

epowergroups™

THE POWER TO TRANSFORM FROM THE INSIDE OUT

Ever Try To Herd Cats?

It's almost as hard as getting all of your sales associates to consistently be profitable online (i.e. return all e-mail promptly, convert more online leads to sales, not trashing your company's online reputation by doing something stupid like spamming a whole city, etc.).

The reality is that not everyone in your company is going to make it online (which shouldn't be news to you). The key is to identify and support the ones that will — so that their success magnetically draws others who still have a chance, into using the Net effectively. Think of these special agents as your “Green Berets” of Internet superstars that you won't have to worry about dragging anywhere (in fact, they'll probably be pushing you!)

ePOWER! Groups™ is a groundbreaking program designed to help you easily screen, nurture, train, and leverage these very special people within your own organization to total online productivity —without the headaches. By forming your company's own ePOWER! Group, you create the “cream” that the rest of your associate “cats” clamor for!

What If It Were As Easy As 1 - 2 - 3?

ePOWER! Groups™ is a step-by-step ongoing program, specifically designed for brokers, that enables you to:

1. Identify - those individuals that will make up your elite group of Internet savvy associates through a comprehensive screening process and a written agreement outlining each member's commitment to the group and you.
2. Train & Support - each group member in the most advanced, comprehensive real-world online curriculum available —based on Mr. Internet's® ePOWER! PRO* book and an ongoing set of informal lesson plans we'll provide to you. Also, all group members will be part of a special company Intranet for their exclusive use to exchange ideas, solve problems, etc.
3. Leverage - the success of your group members in a way that causes your other associates to want be part of something very "special". Inclusion in the ePOWER! Group is an earned privilege, not a right.

Additionally, group leaders (whether it's you or someone you appoint) get to exchange ideas and solve issues with other group leaders via a special Intranet (that we set up) for all ePOWER! Group participating firms within the same franchise system. Using the Net collaboratively with other firms committed to online success means you have continued support and don't have to do all the work yourself!

This isn't just some training program, this becomes a way of life —a highly successful one for you and your associates.

*To learn more about the ePOWER! PRO book, often referred to as the bible for doing real estate on the internet, visit <http://www.epowerworks.com>.

Why Your Competitors Will Hate You...

Forming your company's own ePOWER! Group solves all the issues surrounding the training of associates to use the Internet effectively, and creates many opportunities that otherwise wouldn't exist:

- Immediate Boost Online Productivity / Profitability - by restricting all company online leads to only group members, you ensure that they will be followed up in a timely and appropriate manner. Also, the ongoing advanced training only found in the ePOWER! Group environment is proven to significantly boost online results at the associate level.
- Higher Conversion Of Online Leads - associates are taught a special "protocol" to effectively handle the Internet Empowered Consumer™ (IEC) —which is very different from working with traditional real estate consumers and is not found in any other Internet training program . This part of the training by itself will make a huge difference in the number of online leads that convert to closed sales.
- Reduced Broker Online Risk - group members are taught what to do, and what not to do online —some of which could otherwise get you and them into serious legal, financial, or regulatory trouble.
- Free Internet Policies & Procedures ToolKit™ - as a qualifying ePOWER! Group broker, you will receive a manual and customizable template to create your company's own set of Internet specific policies and procedures —a must if you are serious about protecting your assets in today's online environment.
- Retain And Recruit Better Agents - your elite ePOWER! Group program becomes a "golden handcuff" that powerfully binds your best agents' loyalty to you. It also becomes an effective magnet to attract the only kind of recruits to aim for today —those who are going to make it big online!

- Free Consultation With Mr. Internet® - who will facilitate periodic online meetings with you and all the other group leaders within your franchise group. Essentially an open Q&A with Mr. Internet as in addition to sharing successes, ideas, and challenges leaders encounter while running their own ePOWER! Groups.
- Reduced Operating And Support Expenses - group members are trained and committed to using the Internet in ways to streamline operations —including being responsible for their own tech support issues and related costs (it's one of the first things they are taught!)
- No More “Training Frustration” - because you are only dealing with associates who are “on fire” and totally committed to the ePOWER! Group process. Built-in accountability standards ensure that their continued enjoyment of membership benefits depends upon it.
- Greater Associate Buy-in - because nothing motivates other agents to action more than seeing their peers succeed at something that they didn't bother pursuing. The elite status of group membership makes this attraction even more powerful. In this way, your ePOWER! Group becomes the key to “growing” your company's transition to online proficiency without the hassles!
- It's FREE! - including the entire program and all of its many components (other than the ePOWER! PRO curriculum book, which must be purchased, at a discount, by group agents). However, it is not available to all firms — only those that meet the requisite commitment level and high standards set forth in the ePOWER! Group Broker Application.
- So, what's “The Catch”? - well, there isn't a catch actually. By wrapping a revolutionary program around the ePOWER! PRO curriculum book, we avoid spending a fortune in advertising to get this important material out, and can pass these savings on to the agents (through the broker wholesale purchase). This way, it's a Win - Win - Win. The broker wins, the agents win, and it works for us as well.

Why Some Of Your Associates Will Turn Green...

With envy, because they didn't choose or qualify to participate (since only about 10% of them will). In addition to receiving the most advanced on-going training and support for doing business online, those associates who do qualify will also benefit from:

- Generating greater numbers of qualified online leads;
- Converting more online leads into closed transactions;
- Differentiating themselves from all other online competitors;
- Earning more by working less through special online operational strategies.

Perhaps most of all though, they will enjoy the privilege of being among the "Best of the Best" within your company.

Let Human Nature Do All The Motivational "Heavy Lifting" For You...

There are three fundamental principles of human nature that underlie the success of ePOWER! Groups:

1. Sales associates who are totally committed to succeeding online are already highly motivated;
2. Sales associates crave distinction (i.e. being part of an elite group);
3. Sales associates (i.e. non-group members) invariably want what they can't have.

By selecting your group members carefully (which is a snap with the tools we give you), and keeping the successes of group members highly visible throughout the rest of your organization, human nature will take care of the rest!

The structure and focus of your ePOWER! Group contributes to its success as well:

- Ongoing Target Market Centered Workshop Environment - modeled after Mr. Internet's highly successful 3-Day Advanced Workshops, each member of your ePOWER! Group will be assigned to a team that will focus on a specific target market (i.e. first-time buyers, exclusive sellers, condo properties, etc.). Regular meetings are typically held every two weeks, with lots of practical, action based business-building homework in between. And each of the teams will share their ideas and brilliant solutions for their specific target market with all the other teams via the group Intranet. This way your group members work collaboratively to build their online success!
- It's About Leveraging Their People Skills - the focus within the ePOWER! Group training is about leveraging each member's powerful people skills into doing more business on line —not technology. This "humanization" of the Internet is the key to maintaining the continued interest of group members throughout the program.

The Power Behind ePOWER! Groups...

The entire ePOWER! Group program is the brainchild of Michael J. Russer (a.k.a. Mr. Internet®), the industry's leading Internet speaker, trainer, author, and strategic consultant. This program is the culmination of many years experience innovating the field of doing business successfully on the Net, including:

- Author of the industry-shaking Intel White Paper "CONNECTED 2001 - Transformation Of The Residential Real Estate Industry"
- Progenitor of the principles of working effectively with the Internet Empowered Consumer™
- Architect of NAR's original e-PRO Internet Professional Certification Program
- Creator of the industry's only advanced Internet workshop for sales associates
- Author of the industry's only "bible" of doing real estate online (ePOWER! PRO)
- Co-Author of ARELLO's Internet Best Practices Guidelines
- Author of the industry's first Internet-specific policies and procedures manual
- Exclusive Internet columnist for REALTOR Magazine
- One of the few truly international speakers about the Internet for the industry

In addition, REALTOR Magazine named him one of 25 most influential people in real estate in 2000. It is from this wealth of experience and dedication to helping real estate professionals reach the cutting-edge online leveraging their people skills, that forms the basis of the ePOWER! Groups program.

How To Get Started Right Away...

You must complete the enclosed ePOWER! Group Broker Application. This will help us determine if your firm has the requisite commitment to online excellence and market dominance. Since this program is currently free to those firms that qualify, we reserve the right to determine which ones will ultimately participate.

In particular we are looking for those companies who have a strong alignment about the importance of the Internet, at all management levels (i.e. CEO, CFO, Dir. Of Marketing, Training Director, Office Managers, etc.). Also, that there is at least one qualified person who will “champion” the ePOWER! Group process and commit to leading your company’s group to continuing success.

Fully completed applications will be reviewed promptly, and those firms that meet the criteria will receive their free ePOWER! Group Starter Kit shortly thereafter. Also, person(s) you choose to lead your ePOWER! Group will be assigned to a leadership Intranet with other group leaders.

They Who Hesitate (you know the rest)...

There are some compelling reasons to create your ePOWER! Group —right now:

- Currently It Is Free - but that may not always be the case to those brokers who wait to join the program at a later time;
- You Are Losing \$\$ Now - for every day that your sales associates are not up to speed on how to use the Internet effectively;
- Your Competitor Will Beat You To It - if you don’t move on this fast, you can bet that one of your competitors in your own back yard will!

This is your chance to make a huge difference in the online profitability and success of your sales associates and your company, at a cost (\$0) with which you simply can’t argue. With the ePOWER! Groups program, everything has been done for you, all you have to do is make a commitment to the future success of your company —do it now!



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