

# Comparison of residential real estate franchises

## Emerging players\*

BRAND/LOCATION/CONTACT/PHONE/YEAR BEGAN	NO. OF SALES ASSOCIATES AND BROKERS	NO. OF OFFICES (2005 DATA)	TARGET AREA	FRANCHISE FEE	ONGOING ROYALTY FEE (% of GCI unless otherwise noted)	RENEWAL FEE	TOTAL INVESTMENT	TERM (years)
<b>ADVANCE REALTY</b> Baltimore, Rob Munson, 888/925-0004, <a href="mailto:robm@advancerealty.com">robm@advancerealty.com</a> , 2005	346	13 (no data)	Nationwide	\$17,500	5%	10%	Varies	5
<b>KEY DISTINCTIONS</b> Consumer- and agent-driven system; full-service discount model, not to be confused with menu-driven or fee-for-service; agents empowered to provide world-class service by employing latest technology, best education, resources, and finest tools; revenue sharing program enables agents to realize earnings in excess of 100% of their commissions.								
<b>AMERICA'S REALTY</b> Roswell, Ga., Carl Fleischer, 800/285-4663, <a href="mailto:carl@americasrealty.com">carl@americasrealty.com</a> , 2005	300+	19 (no data)	Nationwide	N/A (limited time)	2%	Varies	Varies	5
<b>KEY DISTINCTIONS</b> No franchise fee for a limited time; revenue sharing; agent referral residual program; Web-based technology systems; management income software; sign conversion package; training; proven recruitment techniques; agent retention incentives; exclusive retirement plans; Internet marketing; national name recognition; local, regional, and national advertising.								
<b>AMERIVEST REALTY</b> Naples, Fla., Joseph Ballarino, 239/593-3114, <a href="mailto:joe@amerivestrealty.com">joe@amerivestrealty.com</a> , 2004	350	10 (no data)	Fla. plus 32 states	\$12,500	\$100/office, \$25/agent per month, \$25-\$100 per transaction	\$5,000	\$52,000-\$150,000	5
<b>KEY DISTINCTIONS</b> Affordable 100% commission plan with services; leading technology provider; market area sites; agent Web sites; front desk management; back office management and accounting; search engine placement; lead management and client tracking.								
<b>EASE REALTY</b> Denver, Gary Newman, 888/414-4141, <a href="mailto:gary.newman@easerealty.com">gary.newman@easerealty.com</a> , 2006	70	7 (no data)	Nationwide	\$400	\$125/agent per month	\$400	\$400	10, renewable
<b>KEY DISTINCTIONS</b> Marketing cooperative; independent companies join together under a nationally trademarked name and logo to pool resources, with companies in each state forming a nonprofit corporation; committees determine how monthly benefits are spent; participants run their businesses as they choose, while benefiting from low cost of sharing resources.								
<b>FIXED FEE REALTY</b> Morehead City, N.C., Barry Gurney, 888/312-2444, <a href="mailto:barry@fixedfeerealty.net">barry@fixedfeerealty.net</a> , 2001	27	18 (15)	Nationwide	\$599	N/A	N/A	\$599	Lifetime of brokerage
<b>KEY DISTINCTIONS</b> Alternative to franchising; membership in association; cost-effective way to have national impact and image without enormous franchise fees.								
<b>FLAT RATE REALTY</b> Soquel, Calif., Thomas Moulding, 800/549-4995, <a href="mailto:tom@flatraterealtyinc.com">tom@flatraterealtyinc.com</a> , 2006	55	25 (no data)	Nationwide	\$15,000	6%	\$2,000	\$20,000-\$125,000	5, renewable
<b>KEY DISTINCTIONS</b> Discount without cutting back on services; prestige and service coupled with a fixed flat rate; offices offer innovative "a la carte menu" of service packages from which consumers choose; company teaches brokers how to be profitable and run a successful office using new technology.								
<b>REALTY DIRECT</b> Sterling, Va., Tip Powers, 800/359-5220, <a href="mailto:franchise@realtydirect.com">franchise@realtydirect.com</a> , 2003	400+	32 (15)	Nationwide	\$19,900	5%	\$2,000	\$33,000-\$100,000	6, renewable
<b>KEY DISTINCTIONS</b> Generates leads for agents; offices supported through advanced technology, including Internet lead generation, lead management, agent productivity tracking, activity tracking, and customer relationship management; Web site and agent Web sites; property feedback system; Cash Flow for Life recruiting program, providing recruiting incentive for agents; program for ramping up offices quickly by converting high-commission top producers into agents using proprietary system.								
<b>SELL4FREE REAL ESTATE SYSTEMS INC.</b> Indianapolis, Gary Bieberich, 317/716-3733, <a href="mailto:sell4free@msn.com">sell4free@msn.com</a> , 2001	220	33 (23)	Nationwide	\$20,000	5%	\$1,000	\$23,500-\$80,950	10, renewable
<b>KEY DISTINCTIONS</b> Full-service brokerage; franchisee waives listing fee provided home owner purchases another home, otherwise commission is determined by agreement between franchisee and home owner; no reduction in commission splits to cooperating brokers; franchisee can have home office for training; Sell4Free University; relocation, mortgage, and title; marketing and management software; use of family of trademarked taglines; master franchise territories available.								
<b>SIMPLY SOLD REAL ESTATE</b> Atlanta, Scott Dasher, 866/608-7653, <a href="mailto:franchise_systems@simplysold.com">franchise_systems@simplysold.com</a> , 2006	140	8 (no data)	Nationwide	\$19,000-\$25,000	3% or fixed amount	\$5,000	Varies	5, renewable
<b>KEY DISTINCTIONS</b> Complete real estate system using proprietary technology to increase agent productivity and reduce office overhead; agent-centric business model with profit sharing and agent services; agent recruitment, retention, and coaching.								
<b>WEST USA REALTY</b> Phoenix, Ron Quain, 602/942-4200, <a href="mailto:rquain@westusa.com">rquain@westusa.com</a> , 1997	2,115	24 (18)	Nationwide	\$15,000	\$500	N/A	Varies	20, renewable
<b>KEY DISTINCTIONS</b> Backed by 20-year-old company with proven growth; marketing plan; computer management system designed in-house for front and back office; supports 100% and commission-split agents; offers management systems training, annual conventions, career guidance, and recruiting and retention resources.								

\* Emerging players are defined as companies with franchise operations launched in 2001 or later or that have fewer than 60 offices.