC, Baltimore Maryland

*"A powerhouse real estate auction company!"*

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NOTICE TO BIDDERS: READ THIS AND ALL SALES INFORMATION AS TO THE PROPERTY. REVIEW THE CONTRACT AND LISTEN CAREFULLY TO ALL ANNOUNCEMENTS BEFORE SUBMITTING A BID. YOU ARE BOUND BY THE PROVISIONS OF THE TERMS AND CONDITIONS AVAILABLE FROM THE AUCTIONEER OR ON OUR WEBSITE, THE CONTRACT AND THE ANNOUNCEMENTS. THE SALE OF THIS PROPERTY IS "AS IS" WITHOUT ANY PROMISE, REPRESENTATION OR WARRANTY OF ANY NATURE, EXPRESSED OR IMPLIED, OTHER THAN AS MAY BE EXPRESSLY CONTAINED HEREIN OR ANNOUNCED AT AUCTION. YOU ASSUME ALL RISKS OF ANY NATURE IN SUBMITTING A BID AND BUYING THE PROPERTY. It is for this reason that any prospective buyers should take the opportunity to make inspections prior to the auction. All announcements made the day of sale shall take precedence over any and all previously printed or published materials or any other oral statements made. Procedures of the auction and increments of bidding are at the sole discretion of the Auctioneer. The determination of the Auctioneer is final and without recourse. Please contact Express Auctioneers for full details. Real Estate Innovator™, Real Estate Revolutionaries™, Real Estate Revolutionary™, Real Estate Auction Agent™, Maestro Auction™, Real Estate Auction Broker™, The Express Auction Method™, Express Auction™, Real Estate Innovators™, Next Big Thing In Real Estate™, Real Estate Visionary™, EASIER System™ and any variation of these marks are trademarks of Express Auctioneers, LLC. All other trademarks and copyrights are the property of their respective owners. Terms and conditions available on our website.



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