**LeadingRE Brand Language Suggestions**IN-DEPTH COPY FOR COMPANY BROCHURES OR RECRUITING MATERIALS

[Company Name] is a member of Leading Real Estate Companies of the World,® a global community of real estate companies awarded membership based on rigorous standards for service and performance.

This LeadingRE distinction ensures that you can count on a quality real estate experience when working with us and will benefit from our global connections to buyers and high-quality real estate professionals around the world.

QUALITY   
Real estate is an industry with over two million licensees and 100,000 brokerages characterized by wildly inconsistent service delivery and customer experience. Yet membership in Leading Real Estate Companies of the World® is awarded only to select, market-leading companies that have demonstrated excellence in service delivery and results. 80% of companies that apply for membership in LeadingRE are turned away. Our claim to quality is backed by this discriminating third-party endorsement.

CONNECTIONS  
Even though real estate is local, homeowners can transact in multiple locations, and buyers may come from anywhere in the world. We offer you the best of both worlds. We have trusted LeadingRE colleagues in over 70 countries, which means we are able to reach a broader pool of prospective buyers than any other company in our market. And when you purchase property in another location across the country or around the world, you benefit from our connections to high-quality real estate professionals, allowing you to transact with comfort and confidence. LeadingRE’s community of 550 vetted real estate firms with 4,800 offices worldwide from Hong Kong and Sydney to London and Buenos Aires means we are both local and global.

INDEPENDENCE  
Our independent ownership and distinctive local culture are well-aligned with market-specific needs and services. We bring an authentic “Main Street” perspective to real estate that many of the “Big Box” franchised brands traded on Wall Street cannot claim. Our services are distinctive, extensive, and tailored to you. And because our brand is rooted in the communities in which our clients live, we possess deep local knowledge that will help you make smarter, better informed real estate decisions. Our local brands and reputations depend on consistently delivering high performance for the clients we serve.