



high pointTM

REAL ESTATE GROUP



2017 Company Profile

Raise the bar.

high quality - low cost

Free Professional Photography

No marketing tool is more important for your listings than high-quality photography. That's why we provide professional photography services—all **at no cost** to our agents or their clients.

No Junk Fees

We simply don't believe that charging junk fees to our clients is good business. Plain and simple—the commission you charge is the only fee we receive from your clients on the sale of their home.

All-Inclusive Plans

From attractive yard signs and posts to professional business cards and photocopies, our agents do not pay a dime for essential business items.

Marketing Support

We also provide a wide variety of **free** marketing services including professional headshots, graphic design, brand consultation, and custom digital design services.

Affordability

At High Point, we like to keep it simple—and our agent plans are no different. Just choose the fee structures that's right for you and start making more money:

	Agent Fee Structures		
	Split	Transaction	Flat
Monthly Fee	\$0	\$195	\$495
Fee Per Closing	25% of commission	\$295	\$0

free professional photography

Gone are the days of buyers perusing the local paper for their next home. Buyers today want instant information and, more importantly, **quality pictures**. So if you want your listing to make the cut you need to have some great photography.

That's why High Point Real Estate Group has partnered with local real estate photography firm VillaPic. Through this partnership our agents are able to showcase their listings in the best light possible while spending their time concentrating on doing what they do best — selling homes. And the best part is that we provide this service at **no additional cost to our agents or their clients**.

*In 2016, listings using our professional photography services **sold almost 50% faster** than the rest of the market.*

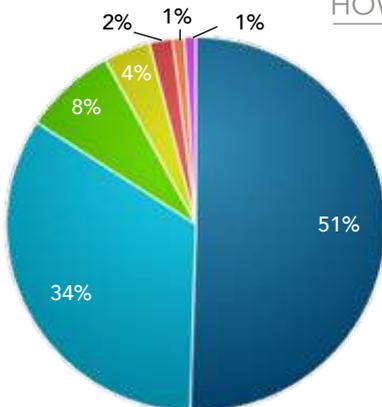


digital marketing

Social media, smart phones, and easy access to information at light speed have changed the real estate marketplace forever. And the services you should expect from your broker should change, too.

According to a 2016 study by the National Association of Realtors, over 85% of buyers found their home through a Realtor or the internet. And as Realtors, we use the internet to find homes.

So our biggest focus is your listings'—**online**—curb appeal.

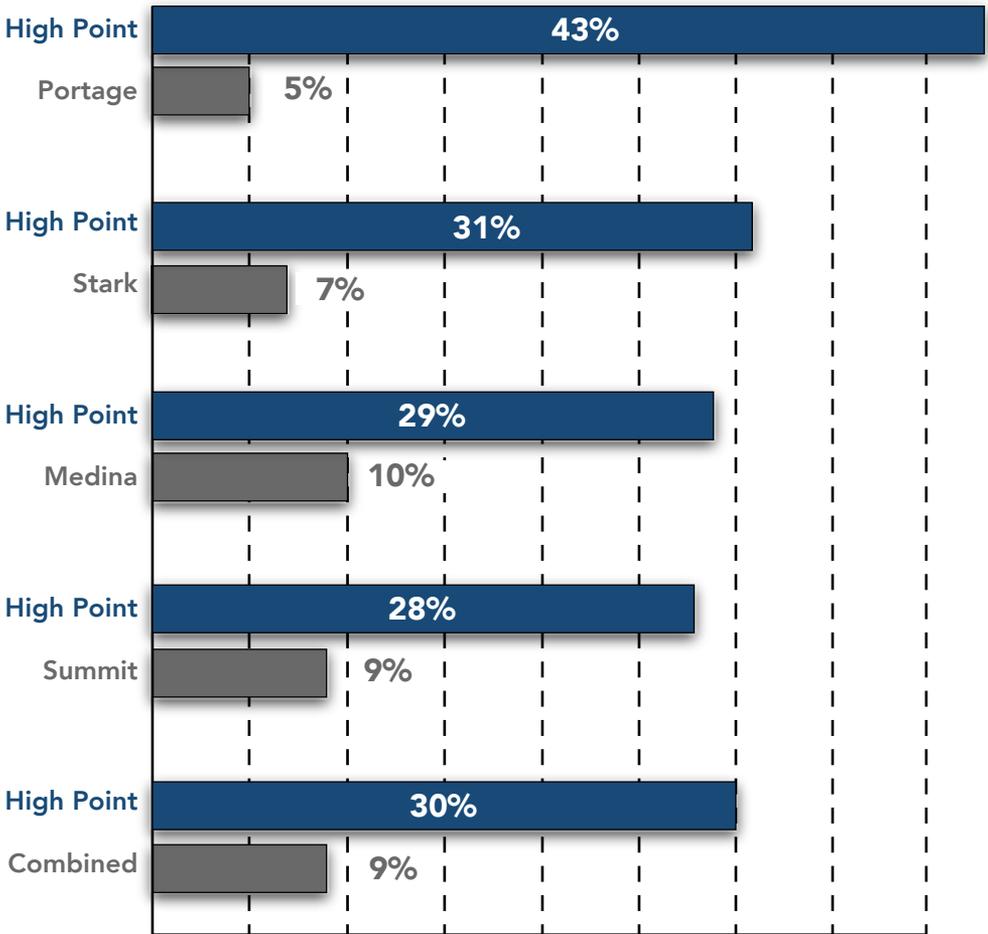


HOW BUYERS FOUND THEIR HOME IN 2016*

- Internet — 51%
- Real estate agent — 34%
- Yard Signs — 8%
- Friend, neighbor, relative — 4%
- Home builder — 2%
- Direct from seller — 1%
- Print Media — 1%

*Source: NAR 2016 Profile of Homebuyers and Sellers

2016 in review



Source: NEOHREX. Data collected 1/4/17 for residential home sales in Summit, Medina, Stark, and Portage counties closing between 1/1/16 - 12/31/16.

our philosophy

our vision

Creating an educated real estate community that preserves and celebrates fairness, quality, and innovation.

our values

AUTHENTICITY

A thoughtful and purposeful disregard for nonsensical industry norms

EDUCATION

Outreach that empowers the public with knowledge, plus impactful client education throughout the buying and selling process

FAIRNESS

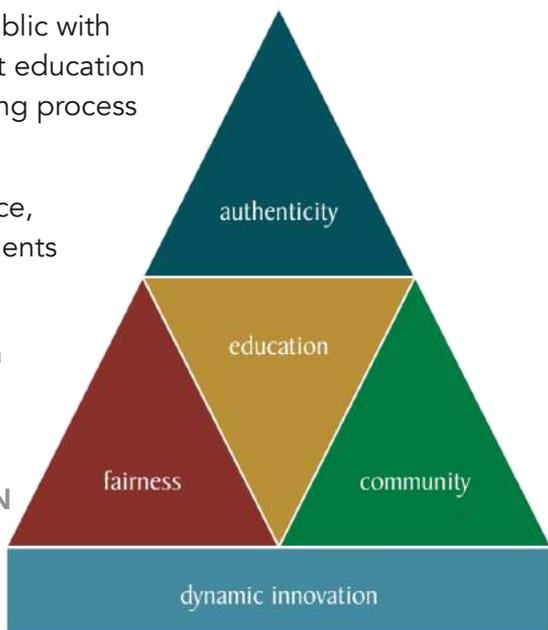
Reasonable fees based on service, and value-packed options for clients

COMMUNITY

Local Northeast Ohio focus with a community-oriented and charitable spirit

DYNAMIC INNOVATION

Effective use of new technology and digital service



about the point

Being different—on purpose

While technology has revolutionized how we market homes, communicate with clients, and conduct our day-to-day work as Realtors, the way brokerages treat their agents and their clients has remained stagnated with antiquated business principles, friendly only to the corporate brokerage.

So we set out to create an agent-friendly brokerage that is decidedly different.

Our modern and simple business model celebrates transparency and maintains a thoughtful and purposeful disregard for nonsensical industry norms. Simply put: The real estate industry has some practices that are bad for agents and their clients. We promise to avoid them like the plague.

At High Point, we're not "just another brokerage" and we encourage our agents to think the same way.

about the broker:



Owner and broker **Matt Lasher** started his career in real estate over 15 years ago working in the office for his father John and restoring homes to pay for his college education — which included a Master's Degree from Harvard University and a Bachelor's from Ohio University. Prior to his career in real estate, Matt was a teacher and prevention specialist in the Boston and Akron Public School districts. His main interests at High Point include digital marketing, photography, and agent development. He and his wife Morgan live in West Akron with their son Anderson and two dogs Googan and Dogwood.



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