

THE STORY OF



# THE POWER OF ONE

UNBROKERAGE

ONE CARES

ONELUXE

ZONE

BASE CAMP

International

*Coalture*

[Cube8]

HUB

ONE.U

SUMMIT

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WHO

WE

ARE

UNBROKERAGE



**We are the UNBrokerage—**  
A Modern, Lifestyle Real Estate Brand.

REVUP

100%

2005

LEVELUP

BUSINESS Branding FREEdom Growth



OPENING Doors!



International International

UNBROKERAGE



ZERO BULLSH\*\*T!

UN UNLOCK UNSTOPPABLE UNTRADITIONAL UNBELIEVABLE UNMATCHABLE UNCONDITIONAL UNBROKERAGE UNDEPENDENCE UNLIMITED UNBREAKABLE UNIGNORABLE



TEAMUP

ZONE



# ONE MANIFESTO

Why We Are

# ONE PURPOSE

Opening doors across the globe— ONE home, ONE dream, ONE life at a time.



You have **ONE** life to live. **ONE** chance to make it mean something and **ONE** opportunity to live with no regrets. *Take risks. Be bold. Seize the day.* Respect others and the world around you. Your circumstances will change. People will change. You will change. *Be open to it. Embrace it. Live it.* Every **ONE** matters and every **ONE** has a voice.

# ONE



# BOSS

## Coolture

We value **being together** and having fun.

## Connect

We value innovation that **helps people connect** through technology and marketing.

## Coaching

We value people and seek to help develop them through our **proprietary education system**.

## Community

We value our communities and vow to **make an impact** across the globe.

## Commission

We value real estate professionals and empower them to **achieve greater success faster**.

## Care

We value **relationships** and celebrate every **ONE**.



UN LIMITED  
UN BREAKABLE  
UN TRADITIONAL UN IGNORABLE  
UN LOCK UN CONDITIONAL  
UN STOPPABLE UN DEPENDENCE  
UN MATCHABLE UN BELIEVABLE  
UN BROKERAGE

**Change is good!**  
We could all use a  
little UNTHINKING.

# America's Largest Real Estate Franchisors

ANNUAL GROWTH BY SALES VOLUME

#1

REALTYONEGROUP  
↑ 22.2%

UNSTOPPABLE  
UNBREAKABLE  
UNBROKERAGE

2	kw KELLERWILLIAMS	↑ 4.5%
3	RE/MAX	↑ 2.8%
4	BERKSHIRE HATHAWAY	↑ 2.7%
5	Sotheby's INTERNATIONAL REALTY	↑ 2.2%
6	Windermere REAL ESTATE	- 0.0%
7	CB	↓ -2.5%
8	21	↓ -2.9%
9	Weichert	↓ -4.9%
10	ERA	↓ -5.7%

Source: RealEstateAlmanac.com | The Real Estate Almanac is an annual analysis of the residential real estate industry and the most comprehensive compendium of leaders, executives, and franchises.

# NUMBER ONE

You can't get *any higher* than that.

REALTYONEGROUP  
**TOP**

Franchisor

BY  
Entrepreneur

REALTYONEGROUP  
**TOP 10%**

Entrepreneur  
FRANCHISE  
500  
2020

REALTYONEGROUP  
**DOUBLES GROWTH**

DURING PANDEMIC



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CUBE8

ONE LUXE

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**MAKING NOISE,  
BREAKING RECORDS**

GUINNESS WORLD  
**RECORD** HOLDER



**TOP** GLOBAL FRANCHISOR  
**Forbes**

**BEST** PLACES TO WORK  
IN ORANGE COUNTY

THE ORANGE COUNTY  
**REGISTER**

**TOP 1%** IN AMERICA



**TOP** FASTEST GROWING  
PRIVATE COMPANY IN AMERICA



**HIGHEST** FRANCHISE  
SATISFACTION  
Franchise Business  
**REVIEW**

**TOP 1%** IN AMERICA  
**Entrepreneur**

**TOP** GLOBAL FRANCHISOR



**TOP 1%** IN AMERICA



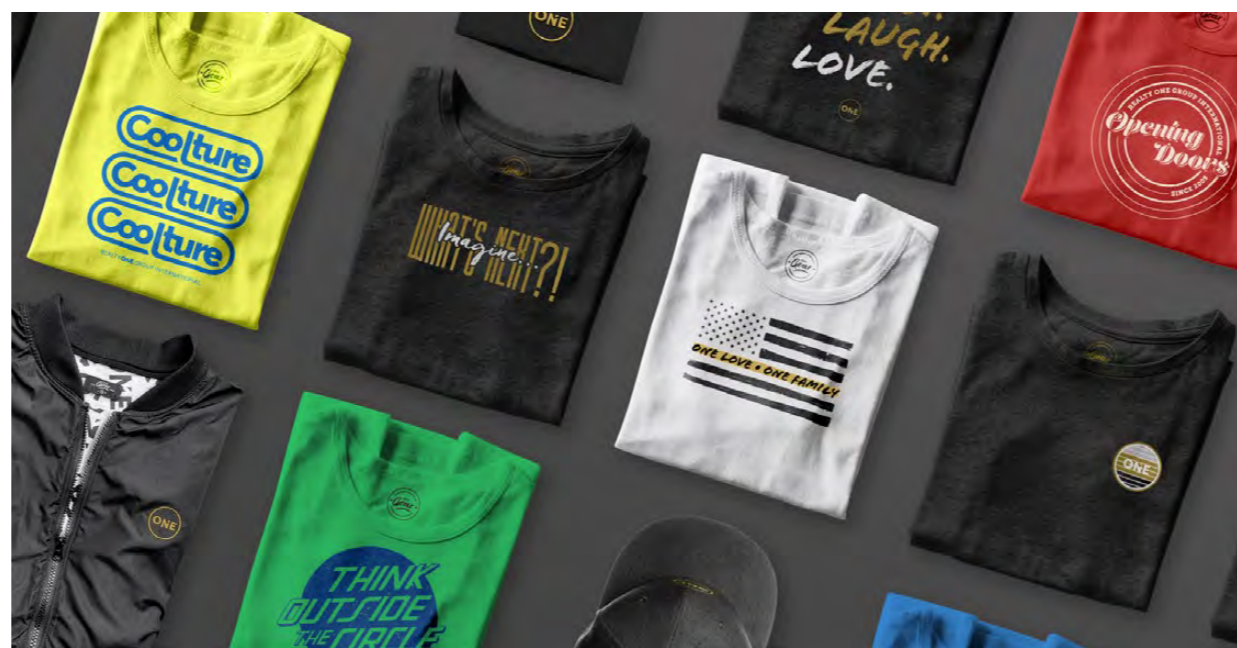
**TOP 1%** FASTEST GROWING  
FRANCHISE IN AMERICA  
**Entrepreneur**

**TOP 1%** IN AMERICA  
**RISMedia**

ONE

RANKED AS  
**"TOP 1% IN AMERICA"**







💡 We're not just another real estate company and our professionals aren't just numbers. We're **ONE** family that supports **ONE** another, not only in business but in life. We believe in working hard while celebrating each other's successes and **supporting each other** along the way. 💡

Damon Caldwell  
Realty **ONE** Group  
Summerlin

### Fun Facts

- Seven Years with Realty **ONE** Group
- Black Belt in Karate
- Proud Grandfather of Two



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11:45

REALTYONEGROUP Posts

WHAT IS YOUR FAVORITE PART ABOUT BEING A REALTYONEGROUP PROFESSIONAL?



Liked by nimaneez and 110 others

realtyonegroup Over the last 15 years our professionals have helped so many people find their dream homes. With over 13,000 members in our #ONEfamily we're proud to open doors for more families across the world everyday! What's your favorite part about being a part of @realtyonegroup? ❤️💛❤️💛



# Comments



"Hands down, the #ONEFamily - a network of other agents, staff and brokers who want to help one another succeed. ❤️💛❤️"

5d 2 likes Reply



"The knowledge and coaching I gain from ROG."

5d Reply



"The family dynamic and commission."

5d Reply



"Being UNtraditional and paving our own way in the industry while keeping the company model all about our awesome agents. 💛"

5d 1 like Reply



"The coaching, the connection, and the COOLTURE!"

5d Reply



Add a comment

Post



“ What makes us different from other real estate brands, is that every **ONE** truly matters. It's not just something we say. It is felt and seen each and every day. ”

Robb  
Spearman

Realty **ONE** Group  
Heartland

### Fun Facts

- Two Years with Realty **ONE** Group
- Married with Three Daughters
- Massive Phoenix Suns Fan



# COOL + CULTURE =



**Our COOLTURE** - Dynamic, welcoming and contagious. It makes us who we are.

**UNDeniable.**







ONE LOVE



**Love is our #ONEGOLDENRULE.**

Treat each other well and make a meaningful difference in peoples' lives.



UNBROKERAGE

*Coolture*

ONE CARES

CUBE8

ONE LUXE

THE HUB

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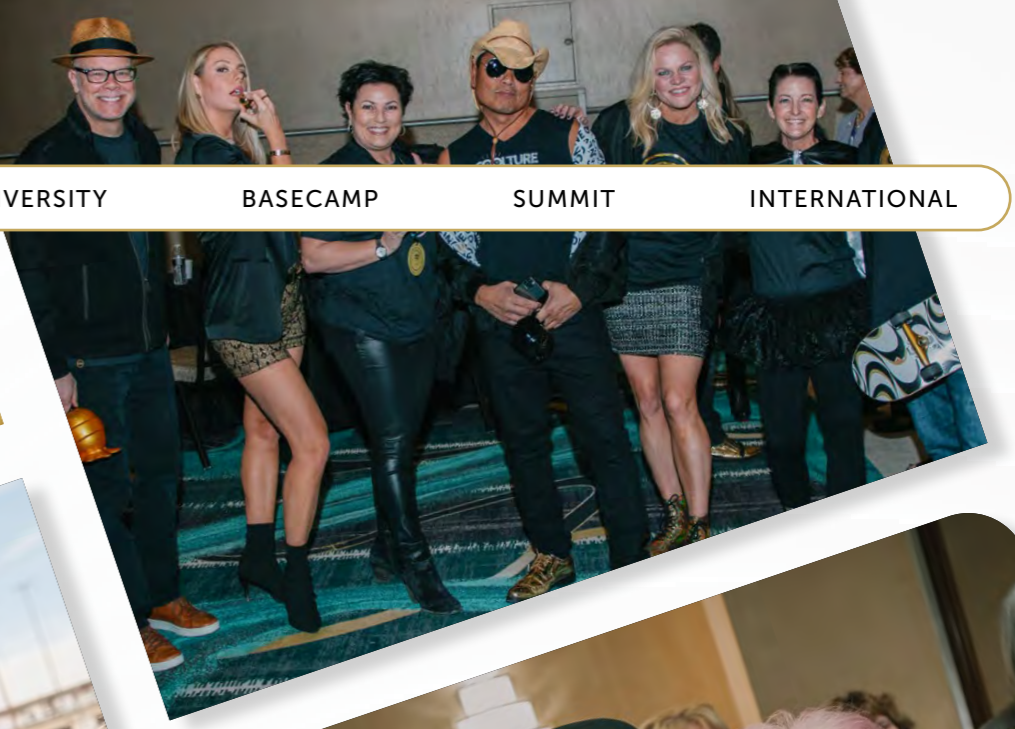
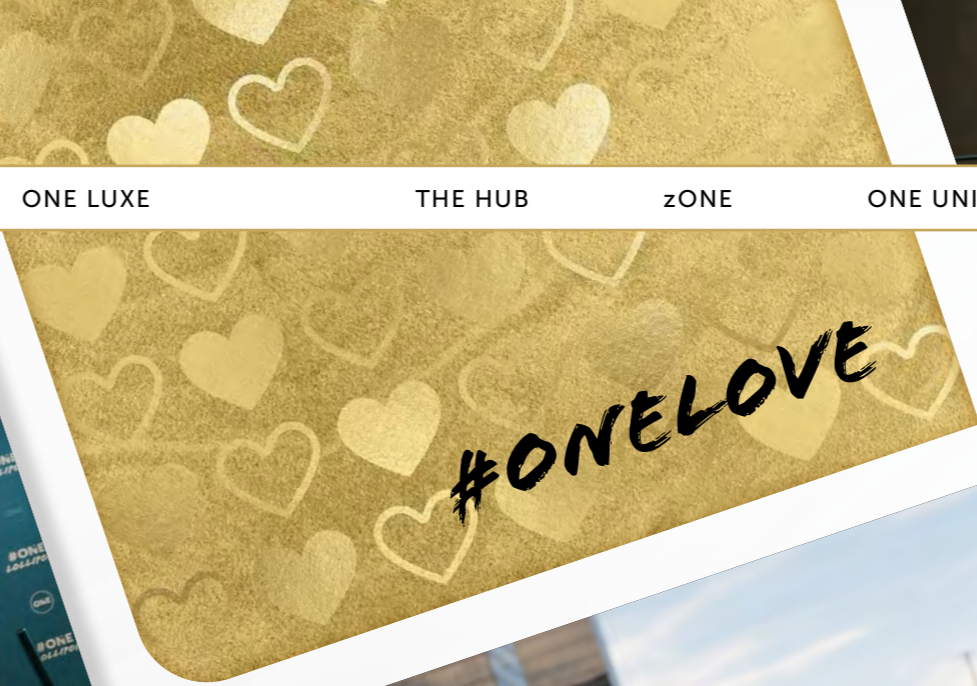
ONE UNIVERSITY

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**YOU-First Focus.**

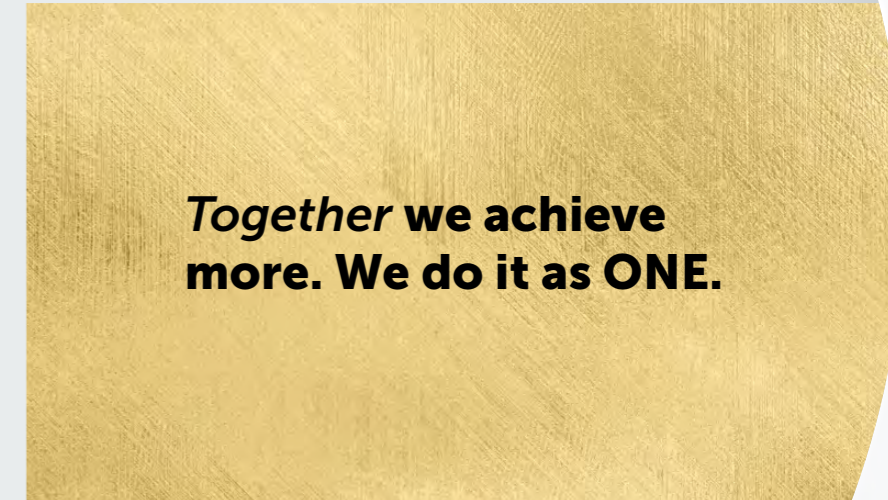
Because at Realty **ONE** Group, every**ONE** has a voice and every**ONE** matters. Every**ONE** wins!

# ONE Family

We draw our strength and success from each other. **we learn and grow together,** sharing in all the love and fun that life has to offer.

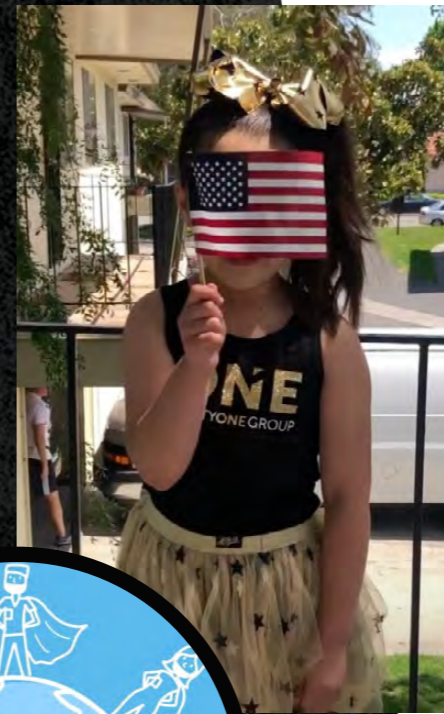


**Together we achieve more. We do it as ONE.**





THANK YOU,  
HEROES!





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*Coolture*

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# ONE *Touch*

Watch Video 

In the absence of contact, make sure you *touch other people's lives.*



# WAKING UP TO WIN

THE FUTURE DEPENDS ON **WHAT YOU DO TODAY.**

WAKING UP TO WIN

**SPECIAL ONE LUXE Q&A**

Special Guest: Suzi Dailey  
Realty ONE Group West

WAKING UP TO WIN

**ATTITUDE YOUR #ONE TOOL FOR SUCCESS**



Robb Spearman  
Regional Director Realty ONE Group Heartland Region

WAKING UP TO WIN

**BROKER SUPPORT DURING HARD TIMES**



Matt Side  
Dir. of Broker Development/Owner at Realty ONE Group Eclipse


WAKING UP TO WIN

**VIDEO AS A KEY ELEMENT FOR SUCCESS**



Chad Priest  
BIC - Realty ONE Group Coastal

You have *UN*limited potential to *UN*lock your future.





**Kareem Abdul-Jabbar**

SPECIAL GUEST  
TOWN HALL  
**MONDAY 6/8**  
12 PM PT/3PM ET

TOPICS:  
PROTESTS VS. RIOTS  
CULTURE & DIVERSITY  
COMMUNICATING LIKE A CHAMPION

WILL NOT BE RECORDED. ONE-TIME ONLY EVENT!

LIVE  /REALTYONEGROUP  


EXCLUSIVE SIGNED GIVEAWAYS!

*Kareem Abdul-Jabbar*

ONE

**DR. ANTHONY CHAN**  
CHIEF ECONOMIST AT JP MORGAN CHASE & CO.

**& MIKE CLEAR**  
REALTY ONE GROUP'S CHIEF OPERATING OFFICER

TOWN HALL - SPECIAL GUESTS

**MONDAY 6/29**  
12 PM PT/3PM ET

BUSINESS HEALTH  
HOW TO STAY FINANCIALLY HEALTHY DURING THESE INTERESTING TIMES.




LIVE 

ONE

WAKING UP TO WIN

**REAL ESTATE IN PANDEMIC TIMES**



Rob Hahn  
Industry Expert - The Notorious R.O.B. Blog

LIVE 


ONE


**MICHELLE MANU**  
WORLD RENOWNED MARTIAL ARTIST WITH A 10TH DEGREE BLACK BELT AND THE ONLY WOMAN TO HOLD THE DESIGNATION OF "KNIGHT COMMANDER".

TOWN HALL - SPECIAL GUEST

**MONDAY 7/20**  
12 PM PT/3PM ET

SHE'S BACK BY POPULAR DEMAND! LEARN ABOUT AWARENESS, PREVENTION, AND TACTICS TO PROTECT YOURSELF!



LIVE 


ONE


---

**CORY VASQUEZ**

SPECIAL GUEST  
TOWN HALL  
**MONDAY 6/22**  
12 PM PT/3PM ET

PORCH TO PANTRY TOPICS:  
-WEEK OF GIVING  
-#ONECARES COMMITMENT  
+ SPECIAL GUEST INTERVIEWS & MORE



LIVE 

ONE



A SPECIAL 2 HOUR TOWN HALL  
LIVE FROM **THE HUB**

OUR ONE: STEFAN & KUBA  
OUR TWO: 5 RAPID FIRE SESSIONS

UPDATES ON: THE STATE OF THE INDUSTRY • NEW WAYS TO IMPACT YOUR BUSINESS

LIVE 

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**SURGEON GENERAL REGINA BENJAMIN**

TOWN HALL - SPECIAL GUEST

**MONDAY 7/27**  
12 PM PT/3PM ET

GAIN INSIGHTS FROM ONE OF THE NATION'S PREMIER MEDICAL EXPERTS.



LIVE 

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**ANN MEYERS DRYSDALE**  
THE FIRST PLAYER TO BE PART OF THE U.S. NATIONAL TEAM WHILE STILL IN HIGH SCHOOL. THE FIRST WOMAN TO BE SIGNED TO A FOUR-YEAR ATHLETIC SCHOLARSHIP FOR COLLEGE, AT UCLA.

TOWN HALL - SPECIAL GUEST

**MONDAY 7/13**  
12 PM PT/3PM ET

ONE OF THE TRUE PIONEERS IN WOMEN'S BASKETBALL AND AN AWARD-WINNING BROADCASTER TALKS ABOUT HOW TO MAKE YOUR MARK.




LIVE 


ONE


**KEVIN MALONE**  
RETIRED PRO BASEBALL PLAYER, EXEC PRODUCER & ACTIVIST

TOWN HALL - SPECIAL GUEST

**WEDNESDAY 10/28**  
9AM PT/12PM ET

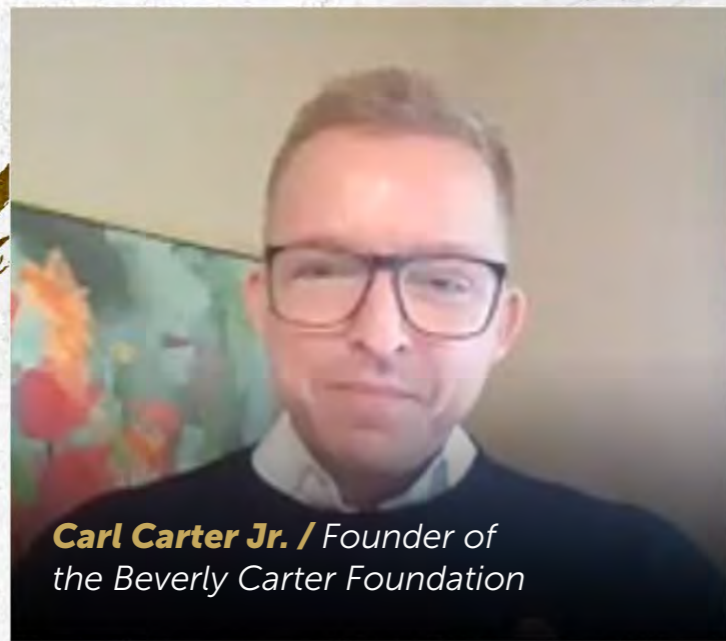
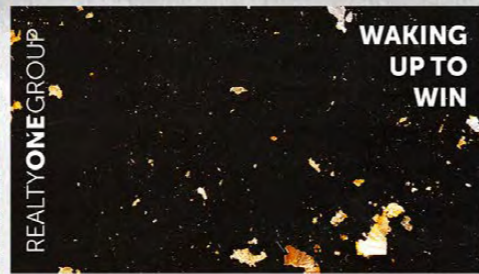
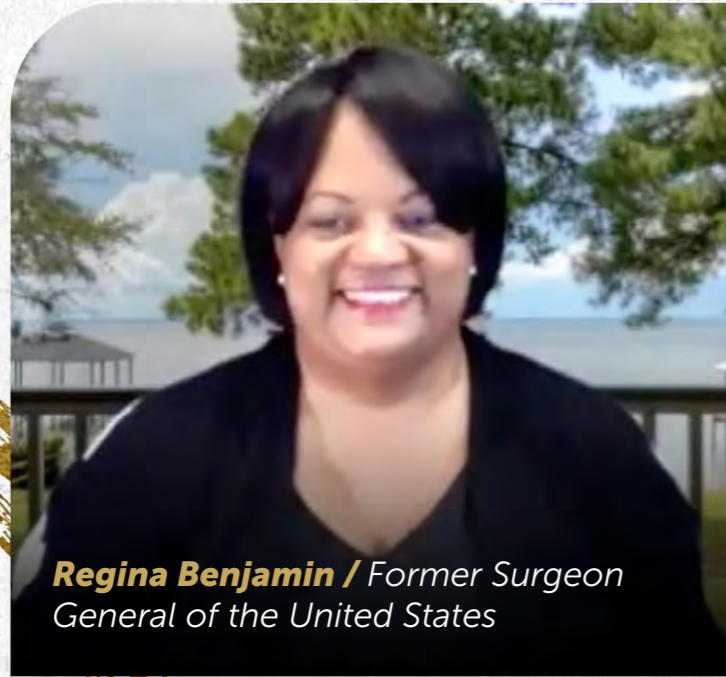
LEARN HOW YOU CAN HELP IN THE FIGHT AGAIN HUMAN TRAFFICKING



LIVE 

ONE







UNBROKERAGE

COOLTURE

**ONE CARES**

CUBE8

ONE LUXE

THE HUB

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# ONE CARES

WATCH  VIDEO

WOULDN'T IT BE GREAT IF  
HUMAN BEINGS WERE GREAT  
AT BEING HUMAN?

#ONEGOLDENRULE

WATCH  VIDEO



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ONEDAY  
ONELOVE



# GIVE ONE BACK

**Because it matters.** Our professionals give back every day in different ways, and in communities everywhere.



SOLE  
ON  
SAFETY  
REALTYONEGROUP



ONE  
SAFETY KIT



ONE CARES  
PAY TO THE ORDER OF S.A.F.E.  
Eleven Thousand, One hundred & eleven dollars and 10/100 DOLLARS  
FOR In honor of Ally  
Kerba  
April 10, 2019 DATE  
\$ 11,111.00

Together as ONE, we can create a lasting, substantive, **positive impact on safety** that every agent needs – and deserves.



Nearly 1,000 Real Estate Professionals and members of the community **gathered in support** of the Beverly Carter Foundation.





# WAKING UP TO SAFETY

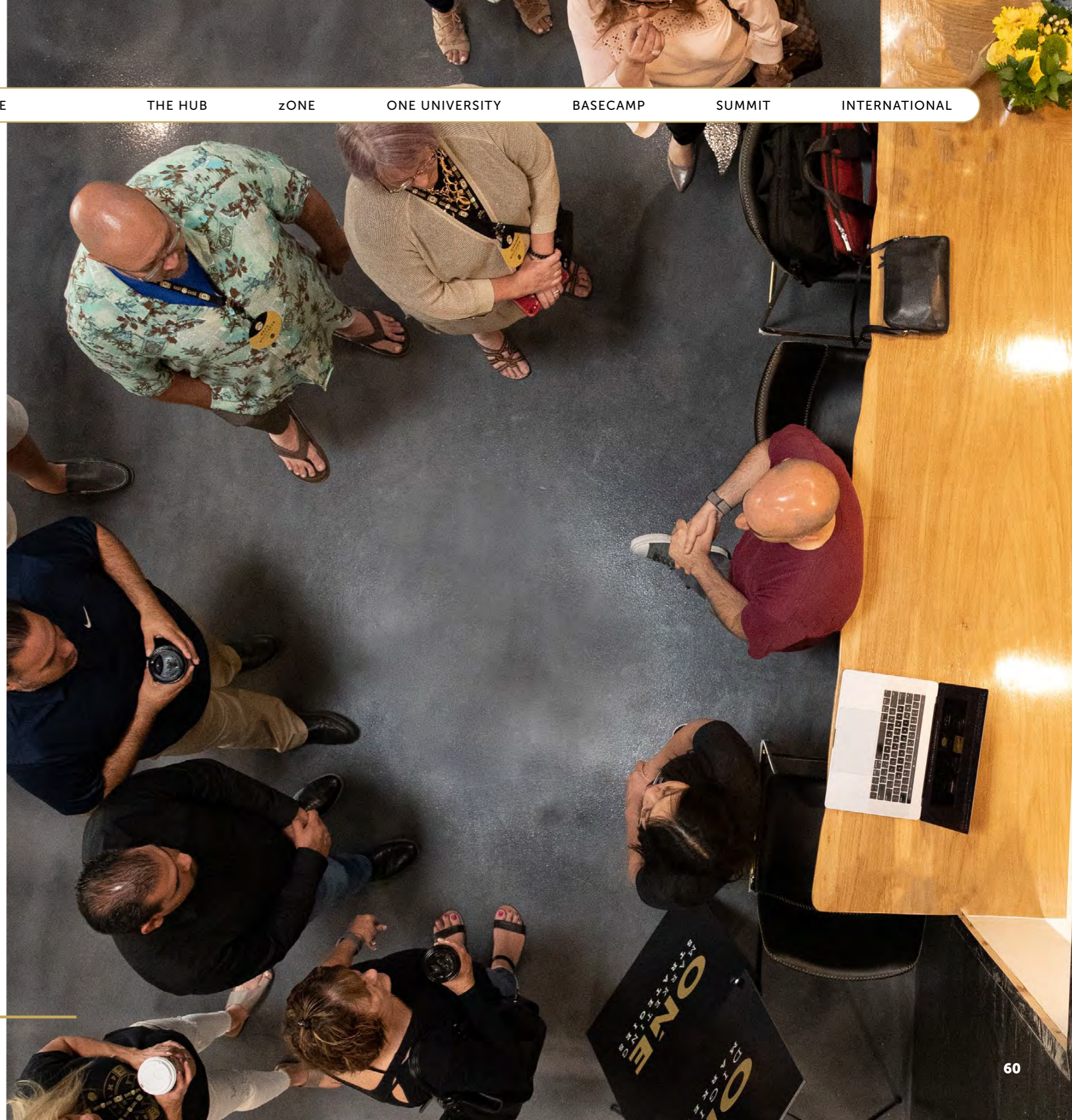
Ongoing awareness, safety, education, and staying better connected builds a stronger community of professionals who *watch out for each other.*



# Cube8



Opportunity is everywhere. The key is to *develop the vision* to see it.





# The Process of Innovation is NEVER ENDING

We are constantly *researching, learning, and evolving* to provide our pros with the most inventive and cutting-edge ways to master real estate.

**NO MATTER YOUR LEVEL OF SUCCESS,  
EACH NEW SOLUTION WILL BE AN  
OPPORTUNITY TO LEARN FROM OTHERS  
AND GROW *TOGETHER AS ONE.***





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# ONELUXE

REALTY **ONE** GROUP INTERNATIONAL

*Refined* EXCEPTIONAL  
AFFLUENT **PREMIER**  
*Unique* UNTRADITIONAL  
**REMARKABLE** SOPHISTICATED

Watch Video





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**ONELUXE**

**ONELUXE**

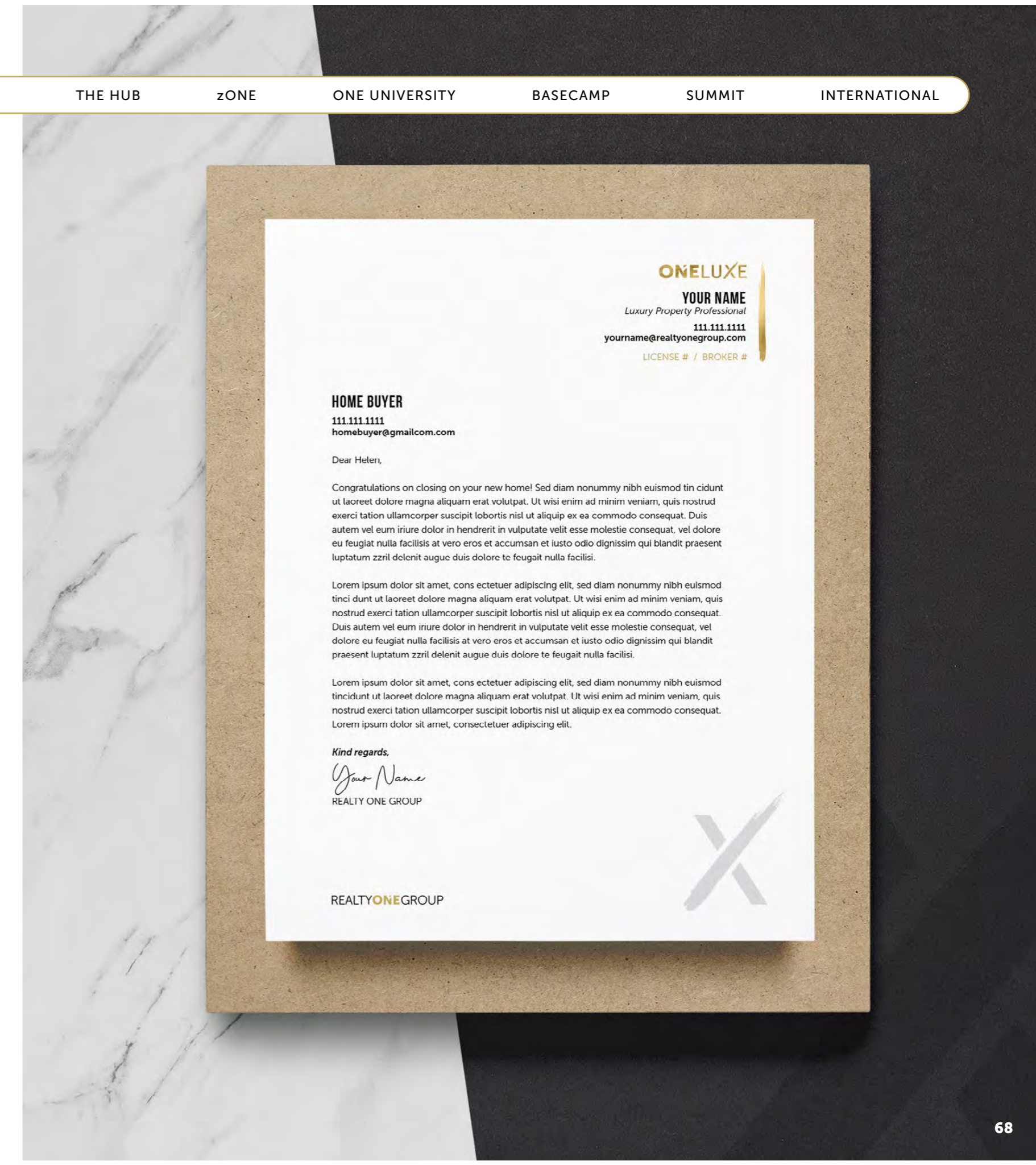
**YOUR NAME**

REAL ESTATE PROFESSIONAL

REALTYONEGROUP

REALTYONEGROUP.COM  
111 0. 111.1111.1111

DRIVE



**ONELUXE**

**YOUR NAME**

Luxury Property Professional

111.111.1111

yourname@realtyonegroup.com

LICENSE # / BROKER #

**HOME BUYER**

111.111.1111  
homebuyer@gmail.com

Dear Heler,

Congratulations on closing on your new home! Sed diam nonummy nibh euismod tin cidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

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Kind regards,

*Your Name*

REALTY ONE GROUP



REALTYONEGROUP



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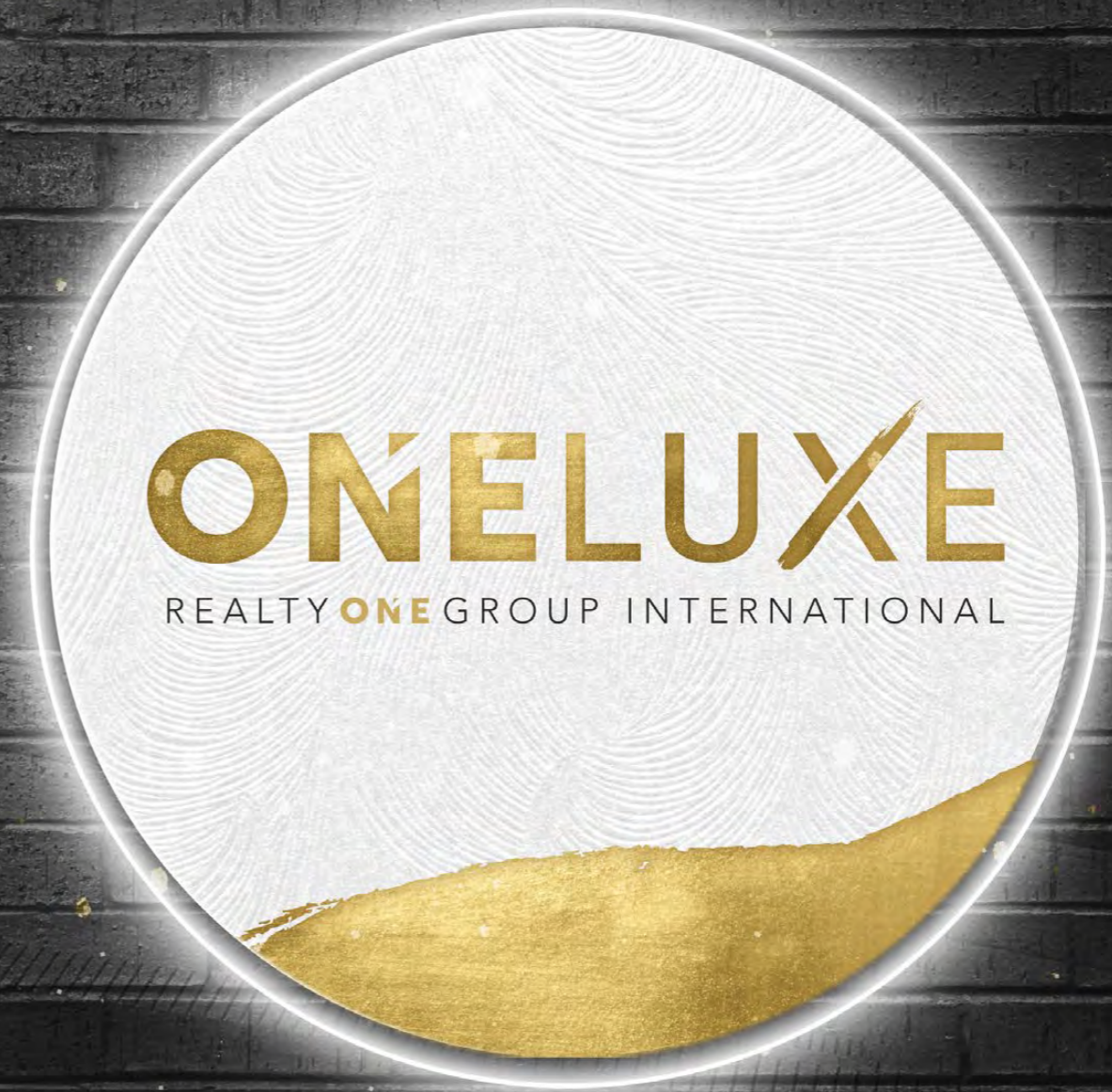
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Bringing a new level of  
**wow** to luxury real estate.



**ONELUXE**  
REALTY **ONE** GROUP INTERNATIONAL



A **ONE-of-a-kind**, white-glove experience with elite professionals and a *Sophisticated Brand.*


REALTYONEGROUP  
YOUR DSA HERE

Coming  
**SOON**

ADDRESS  
CITY, STATE 00000



**ONELUXE**  
REALTYONEGROUP INTERNATIONAL



IN  
*Elbow*

ADDRESS  
CITY, STATE 00000

REALTYONEGROUP  
YOUR DSA HERE

**ONELUXE**



PRESENTED BY *Jane Smith*

**ONELUXE**  
REALTYONEGROUP INTERNATIONAL

X

"IF YOU REALLY LOOK CLOSELY, MOST OVERNIGHT SUCCESSES TOOK A LONG TIME."

*Steve Jobs*



**MARKET UPDATE**

REALTYONEGROUP  
YOUR DSA HERE

	ADDRESS	PRICE
	ADDRESS	PRICE
	ADDRESS	PRICE



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# HUB



Realty **ONE** Group International HQ  
Laguna Niguel, CA





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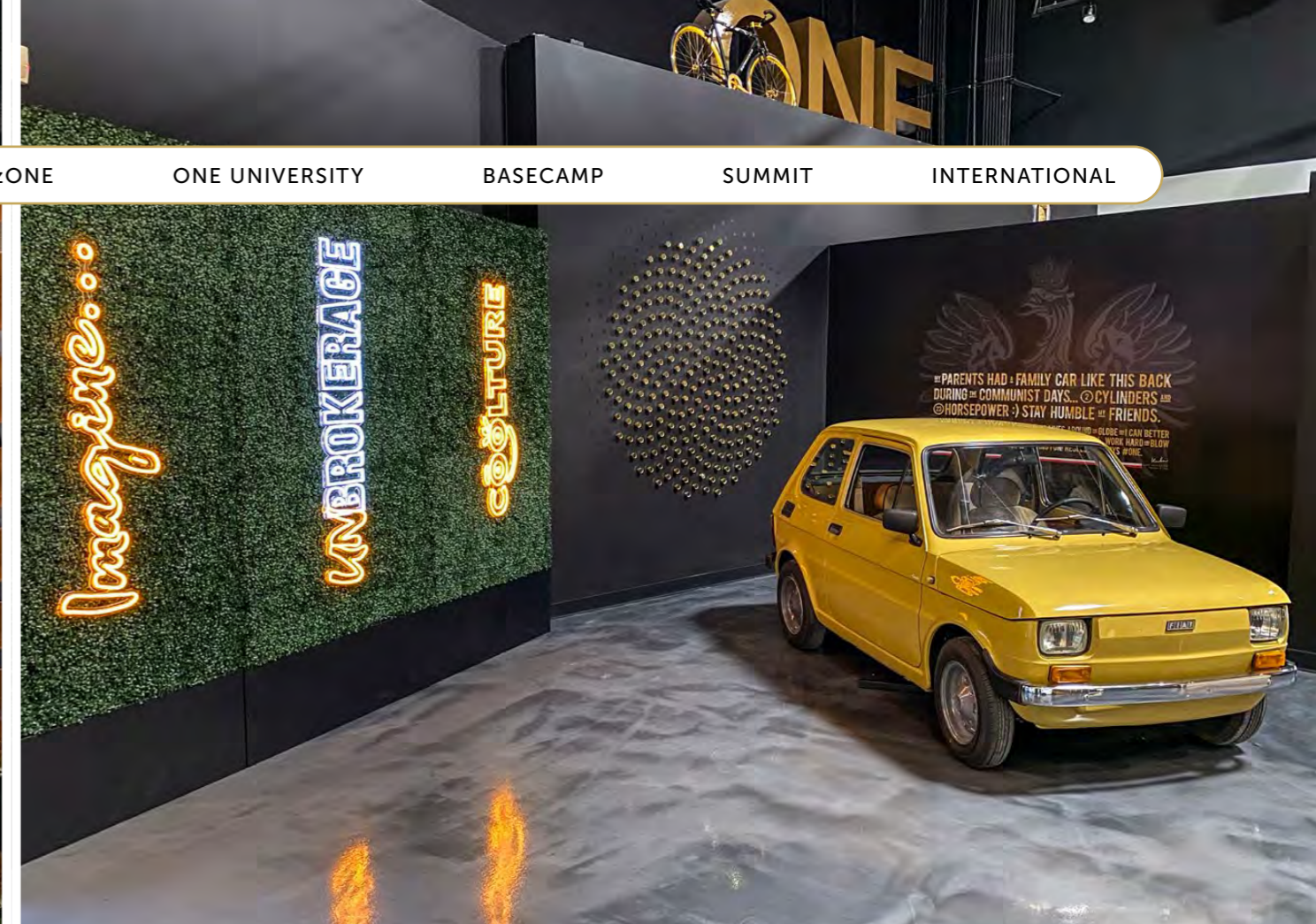
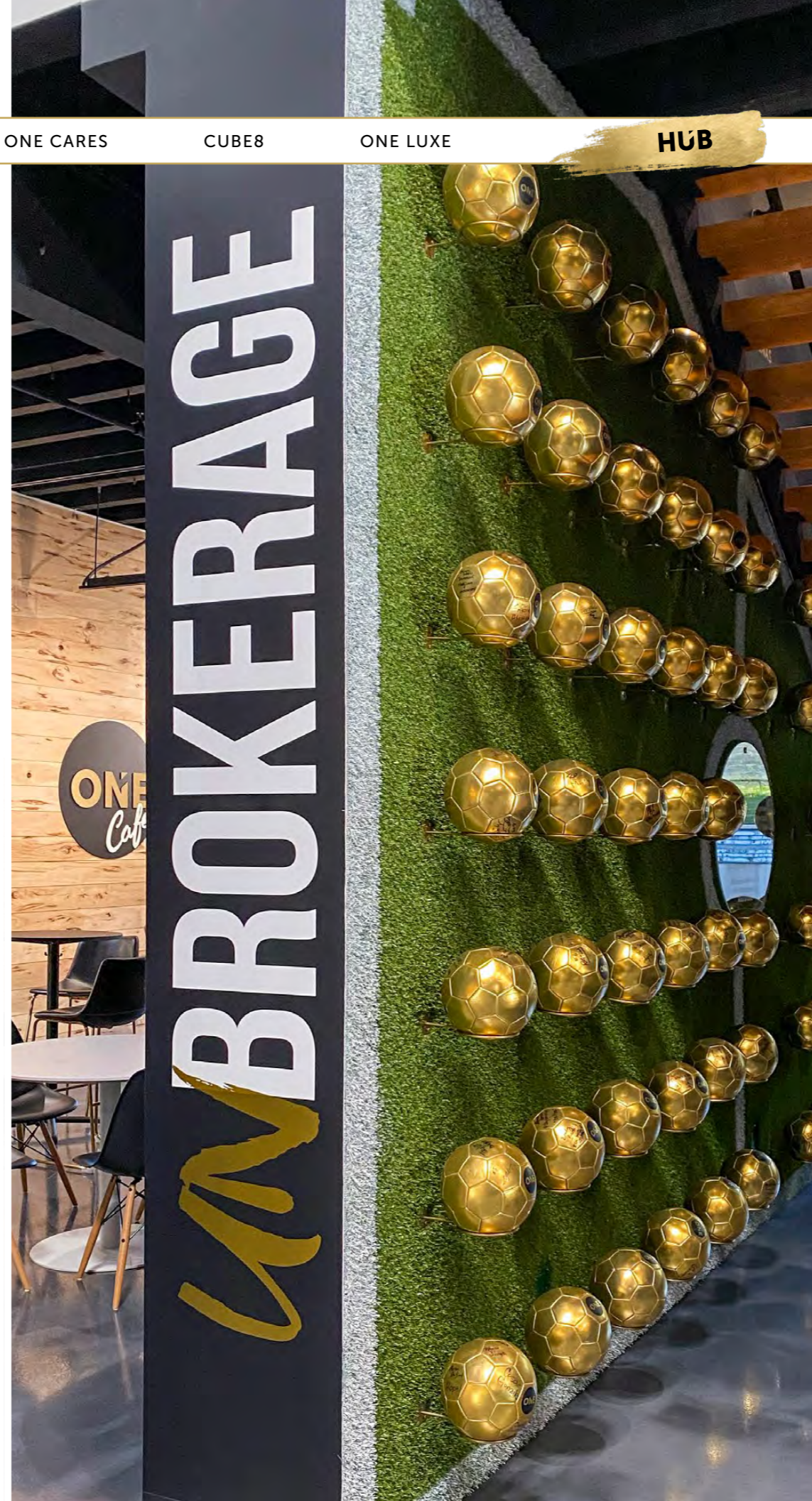
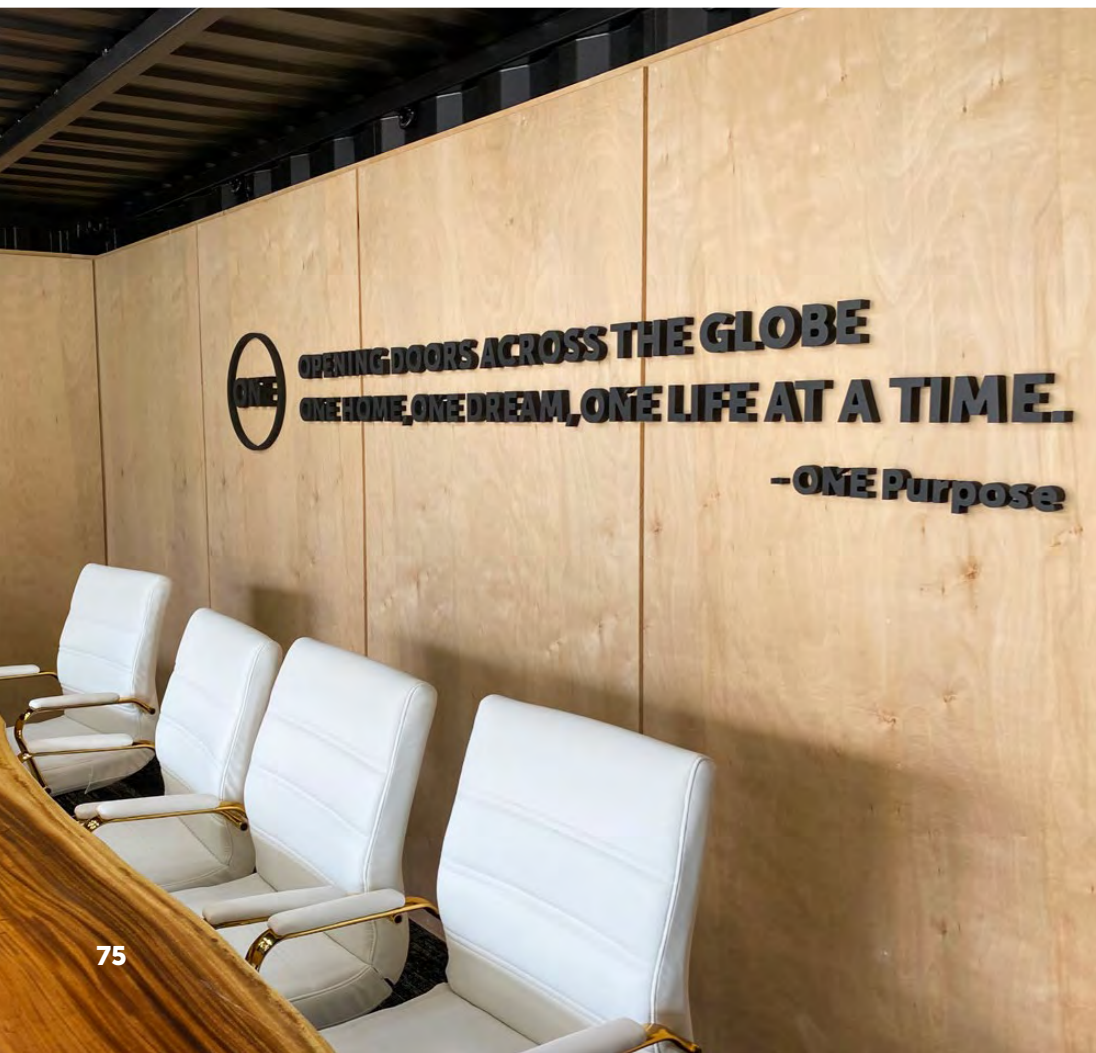
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## Great Spaces Make Great Ideas.

Every space is an opportunity. Every wall tells a story. **Get inspired.** Why would you work anywhere else?





*Opening Doors Across the Globe.*



UNBROKERAGE

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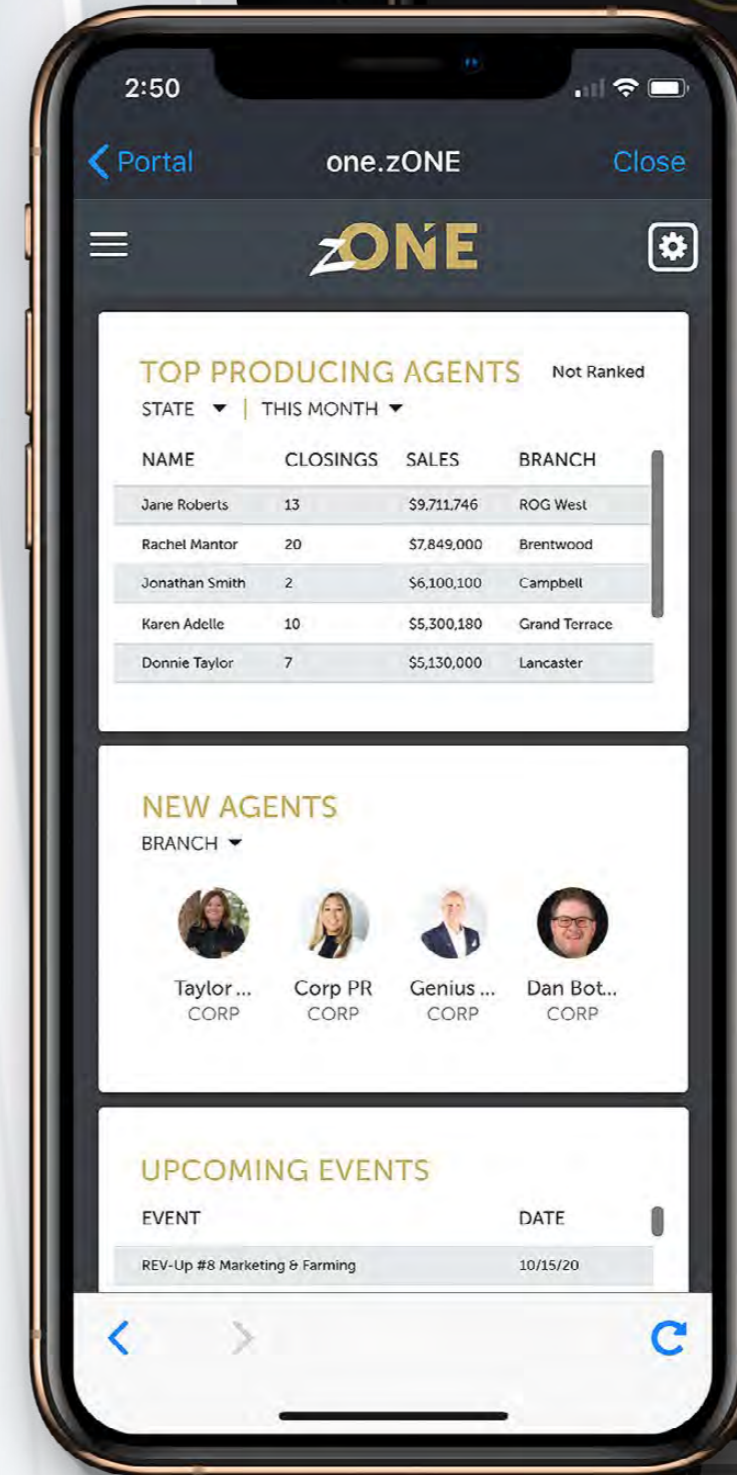
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# ZONE

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2020 NEW Listing Presentation  
2019 Listing Presentation



"WE WILL NOT  
BE REPLACED  
BY AN ALGORITHM"

- KUBA



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ACHIEVING  
GREATER  
SUCCESS—  
FASTER!

**REALTYONEGROUP**

## Success Nutrition Facts

Amount Per Serving REALTYONEGROUP

<b>UNBROKERAGE</b>	100%
<i>Coolture</i>	100%
<b>ONE CARES</b>	100%
[Cube8]	100%
<b>ONE LUXE</b>	100%
<b>HUB</b>	100%
<b>ONE</b>	100%
<b>ONE U</b>	100%
<b>BASE CAMP</b>	100%
<b>SUMMIT</b>	100%
<i>International</i>	100%



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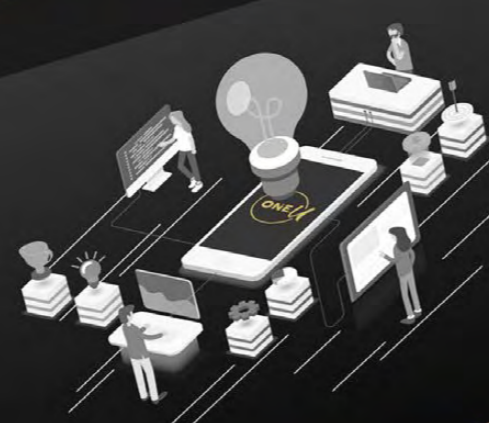
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# WELCOME TO ONE.U

Get access to nearly 3K online classes, coaching courses and materials, audiobooks and eBooks, 24 hours a day. Learn at your own pace and on your own schedule, and the available content only continues to grow.



My Learning

My Playlist

My Transcript

DEVELOPMENT PATHS

EXPERIENCED PRODUCERS

TOP PRODUCERS & TEAMS

NEW TO THE INDUSTRY

BUSINESS Branding Freedom Growth



IMPORTANT LINKS

- ONE ReadyOneGroup.com
- Waiting Up to Win
- ONE Market Place
- CNC
- ZONE
- Brand Guidelines
- ONE Resource Guide
- Videoschool
- ONE Design
- ONE ONE Back
- ONE Shop
- Microstock Learning





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“ The Rev Up Program is an amazing way to help new agents learn how to be successful in their business as well as benefit from all of the tools and technology that Realty ONE Group provides for free. ”

*Karry Azarabadi*

Realty ONE Group Complete





- Virtual **Town Hall** Meetings
- 7 Virtual **VIP Tours**
- 72 Amazing **Guest Speakers**
- ONE Business **Planning Guide**
- 22 **Podcasts**
- 32 New **Videos**
- 2,400 **Educational Assets**
- 12 in Person and Virtual **Training Events**
- Over 10,000 **Courses Completed**

ONE  
IMPACT





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# BASE CAMP

2020 *virtual edition*

LIVE FROM THE HUB

ONE

Watch Video



Socially distanced but **more connected** than ever.



We are a company that has the unique ability to *adapt and change* with our success through each and every **ONE** of you.





THURSDAY SEPT. 17

It's that time of year again...**Base Camp Time!** The event that brings Realty **ONE** Group leaders together to learn, grow, network, and become even more successful.

We know how important this leadership retreat is and although we're in unprecedented times, our leaders look forward to this event every year so, the show must go on.



**Base Camp 2020:** Virtual Edition  
When Thursday, September 17  
Welcome reception the evening of September 16



We're bringing this impactful leadership retreat to YOU, in the comfort and safety of your home or office. Get ready for ONE incredible online experience with the similar training, education, announcements, networking and FUN that our previous retreats have delivered!

We'll host keynote speakers, panels, virtual breakout sessions, and update you with important company information.



Are You Ready for Ben Nemtin?

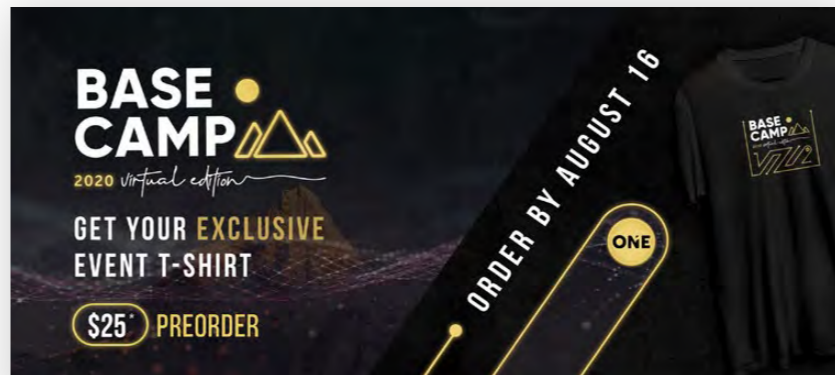


Introducing Mike Maddock to Base Camp 2020

Back by popular demand, transformative growth expert, Mike Maddock! Mike has spoken to our leaders before and his knowledge, success, and passion combines for **ONE** incredible speech.



Chris Allen





WATCH VIDEO



# SUMMIT 2020

FEBRUARY 16-18, 2020  
LAS VEGAS, NV  
LEARN, LAUGH, LOVE



**Margaret Kelly**  
Retired CEO and  
National Speaker

**Cory Vasquez**  
Chief Marketing Officer  
Realty ONE Group

Realty ONE Group came together with a focus on empowering strong, successful women. Love yourself. Love each other. Love your community.





UNBROKERAGE

COOLTURE

ONE CARES

CUBE8

ONE LUXE

THE HUB

ZONE

ONE UNIVERSITY

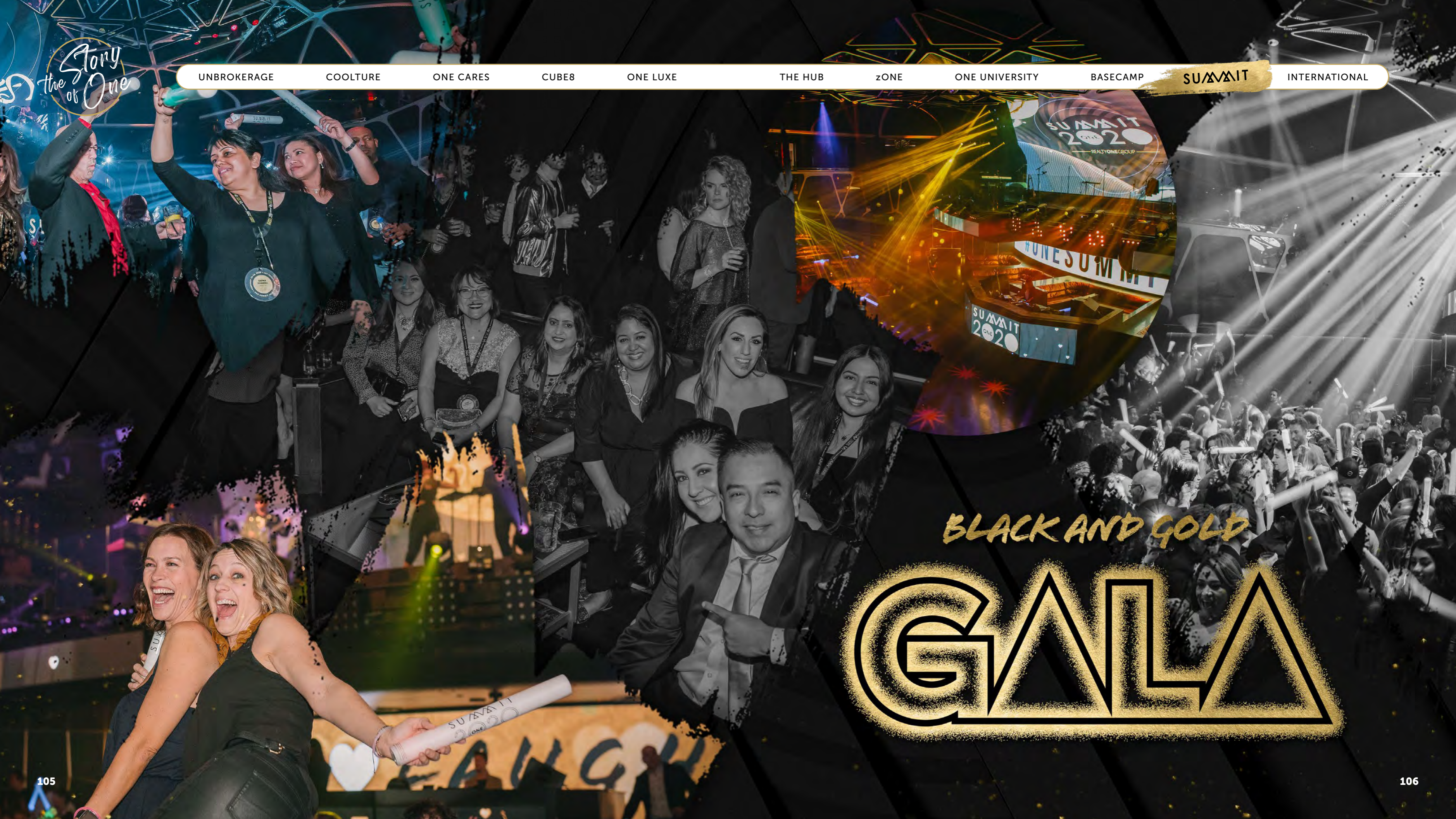
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# ONE Shop





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ONE CARES

CUBE8

ONE LUXE

THE HUB

ZONE

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**SUMMIT**

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Story  
the of One

BLACK AND GOLD

# GALA



REALTYONEGROUP

# International



As a modern, lifestyle real estate brand focused on the success of our professionals, there's no limit to our growth and reach. *The future is ours.*



“ We are so excited for the future of Realty ONE Group, and know that together as **ONE**, anything is possible! ”

Vinnie Tracey

President, Realty ONE Group Affiliates



UN ETT EN EIN  
SATU IMODZI UNO  
BIR EKAHI ISA YKSI  
EGY DAYA EENT BAT  
EYODWA **ONE** KOTAHI  
YEK JEDAN VIENAS  
CEANN EINN YOUN  
JEDEN UNU TASI