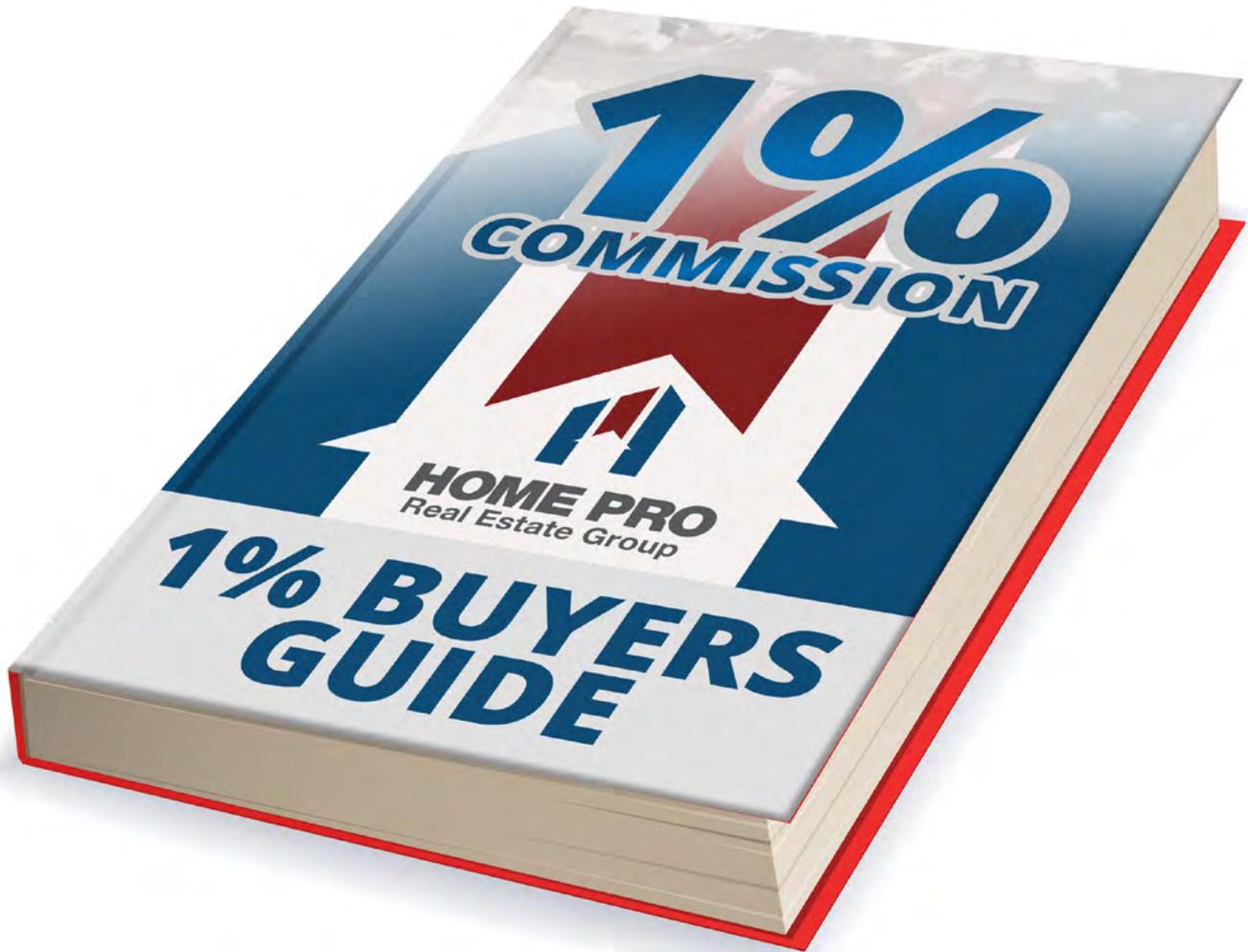


THE REAL ESTATE BUSINESS HAS CHANGED



**BUY YOUR HOME**

*for only*

**1% COMMISSION**

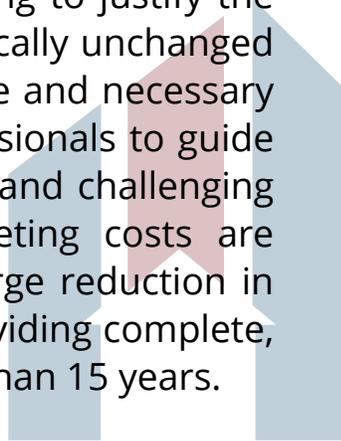
 **HOME PRO**  
Real Estate Group

*by Larry Friedman*

# ISN'T IT TIME FOR A **CHANGE** IN REAL ESTATE COMMISSIONS?!

HOME PRO REALTY CHARGES ONLY A  
**1% LISTING SIDE COMMISSION** TO OUR SELLERS  
AND PROVIDES A **REBATE OR CREDIT OF ALL AGENT  
COMMISSIONS OVER 1% BACK**  
TO OUR BUYERS.

In the last few years, the Real Estate industry has seen a monumental change in the way residential properties are bought and sold. All listings are now marketed worldwide on multiple websites at essentially the touch of a button. Access for prospective buyers of properties for sale, including not only description and pictures but also sales history, demographics and neighborhood amenities are available as close as their cell phones or tablets. New listings, price reductions and status updates are sent out with immediate notification. Recently, we've seen a majority of buyers searching and even identifying their next home purchase by themselves! Despite these substantial changes in marketing costs and workload, agents are fighting to justify the cost of their service and a commission structure that is basically unchanged over the last 30+ years. We still believe strongly in a genuine and necessary need for experienced and knowledgeable real estate professionals to guide and protect clients through what can be a time consuming and challenging process. HOWEVER, because agent workload AND marketing costs are substantially less, we are able to provide our SELLERS a large reduction in cost, and a commensurate REBATE to our BUYERS while providing complete, personal, knowledgeable and experienced service for more than 15 years.





**HOME PRO**  
Real Estate Group

## BUYER'S REBATE PROGRAM

*Technology has completely changed the way Real Estate is being bought and sold. Agents no longer control the access to information nor are they generally the first point of contact.*

A significant and growing number of buyers are finding homes by themselves, even driving by and then contacting an agent. Buyer agent's presentations that the dollars don't affect their client because of seller paid commissions is just not making sense anymore. WE AGREE! There is still an essential need for professional guidance through what has become an even more difficult transactional process, but only at a price that makes sense for the work.

# BUYERS

## GET A REBATE OR CREDIT OF ALL AGENT FUNDS IN EXCESS OF 1%

- \$900,000 listing @ 3% Buyers Commission
- Total Agent Commission: \$27,000
- Home Pro Commission: \$9,000
- Your Buyer Rebate or Credit: **\$18,000**

## ○ *For our new buyers*

We give you direct access to MLS searches. The MLS (Multiple Listing Service) is a database that lists every house on the market and updates in real time. We can help you narrow the search so you only see houses you prefer, or if you can't find the perfect house, we'll target the neighborhood you want to find potential sellers.

## ○ *Showings on your schedule*

We'll do everything we can to facilitate seeing your potential new home on a schedule that works for you.

## ○ *Offers and paperwork*

We utilize over 35 years of experience and relationships to make an offer on your desired home that is best for you and most realistic. After the offer is accepted, we take care of the paperwork to continue moving the process along.

## ★ *Make it yours*

You get the keys and open the door to your new home for the first time. If you're in need of any repairs or refresh services for the home, we're still here for you.



*This Buyer Received a Home Pro Rebate of*

**\$18,700**

*at Close of Escrow*

# CLIENTS FOR LIFE

LARRY,  
A SMALL TOKEN OF APPRECIATION  
BUT WITH A HUGE AMOUNT OF  
GRATITUDE FOR ALL THE  
PRO BOND "LABOR OF LOVE".  
YOU ALLOWED US TO FINALLY  
GET THE HOME.  
NO ONE BUT YOU COULD HAVE  
MADE IT HAPPEN.  
AWESOME IS OBVIOUSLY  
SPECIALTY!

*"I have bought and sold many houses over the years and by far my experience with Home Pro Realty ranks amongst my most pleasant dealings. Larry showed me that a discounted commission broker works just as hard or harder than the full commission guys. Not only did I sell my house faster than my neighbors but I made more money doing so. **Do yourself a favor and look into the way they are doing things at Home Pro.** Good people that really know the business and save your money. Will use them again for sure!"*



*"I have been in the real estate/mortgage business for over 30 years. When it came time to list my house I went to Larry at Home Pro. We then decided the home needed some updating before we could sell so he and Sherrie worked out a plan and budget to take down wallpaper, repaint, carpet, put in granite counter tops and just make the house have more appeal. They arranged for all the contractors and supplies. **It was easy, inexpensive and the best marketing for our home.** The contractors were polite, clean and did the job on time. We received offers the first day the home went on the market. I will absolutely recommend Home Pro to anyone I know and use them again."*



*"I was referred to Larry and Home Pro Realty by a close friend after spending months trying to find a home in Orange County and being discouraged by the market. Larry is absolutely the best out there. Within a month I was in Escrow on exactly the home I was looking for with regard to location, size, and specific characteristics. Although I had a decent down payment, it was Larry's expertise in handling my loan that got me the best possible rate, monthly payment, and I even had some money available for immediate changes to the new home. Additionally, Larry and his crew were able to sell my first home and with some profit to invest into my new home. **I am very thankful and wouldn't dream of using anyone else.**"*



*"My wife and I used Larry and his son Aaron (AJ) to buy our first home and they were amazing! I was impressed with how easy they made the process. Not only did they help us find the home we wanted, we were able to come into the house with money to make renovations. Now, we are looking to sell and they are connecting us to resources we need to fix our place up to get the maximum profit. **These guys are true professionals.**"*



*I have bought and sold six homes, and Larry Friedman is the only agent I have recommended, the only agent I would ask to represent me again in another real estate transaction. Larry Friedman and Associates **gave me sound advice, guided me through the buying and selling processes**, responded promptly to my questions, and negotiated the bumps along the way, making both selling my muchloved home and buying a new home much easier on me than I've ever experienced. For the first time, I knew that I had a professional real estate and finance expert in my corner, someone willing to work hard and negotiate hard to get me what I needed. Larry Friedman and Associates protected my interest, took care of my needs and guided me through what otherwise could have been a very stressful transition.*



Home Pro Realty Group takes **1%** of the  
buyer side commission

**.....YOU GET THE REST!!!**



**Larry Friedman**

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