

THE UNITED® NETWORK



United Real Estate Group is the combined operations of United Country Real Estate, United Real Estate and United PRD International Real Estate. With a powerful **GLOBAL NETWORK**, we service clients throughout the nation and in more than 140 international markets.

- Listing warehouse of **1.8+ MILLION PROPERTIES**
- One of the largest collections of **PROPERTY WEBSITES** in the world, attracting millions of online viewers each year
- Largest internal real estate **ADVERTISING AGENCY**, Enhanced Marketing Solutions
- Cloud-based, **PROPRIETARY PRODUCTIVITY PLATFORM** – Bullseye™ powers our Agents' effectiveness

630
OFFICES
16,000+
AGENTS

650,000+
BUYER
DATABASE

\$18
BILLION
ANNUAL SALES
VOLUME

**FASTEST-
GROWING**
REAL ESTATE
COMPANY



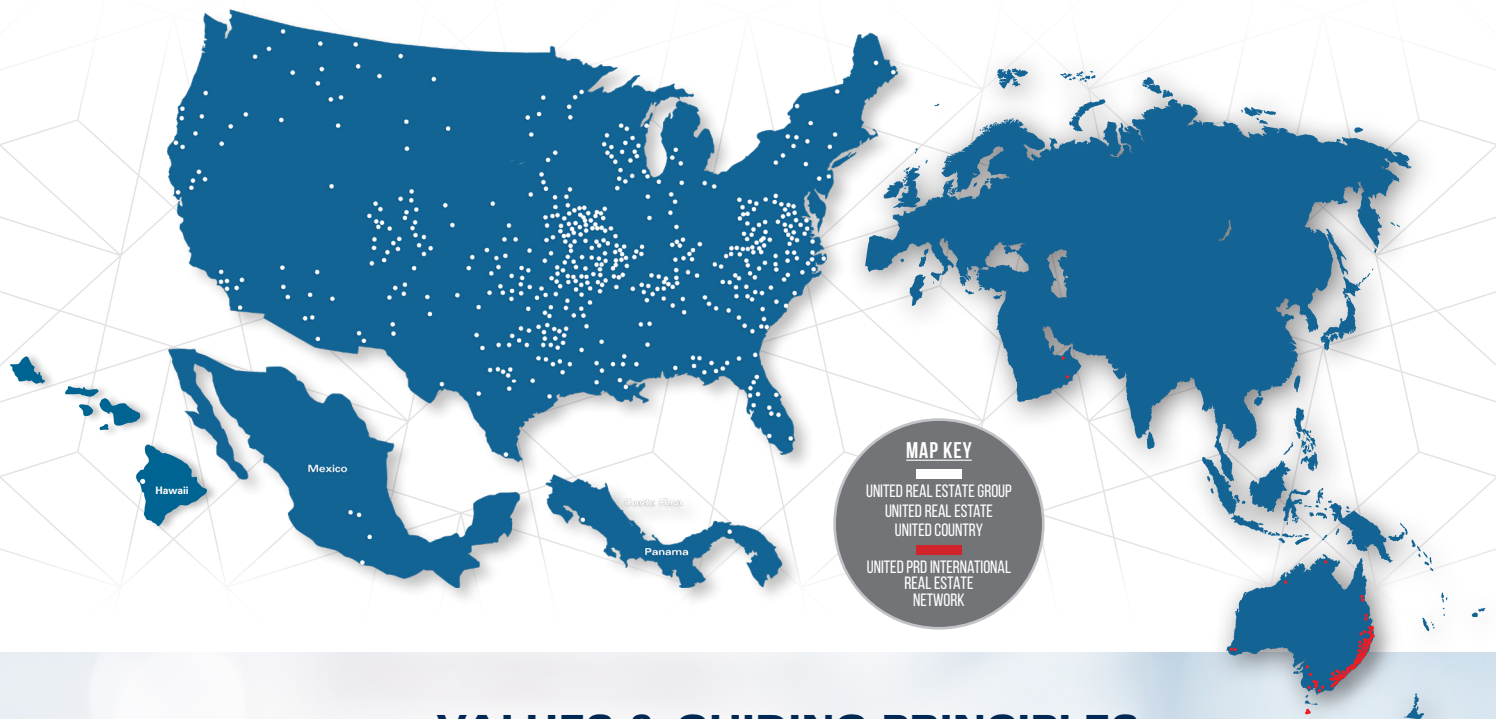
Founded in 1925, United Country Real Estate is a pioneer of specialty property marketing and an innovator with 95+ years in business.

- **LARGEST NETWORK** of conventional and auction real estate professionals
- **SPECIALIZING** in lifestyle and rural real estate
- **LARGEST PORTFOLIO** of specialty lifestyle property websites with the highest search engine rankings
- Extensive buyer database of more than **650,000 OPT-IN BUYERS**
- **LEADERS** in website lead generation and national property advertising



Selling or buying a home is an important life event. We take great responsibility in providing a white glove experience and exceptional results.

- **CLIENT-CENTRIC** model with marketing and sales plans tailored to your unique needs
- **CLOUD-BASED**, Bullseye Agent Productivity Platform with innovative tools and services for better client outcomes
- **FULL-SERVICE** brokerage support with a team of staff members dedicated to ensuring your satisfaction
- **REFERRAL NETWORK** for professional representation by a United Agent anywhere, coast to coast



VALUES & GUIDING PRINCIPLES

POSITIVE

We believe that a positive mental attitude when addressing opportunities and challenges is the foundation for all successful endeavors

HIGHER PURPOSE

We believe in God and conduct ourselves in a manner consistent with this belief

FAMILY

We understand the importance of a strong, supportive family and respect the sanctity of the families that are part of our team

SUSTAINABILITY

We believe in reducing our environmental impact through smaller office footprints, paperless transaction management and lower utility consumption

INTEGRITY

We treat each other and our partners fairly and expect the same in return

COMMUNITY SERVICE

We believe that we have a duty to be a positive contributor to the people and institutions that are the fabric of the communities we serve

FISCAL RESPONSIBILITY

We understand that without a healthy financial foundation we cannot sow the seeds that will ensure long-term success

SEE THINGS DIFFERENTLY

We believe that the future holds great opportunities for leaders who are willing to leverage fresh perspectives, adapt to changing conditions and incorporate new learning into how they pursue opportunities

EXCELLENCE

We believe that excellence is consistently surpassing expectations and that excellence results in competitive advantage... we seek to deliver excellence in all we do



FAMILY OF COMPANIES & RESOURCES:



UnitedCountry.com



UnitedRealEstate.com



ReferUnited.com



BullseyePlus.com



EnhancedMarketing.net



CRRUnited.com



BenchmarkRealtyTN.com



VirtualPropertiesRealty.com