



Lyon Crestsm
REALTY, INC.

THE LYON CREST MISSION

Lyon Crest Realty is a fast growing, medium sized real estate company dealing with commercial and residential real estate, and a comprehensive array of real estate related services. The mission of the company is to offer comprehensive real estate services to provide maximum convenience, efficiency, and customer care to our clients in a professional and comfortable environment. Lyon Crest prides itself on its directive for continuous improvement, constantly innovating and pioneering new management strategies, ideas, and concepts within the traditional real estate industry. Lyon Crest is also an active committee member on the Association of Realtors Education Committee. This allows us to take an active role in setting real estate education standards and to ensure that all members and agents are kept current on new legislation and forms so that members will always be prepared out in the field.

THE LARGE FRANCHISE

In establishing the Lyon Crest concept, we have tried to create an entity that combines the benefits of the large franchise along with the benefits of the smaller independent companies. Historically, the large franchises have offered management support, facilities support, and marketing support to its agents, but at the cost of high franchise / royalty fees, and marketing fees. These fees are in addition to lower commission rates that the large franchises normally offer. In addition, the marketing support that they provide is on the national level (this means that it offers good national awareness, but the question is whether the advertisement in New York and Chicago will help each individual agent in their respective local communities).

THE SMALL INDEPENDENT COMPANIES

As for the smaller independent companies, their main focus is on offering higher commissions to offset the usual lack of management support, facilities support, and marketing support. They may charge their agents for every form, photocopy, telephone call, and even desk and electricity usage.

THE LYON CREST "SYNERGY" ADVANTAGE

Here at Lyon Crest, we have created a synergy of these two prevalent systems by offering full facilities support, management support, and marketing support, all at a very competitive commission rate. Agents have free usage of company facilities, conference rooms, desks, electricity, telephones, photocopiers, computers, faxes, forms, etc. Lyon Crest offers training programs for unlicensed and licensed agents, on-site practical training, questions & answers seminars, and an absolute open door policy. Thus, in the Lyon Crest Synergy Program, you get the best of both worlds.

THE "REIMBURSEMENT PROGRAM" and "COMPANY BENEFITS PROGRAM"

Another benefit that you will receive here at Lyon Crest is our "Reimbursement Program" which we implement to help our agents minimize their expenses. In this program, many expenses that an agent would normally face anywhere else, are reimbursed by the company to maximize the agent's profit and experience with Lyon Crest. With the "Company Benefits Program", agents and members are able to benefit more when they conduct a transaction involving the purchase or sale of the agent's own primary

residence. We try to promote the well being of each and every agent working with Lyon Crest as part of the Lyon Crest family because we understand that a supportive, comfortable / enjoyable, professional, and team environment is essential in creating productivity. This productivity ultimately translates into a more successful agent, a more successful company, and a more successful team.

SUMMARY OF STANDARD BENEFITS

1. Full facilities support (copiers, fax, computers, internet access, etc. - no desk fees)
2. Worker's Compensation insurance
3. Local area advertising and marketing support
4. Competitive commission rate (No franchise fees; No marketing fees)
5. Member of NAR, CAR, and local Association of Realtors
6. Usage of Winforms® software for Real Estate transactions
7. Professional and comprehensive management support and training
8. Multi-lingual support
9. Professional office environment
10. Errors & Omissions insurance protection (per transaction basis, no annual premium)
11. Comprehensive real estate services integrated into one company/location
12. Reimbursement Program (inquire for full details)
13. More favorable commission splits for Lyon Crest Real Estate agents who purchase their own properties (personal, income, commercial, or investment properties)
14. Medical Insurance at Realtor® group rates (inquire for full details)

CONTACT INFORMATION

Feel free to E-mail (The preferred method of correspondence is E-mail) or call us to discuss any further questions you may have and how you can start a Real Estate career with Lyon Crest Realty. You may want to visit our website at: WWW.LYONCREST.COM/CAREERS to read our Lyon Crest Realty Interview Question & Answer / FAQ document which has been specifically designed for prospective Real Estate agents, as it will almost be like interviewing in person with a Lyon Crest Realty Broker.

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***If you are currently working with a real estate brokerage or company, please disregard this information sheet. This is not intended as a solicitation of agents that are currently under the employment of or have an agreement with a licensed broker.

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Lyon Crestsm REALTY, INC.

Here at Lyon Crest, we understand the needs of an agent and why individuals and professionals alike choose to pursue a career in Real Estate. Real Estate offers potential for high income and it offers a flexible working time and environment. Lyon Crest is committed to preserving and enhancing these attributes. Our systems and management practice have been designed to accomplish just that, while still offering comprehensive management support.

NO FLOOR TIME REQUIRED

If you think about it, who really benefits from the use of floor time? The company. With floor time, the company can do away with the need for receptionists and office staff. Although, many companies will advocate that floor time helps the agents because they are able to get their fair share of walk-in and call-in prospects. In actuality, the proportion of obtaining a call-in / walk-in versus obtaining a client through your direct marketing efforts and referrals, is very minimal. In either case, we have also addressed this issue. Lyon Crest implements an equal distribution policy where no one agent will receive a second walk-in / call-in until all the other agents have received one as well (with the exception of the next agent in queue being unavailable or if there are certain communication limitations per the request of the prospect).

NO QUOTAS

Lyon Crest also does not implement any quotas (a situation where each agent needs to meet a certain sales volume within a specified period of time). A lot of companies feel that implementing quotas fosters internal competition and, thus, increases productivity. We feel just the opposite. By implementing quotas, what you have fostered are internal political problems where you now have agents worrying about someone stealing a client of theirs or whether someone is going to stab them in the back. In doing so, the agent now only spends 50% of their time servicing the client and the remaining 50% trying to protect themselves rather than devoting 100% of their time and effort to servicing the client. In the end, this harms the agent's reputation with their client and the chances of future referrals. Lyon Crest has thereby eliminated this issue and has established a professional, friendly, and team oriented environment.

NO STAFF MEETINGS

In addition, we do not believe in holding staff meetings just for the sake of holding them. There is no need to have all of our members and agents in the office just to make an announcement or to update everyone when all that can be done much more efficiently via our e-mail bulletins or via our internal mail system. The only time we will opt for holding a staff meeting is at the introduction of new forms or new legislation where numerous questions are anticipated. Then, it becomes more efficient to have a staff meeting since e-mailing questions and answers back and forth will end up consuming more time and effort. In this instance, holding a staff meeting will offer a much quicker response and a higher level of clarity.

FLEXIBILITY

More than 85% of our agents and members now work from home. Even though, the office and company facilities are, and always will be, available for member use (i.e. conference rooms, computers, fax, copier, etc.). On more than one occasion, agents and members have commented that they love how our system is designed because now their morning traffic are their kids and how their trip to the office is only a few steps away. Lyon Crest has purposefully designed this system to offer agents this unprecedented level of freedom and flexibility, while still offering complete management and training support, facilities support, and marketing support. With this system, there is no differentiation between part-time and full-time agents. At Lyon Crest, we understand that having a full-time job, career, or family in addition to your real estate activities does not mean you are any less committed and that one should not be penalized for it.

MANAGEMENT SUPPORT

Whether it is comprehensive training, or just a simple question / clarification, Lyon Crest Management will always be available, and no more than a phone call or an e-mail away. We understand that each person's needs, level of experience, and learning habits are different. Lyon Crest Brokers and Office Managers are dedicated to providing each and every agent and member with full and comprehensive support that is designed to meet their individual needs. Our training and support programs are always continuous, on going, and always hands-on so that agents and members can always feel confident knowing that they have the full support of the company behind them. Our doors are always open to our agents and members and we firmly believe that *"the only inappropriate question was the one that was never asked"*.

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