


**YOUR NEXT
BROKERAGE**

REAL^{NY}

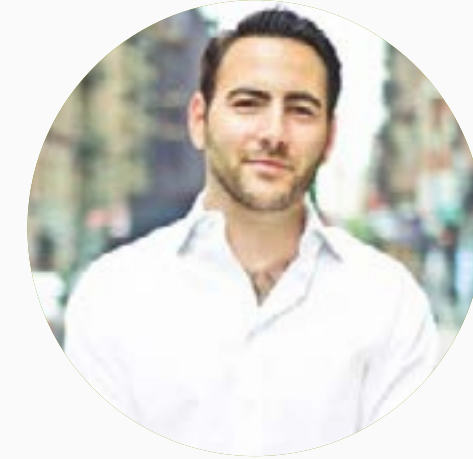
A group of business professionals in a meeting room, with a dark blue overlay and white text. The scene shows several people in business attire gathered around a table, looking at documents and laptops. The text is overlaid on the left side of the image.

A proven custom-tailored
approach to grow
your sales, rental and
commercial business. You'll
hit the ground running -
That's the **REAL way.**

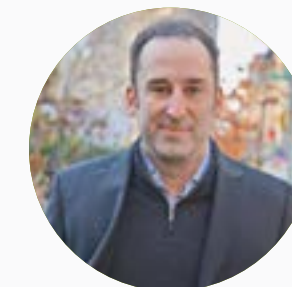
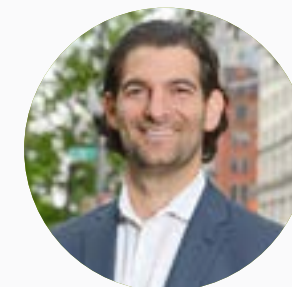
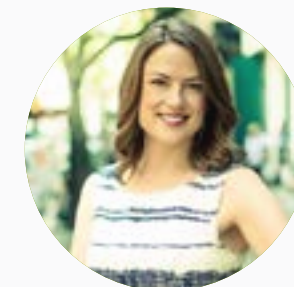
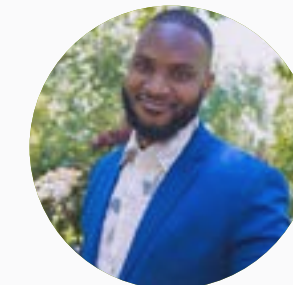
Industry experts, leaders... management companies

We believe we've curated an exceptional agent experience, and we warmly welcome you to join us in shaping it together.

The REAL New York team embodies a diverse range of backgrounds, blending our collective best practices to guide you toward success. Now, you have access to our market knowledge and insight - here's your guide:



"Industry experts, leaders and innovators from over
**18 DIFFERENT BROKERAGES AND
MANAGEMENT COMPANIES"**



Sales and Rental Leads Driven by Tech and AI

SALES LEAD DRIVEN BY TECH AND AI

REAL New York implements multiple avenues for lead generation, including artificial intelligence.

DEDICATED TRAINING ALONG THE WAY

REAL New York provides training for all new and experienced agents upon joining, with ongoing monthly seminars and by-appointment sessions to help achieve real estate and financial goals.

RENTAL-TO-SALES TRAINING

Leverage extensive real estate sales experience with dedicated training and coaching to transform rental agents into successful sales agents.

NEW DEVELOPMENT OPPORTUNITIES

REAL New York has 1200+ new development units in the pipeline, and growing. Join us to take advantage of new development opportunities as they come.

VOLUME OF EXCLUSIVE PRODUCT

Access to our portfolio of exclusives listings: 10,000+ listings and 1,000+ New Development units in the pipeline.

You have a dedicated agent development manager that will help you curate a specific business plan and keep you accountable to achieving your goals



Can you handle more clients and close more deals?

Is your plan to grow your book of business by diversifying your lead flow?
Are you looking to learn new ways to market yourself and your business?

THE CHOICE IS CLEAR - REAL IS THE WAY TO GO!



Are you looking for collaboration, training and mentorship?

Are you looking for coaching and direction based on YOUR specific goals?

IF SO, REAL IS WHERE YOU SHOULD BE.



Are you looking to align yourself with a company that provides much more than just a "job"?

Are you looking at the industry as a long term career?

IF SO, REAL IS THE COMPANY FOR YOU.

You're more than just an agent - you're a **REAL New Yorker** and you deserve the following.

Tailored Training

- Regular team meetings
- Monthly trainings
- Rental-to-sales training
- In-field training including REAL's Exclusive Portfolio
- Private Tours of NYC's latest new developments

In-house Marketing

- Custom agent pitch presentations
- Social media templates
- In-house branding for new developments
- Social media marketing (social media marketing presence 18MM impressions)
- Marketing collateral via REAL's Marketing Center
- Experience in pre development consultation

People Power

- Agent Profiles on REALNewYork.com
- Exclusive opportunities based on performance
- Social media collaborative posts
- Streeteasy listing ads paid by REAL New York
- Sales leads funneled to you
- Two NYC offices to work out of
- Ability to customize based on agent

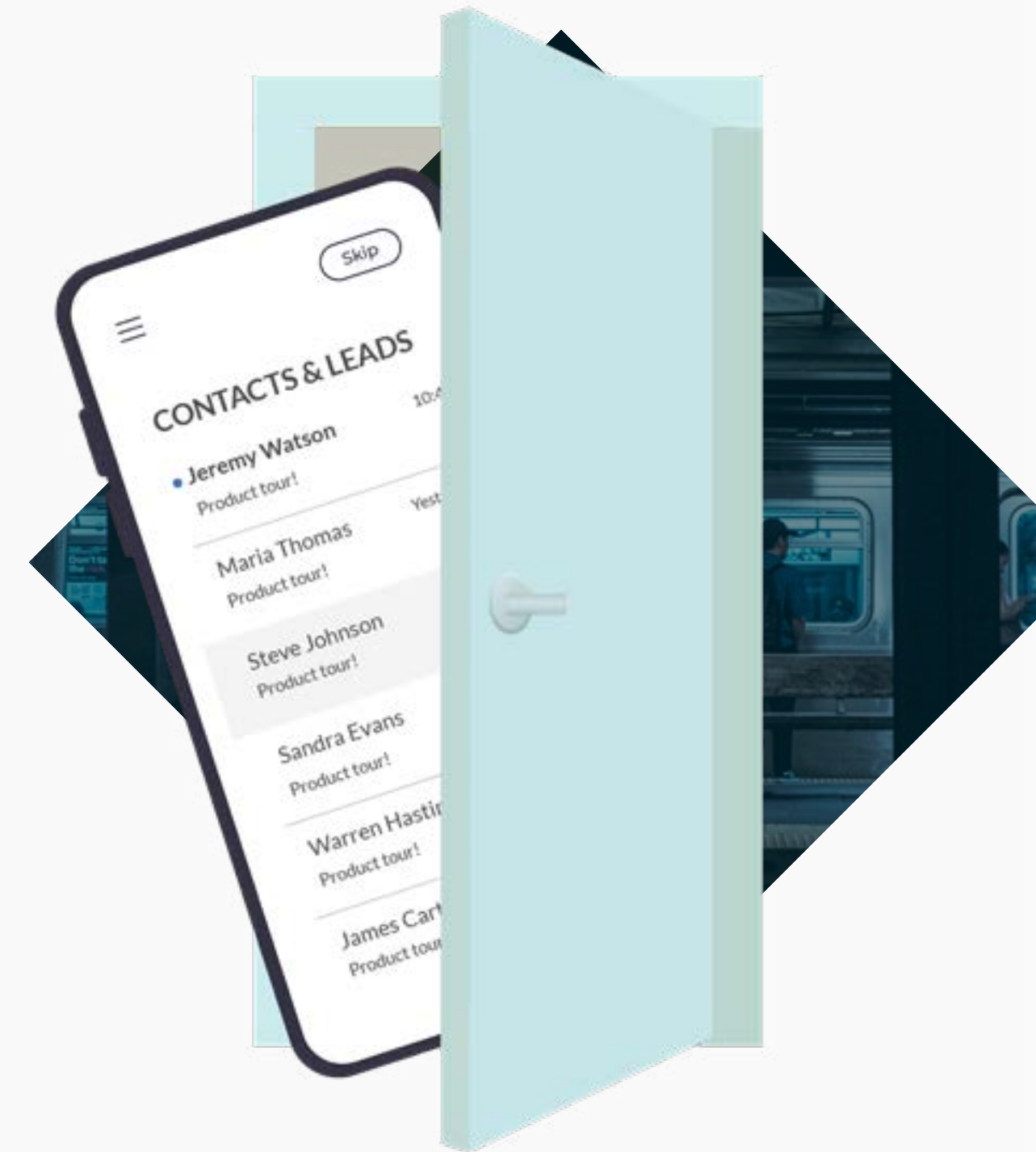
Levels of Support Beyond Your Expectations.

	TRADITIONAL BROKERAGES	REAL ^{NY}
Office Space	✓	✓
Transaction Coordination	✓	✓
Operations	✓	✓
Marketing Resources	✓	✓
Access to ALL of the brokerage's Exclusive Listings	✗	✓
Diverse Lead Flow	✗	✓
AI Lead Generation	✗	✓
New Development Opportunities	✗	✓
Rental-to-Sales Training	✗	✓
CRM Data	✗	✓
Self-Serviced Marketing Center	✗	✓
Newsletter Campaigns	✗	✓
Financial Planning	✗	✓
1:1 Management Training Opportunities	✗	✓
Vendor Management	✗	✓
In-House Photographer/Videographer	✗	✓
Advertising	✗	✓
Managers, Directors, and C-Suite Executives Support	✗	✓
Agent Referral Program	✗	✓
Full-Service Commercial Division	✗	✓

There are leads waiting for you in **REAL New York's** CRM system..

LEAD Our CRM system allows each agent to claim leads across various platforms. Each lead will be added to your CRM database for easy remarketing/follow ups.

THIS YEAR WE'VE AVERAGED
800 NEW LEADS PER DAY



What training is like at **REAL New York**:

GUIDED BY OUR VALUES

At REAL New York, integrity and client satisfaction are at the heart of everything we do. Join us to build a career grounded in trust and excellence.

HANDS-ON EXPERIENCE

Whether you are entering sales or leasing, need support with a condo/coop purchase, or have a rental application, our team is here to provide hands-on experience on every transaction.

CONTINUOUS GUIDANCE

Boost your professional growth with our sales and leasing manager's one-on-one meetings and weekly team discussions in a collaborative environment. We're committed to your ongoing development.

SUCCESSFUL REAL NEW YORKER

COMPREHENSIVE MARKET EDUCATION

Gain necessary insights into best practices, market trends, and property evaluations. Our extensive training ensures you'll be well-prepared to excel in the real estate market.

READY TO ASSIST

Receive relentless support from our dedicated management team. We've got your back no matter the question—big or small, simple or complex.

PEER LEARNING

Train alongside your peers in your new class, then connect and work with our 100+ agents who are actively closing deals daily. Collaborate, learn, and grow together.

AS SEEN IN

THE REAL DEAL
NEW YORK REAL ESTATE NEWS

Forbes

BUSINESS
INSIDER

THE WALL STREET JOURNAL.

NEW YORK POST

 **realtor.com**

inman

 apartment therapy

NEW YORK
YIMBY

domino

 **PURSUITIST**

 **BRICK UNDERGROUND**
Real Estate. Real Life. Real New York.

martha
stewart

 **lendingtree**

citybizlist

CITYREALTY

 **StreetEasy**

COTTAGES & GARDENS

 **U.S. News**

 **inside real estate**

THE CLOSE

BROKER PULSE

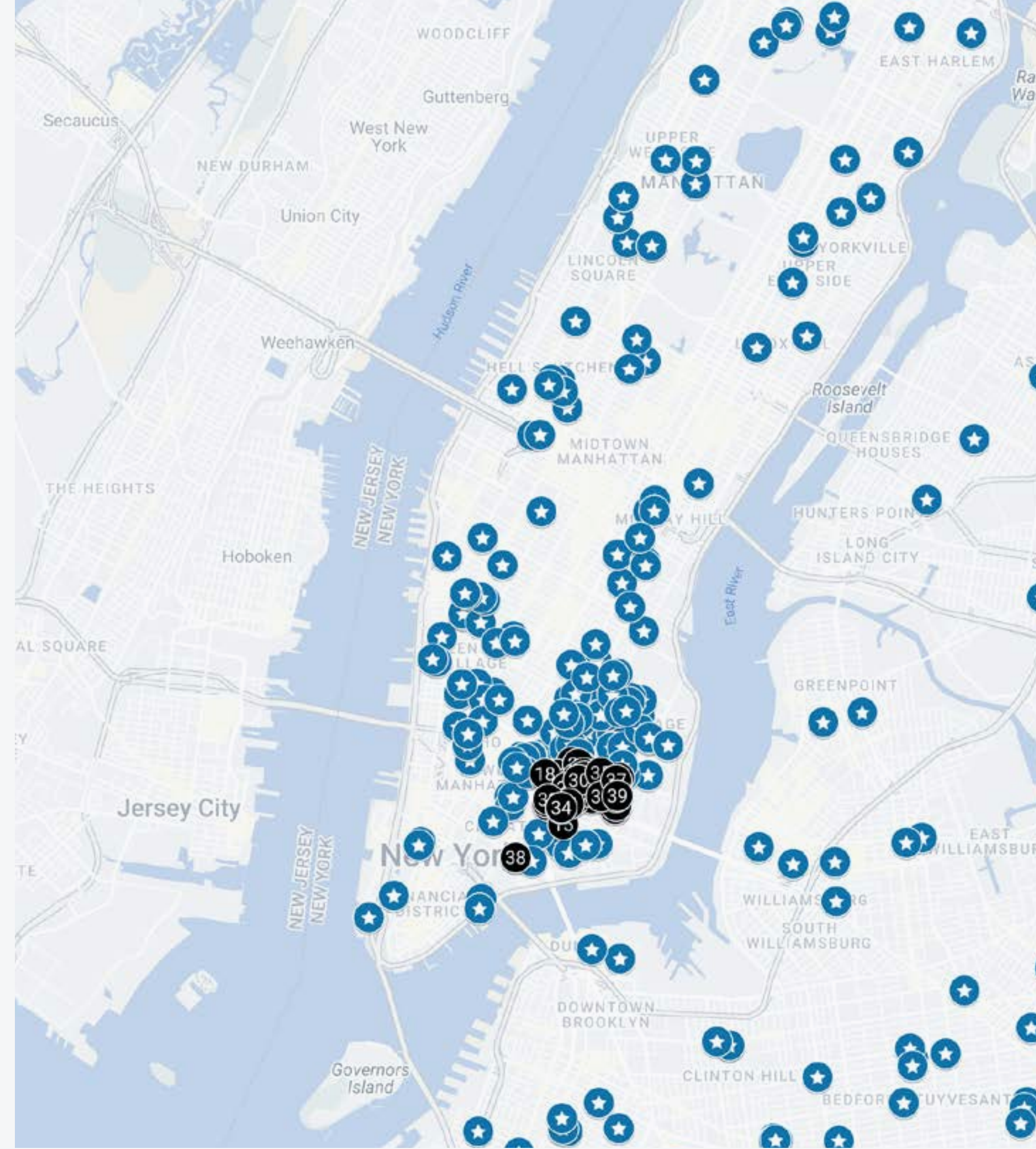
 **MYMOVE**

 **CBS New York**

Exclusive REAL New York Portfolio

10,000+
REAL New York Exclusive Listings

1,000+
New development units in the pipeline



We believe we've curated an exceptional agent experience in real estate, and we warmly welcome you to join us in shaping it together.



REAL^{NY}

REALNY

We can't wait to meet you!

KATHARINE@REALNYPROPERTIES.COM

REALNEWYORK.COM

MEET OUR TEAM

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