

FLAGSHIP

Established in 1973



FLAGSHIP
REAL ESTATE

*Flagship is committed to
provide the highest
professional services by
employing and developing
career oriented agents and
staff; and to continuously
be acknowledged as
representing the highest
ethical standards in the real
estate industry.*



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Marco Island's most experienced real estate firm: established in 1973

Company Profile.

Flagship Real Estate Group
- ERA Flagship Real Estate
- Flagship Rentals, Inc
- Flagship Consultants

Owner/broker: Marv Needles (Founder)

Founded: November 1973

Realtors: Only full-time professional agents
Target: 15-20

Ranking - 2008 (Marco Multi-list):
Average number of transaction sides (per agent) #1
Average gross sales dollars (per agent) #3
Training/coaching (available in-house): #1

Agent support: Broker
Office manager
Customer Service Coordinator
Consulting
Attorney "on retainer"



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Broker Profile.

- Marco Island resident since 1969
- Founder/broker/owner: Flagship Real Estate Group.
- Founding President: Marco Island Chamber of Commerce.
- Past President Rotary Club of Marco Island 1976.
- Past President: Marco Island Association of Realtors 1979 & 1989.
- Past District Five Vice President: Florida Association of Realtors.
- President Marco Island YMCA Board of Directors
- Realtor of the Year: 1982 & 1986
- Past Chairman: FAR Property Management Committee.
- FAR Legislative Committee: 1990 - Present.
- Orientation Instructor: Marco Island Area Association of Realtors.
- Developer of houses, condos and commercial.
- Advisory Council: Florida DBPR 1991 - 2000.
- President: ERA Broker Council of Southwest Florida 1999, 2002.
- President: Florida Vacation Rental Managers Assoc. 2000—2002
- Planning Board (City of Marco Island): 1997 - Present .



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ERA Profile.

Offices: Over 2,500 offices, independently owned and operated.

Agents: Over 35,000 brokers and associates are part of the ERA Team.

States: Each of the 50 states is represented by the ERA Team.

Countries: Presently ERA is located in 52 countries.

Growth: Since restructuring its management, philosophy and image over the past 2 years, ERA has become one of the fastest growing real estate franchises.

Programs: ERA provides its agents and the consumer, some of the most unique programs in the real estate industry. From the “We’ll sell your house, or ERA will buy it” to the unique “ERA Selective Services” and “ERA.com”, ERA is a leader in the industry.

Products: ERA provides its members with innovative products designed to assist the agents. Specialty post cards to career apparel, business cards to ball caps and computer programs to key tags, are all offered at an affordable price.

Technology & Internet: ERA is “out front” in creating and offering state-of-the-art systems designed to give its agents an advantage over their competition.

- **TXTERA.** This program notifies the listing agent of anyone who has shown an interest in a property by texting ERA. The inquiry is answered to a cell phone within 30 seconds of the inquiry; and the agent is notified, by e-mail to cell phone, of the caller with phone number of caller.

LEAD ROUTER. This system notifies the agent immediately, by cell phone, of any inquiry from an Internet site that is linked to ERA.com.



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Agent Benefits

Broker: ERA Flagship has one of the most experienced and knowledgeable Realtor/managers on Marco Island; and is so acknowledged in the real estate community.

Agent Benefit: The ERA Flagship agent has the opportunity to learn from, and have continuous guidance since the broker is a full-time Realtor/manager.

ERA: The ERA brand is the fastest expanding real estate franchise in the U.S. and abroad.

Agent Benefit: The ERA Flagship agent benefits from the technology, products and programs provided by ERA and its growing nation-wide and international presence.

CSC: At ERA Flagship, a Customer Service Coordinator is employed to support and maximize the results of all agents.

Agent Benefit: To the individual agent, this translates to a company employee to free up the agent's time for more appointments, listings, and sales.

Policies: ERA Flagship is a profit oriented real estate company. The policies and programs are proven to benefit the individual agent.

Agent Benefit: Each agent is given the opportunity to succeed. Policies are geared to enhance and motivate the agent to succeed to their expectations and beyond.

Consulting: Flagship Consultants provides independent analysis to Realtors, clients and potential clients.

Agent Benefit: There are many instances where an independent consultant can help generate new business by providing an independent opinion of market conditions.

Company Magazine: The Flagship magazine is a full color publication promoting the firm, its products and services; and it's distributed by mail and magazine racks.

Agent Benefit: The magazine is distributed throughout the year and generates leads to the main office by phone, e-mail and direct contact.

Naples: Flagship agents can option to participate in Naples MLS.

Agent Benefit: With access to the Naples MLS, as an ERA Flagship agent, you are not limited only to property listed in the Marco Multi-List.

.....and there's much more!



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More (Agent Benefits)

Only Full-time: All ERA Flagship agents are full-time professional real estate agents. All are professionally oriented to insure success for all.

Agent Benefit: Surrounded by full-time professionals, each agent shares in the overall success of the ERA Flagship Team.

Community: ERA Flagship has a history of over 35 years as being acknowledged as representing the highest ethical standards in the real estate industry.

Agent Benefit: While each agent is responsible for their own success, the reputation of their office allows success to flourish; and ERA Flagship is second to none.

Training: Whether you are a novice or an experienced agent, the combination of in-house training, the nationally recognized ERA enhanced training and coaching is offered to all agents.

Agent Benefit: As an ERA Flagship agent you will have the opportunity to succeed beyond your wildest dreams. It is yours for the taking.

Team ERA Flagship: The staff and licensed agents work together as a team to insure the client and customer is provided the best service available.

Agent Benefit: With everyone working together as a “team”, each agent is insured an outstanding company reputation for support.

Personal Websites: In addition to the company website, ERA Flagship provides each agent with a personal website, at no cost to the agent.

Agent Benefit: In today’s electronic business environment, the more information that one can provide to potential customers, the better chance of “making the sale”. By each agent having a personal website, there is additional presence established for all ERA Flagship agents.

An agent’s abilities and benefits grow as a member of the ERA Flagship Team.



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Flagship is involved.

At ERA Flagship you will be part of a team that continuously supports the community of Marco Island and the South Naples area.

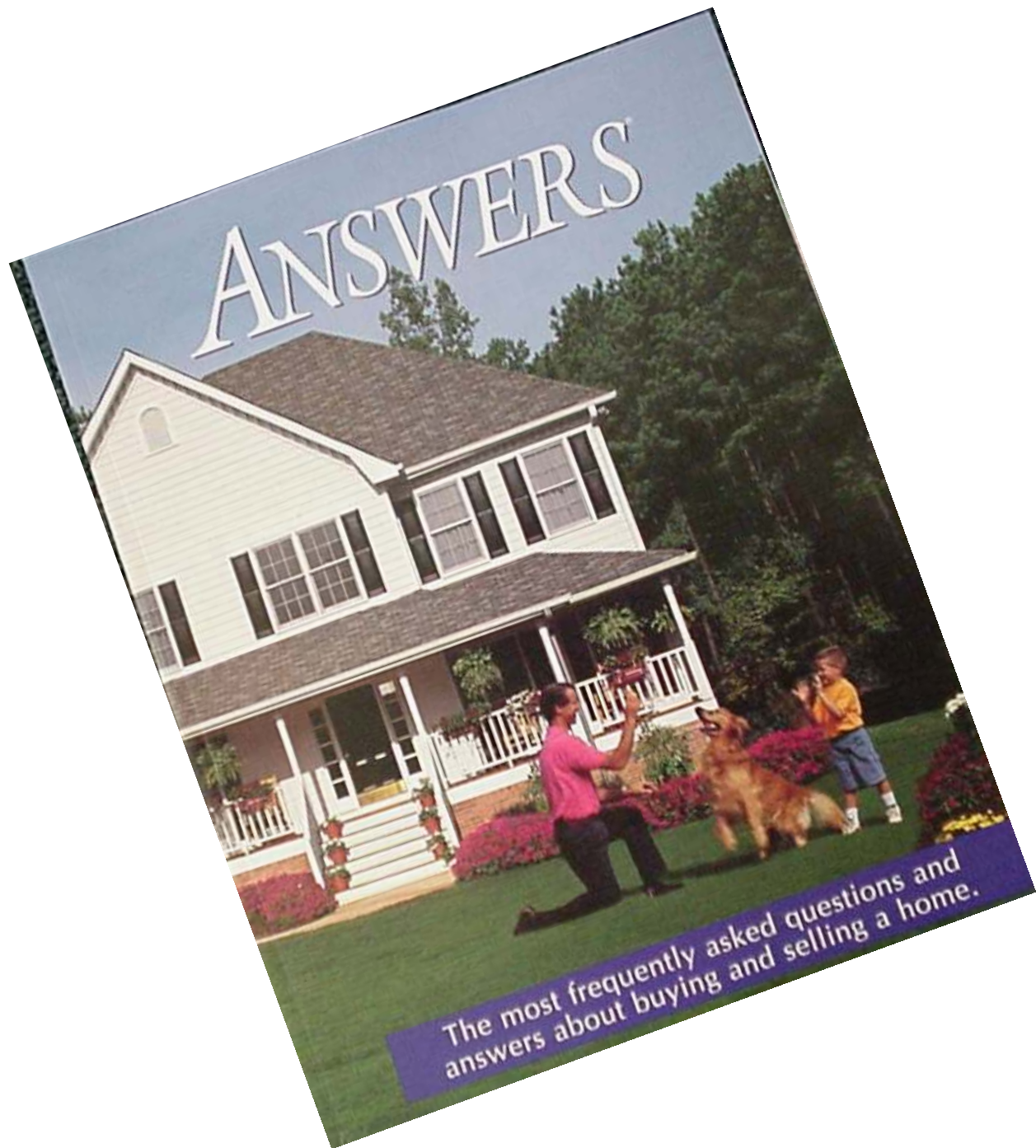
For the over 36 years Flagship has provided assistance to many organizations within the community.

YMCA (Marco Island and Naples),
Marco Island Rotary Clubs,
Tommie Barfield School,
Marco Island Charter School,
Manatee Middle School,
Lely High School,
Cancer Society,
Muscular Dystrophy Assoc.,
Special Olympics,
Hospice and
“A Christmas Family”,
... to name a few.



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“The Answers magazine is one of the most effective marketing publications offered in the real estate industry. It offers the ERA agent the ability to provide the consumer with information not found in any single source.” It is also available in print form and on-line.



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**“We Will Sell
Your House,
Or ERA
Will Buy It!”**

“The SSP is program exclusive to ERA. In addition to offering a unique program to the consumer, it provides ERA agents an advantage over other agents in the marketplace.”

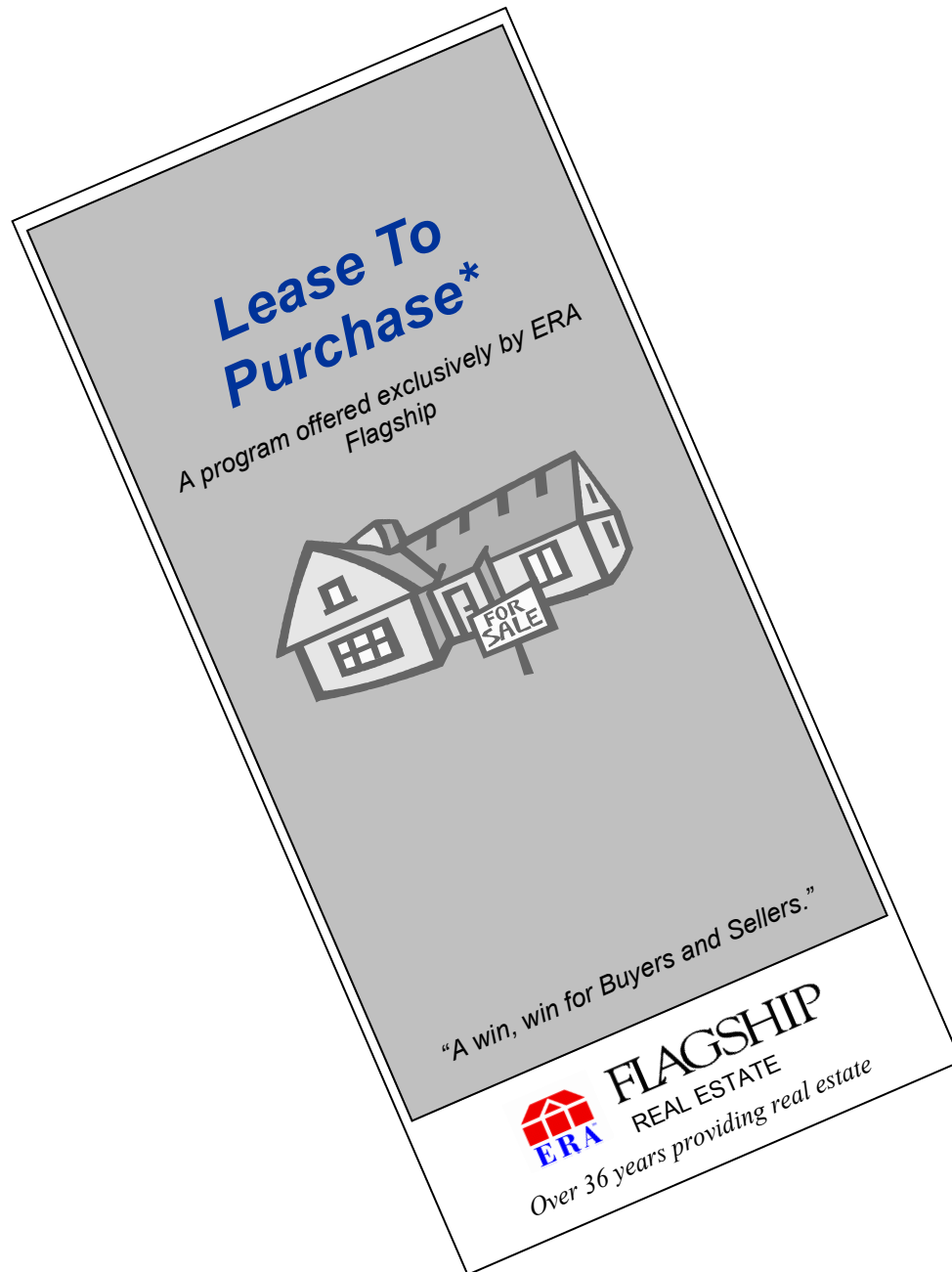


The Sellers Security Plan



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The Lease To Purchase program was developed exclusively for ERA Flagship by its management and with review by legal counsel.

While it does offer a service for buyers and sellers, it provides the ERA Flagship agent a program that is not available to competing agents.



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“While many offer a home warranty, ERA and Flagship combine to offer a product that is unmatched by competitors. The BPP is another advantage for the ERA Flagship agent.”



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Offered at ERA Flagship

- Customer Service Coordinator (CSC).
- “Guarantee of Service”.
- Buyer’s Protection Plan.
- “We’ll sell your home, or ERA will buy it”.
- New home construction support.
- ERA.com, TeamERA.com, ERAflagship.com., plus.
- ERA e-mail to customers.
- ANSWERS magazine.
- Auto customer contact.
- Rental referrals.
- Lease to Purchase program.
- High speed Internet access to each desk & wireless.
- Agent recruiting incentive.
- Price valued marketing products



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Training

- Realtor Orientation.
- Understanding Contracts and Forms.
- New Home Construction.
- Flagship Systems.
- ERA Systems.
- ERA Startup.
- e-Campus
- Selling Skills Workshop.
- Top Gun (285+).
- Outside Presentations (monthly).
- Continuous coaching.

All programs and sessions target individual agent's needs.



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Agent Support

The management of ERA Flagship is committed to provide extensive and continuous support to its agent, enhance the agents abilities, and thereby allow them to have time to generate and close more transactions. To do so, ERA Flagship has assembled a support team of professionals.

- Mary Jo Mansfield (office manager)

It is the office manager's responsibility to insure that agents have the support needed to maximize their time to list and sell real estate. Mary Jo provides the input for submission to the Marco Multi/List (Naples MLS as deemed necessary) and the multiple websites available to ERA Flagship. In addition, a custom listing presentation in "hard copy" or PDF file for e-mail submission will be created for each agent, as requested.

- Jan Harrison (customer/agent coordinator)

Jan's position was established to enhance services to ERA Flagship agents. She is responsible for insuring that clients reach the proper agent in a timely fashion and assign prospects to the agent that can respond to the prospect's needs in the proper timeframe. She also has a working knowledge of many computer programs to share with, and train agents.

- William Morris (attorney)

The ability to advise clients (prospective clients) of legal issues is of utmost importance. At ERA Flagship we have an attorney "on retainer" and have access to assistance for quick response to insure the protection of our clients, the firm and our agents.

- Marv Needles (broker)

With 40 years of experience in the real estate and construction industry, Marv has a wealth of knowledge. He is responsible for training, coaching and guidance; and he is available to ERA Flagship agents 24/7.

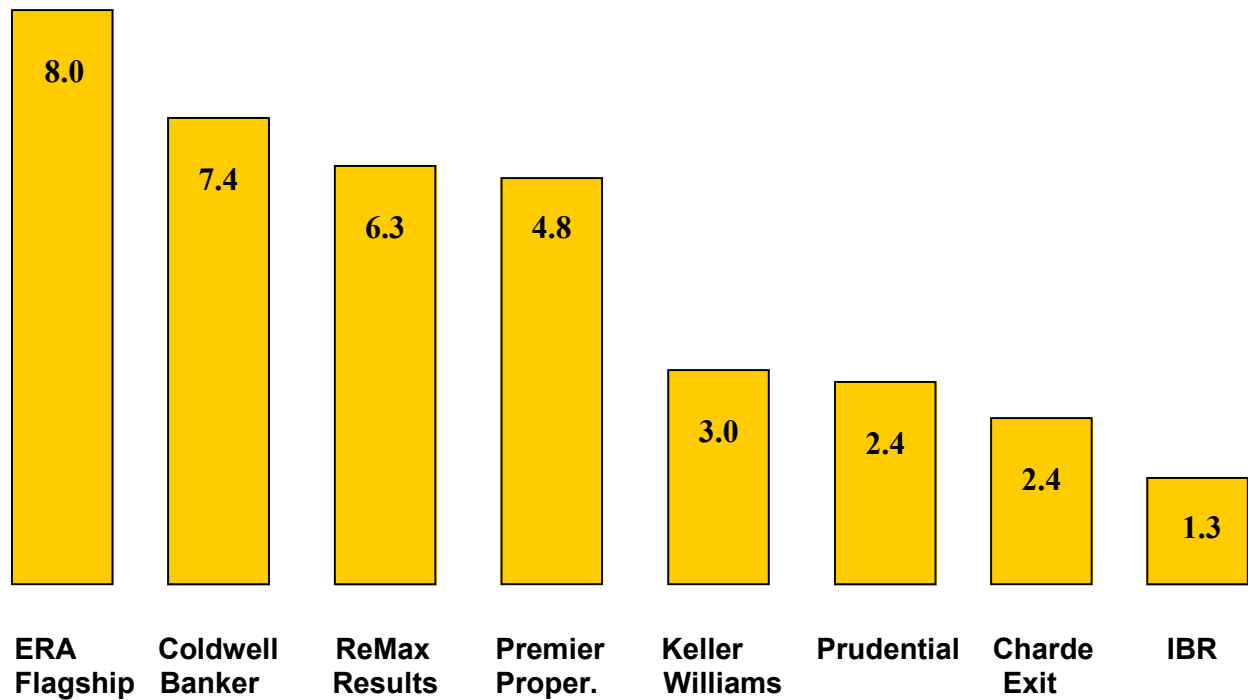
- David Knox (trainer)

A nationally acclaimed real estate trainer, David is recognized for his continuous efforts to monitor the marketplace and to direct his programs to "today". In addition to a library of David Knox training programs, ERA Flagship subscribes to a monthly program to insure new techniques are available to all ERA Flagship agents.



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Transaction Per Agent*



* This representation is based upon information obtained from the Marco Multi-List for the period commencing January 1, 2009 and ending December 31, 2009.



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The management and staff at ERA Flagship is, and will be ...

“Always There For You”.

Marv

Marv Needles



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