



Advantages of Being a Platinum Associate

Upscale - better clients, better properties, better commissions

An upscale image attracts an upscale clientele. People prefer to do business with people who share their tastes, preferences and lifestyles. Clients will tend to be intelligent, wealthy and since they will be in a higher price range, your commissions will be commensurately higher, too!

Boutique firm - more exclusive, more differentiation, less competition

Many offices are "body shops" with revolving doors out front. Agents come and agents go with little apparent concern from management. *Platinum Properties International* has a different philosophy: every agent is valued as a critical member of the team, and the company itself is "of the agents, by the agents, and for the agents." The *boutique* business model gives you greater freedom to be *you* and to distinguish yourself from the "body shop" agents with whom you compete by building your *Personal Brand* in addition to that of the company.

Tech savvy - greater efficiency

Busy agents are painfully aware that they only have 24 hours in a day. At some point in a successful career, the work becomes overwhelming. At *PPI*, state-of-the-art technology is available to increase efficiency and give you the equivalent of more hours to get more done and grow your business to greater levels than you otherwise could achieve.

Individualized training and business guidance for real success

PPI believes that it's better to *avoid* making mistakes than correcting them. The combined wisdom of real estate sales veterans with years of experience in the field is always available to new and experienced agents so as to guide them on a path to lasting success. It is part of *PPI's* team approach to tailor training and mentoring of its associates to their individual requirements.

Multiple streams of income

One obstacle to earning greater income is that for most agents, income is limited to real estate commissions.

PPI offers agents the opportunity to earn additional income with *PPI's* "Platinum Bucks" program, agents can save substantially on their costs of marketing and advertising (a dollar saved is a dollar earned).

Revenue from team building - passive income and cohesive team spirit

Yet another source of income for *PPI* agents comes from recruiting bonuses. Since the entire team benefits when new players join, agents are encouraged to recruit new team members and are rewarded with a percentage of their recruits' commission income. Such passive income is yours whether you work or not!

Revenue from stock ownership - a "piece of the action" of the business

Few, if any, companies offer their agents an opportunity to become part owners of the business and share in the net profits. As a *PPI* associate, you can become a shareholder and receive additional income from the overall operations of the company. This also creates a greater sense of teamwork which accrues to everyone's advantage.

Exclusive builder representation - a unique *PPI* relationship

PPI's exclusive relationship with one of Orange County's premier custom home builders provides an exceptional opportunity to advertise and sell "high end" properties and attract upscale clients. This also enhances the image of the company and all of its associates in the public's eye. High-end sales = big commissions!

Multiple offices - and more "boutique" offices to come

To some degree, an agent's success is enhanced by a well-respected corporate brand name. As *PPI* opens additional offices, its perception as a growing, successful brokerage benefits all associates. It also gives agents multiple convenient locations from which to prospect and to meet clients, and to be the "neighborhood expert."

Democratic management - you have a voice in your business

Unlike distant, inaccessible management personnel at large real estate conglomerates, *PPI* management is supportive, "on site" and operates under an "open door" policy. Along with the shareholder opportunity and multiple streams of income, this makes *PPI* truly a company of the agents, by the agents and for the agents!

www.PlatinumSells.com

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