

Welcome to HomeLife™



Higher Standards Agents...Higher Results!™



HomeLife Nu-Key Realty

Our History:

- An International real estate Franchisor
- Founded in Toronto in 1985
- Offices coast to coast in Canada
- Globally: USA, Portugal, UAE, Panama, Romania, Bulgaria and growing

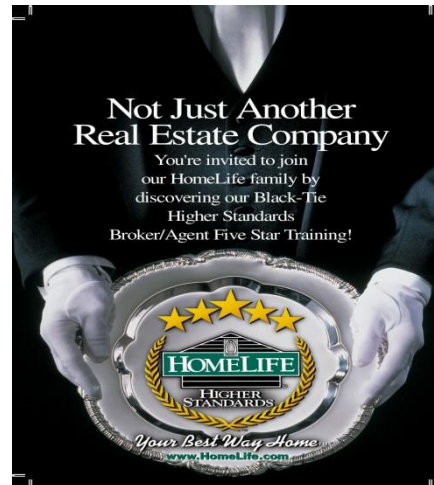




HomeLife Nu-Key Realty

Our Mission

At HomeLife HomeLife Nu-Key Realty., our mission is to provide our clients with the Highest Standards real estate services possible. This ensures that the HomeLife™ name is synonymous with experience, professionalism and results, with the intent to clearly differentiate HomeLife™ from the rest of the real estate industry.





HomeLife Nu-Key Realty

Our Vision

At HomeLife™ we embrace our vision of “**Higher Standards™**”. Higher Standards™ is a belief that permeates all aspects of our organization and provides the model for how we conduct ourselves in everything we do. It is not just a theory, but a practice. This is our commitment to our Brokers, our Sales Representatives, and our Clients.



HomeLife Nu-Key Realty

Our Brand

Home

- Home is a refuge, security, family and happiness

Life

- Existence, relationships and experiences that make one human

Higher Standards Agents...Higher Results!™

- Our agents understand, practice and apply the philosophies of the HomeLife™ Brand which can result in more leads, translating into sales and profit





HomeLife Nu-Key Realty

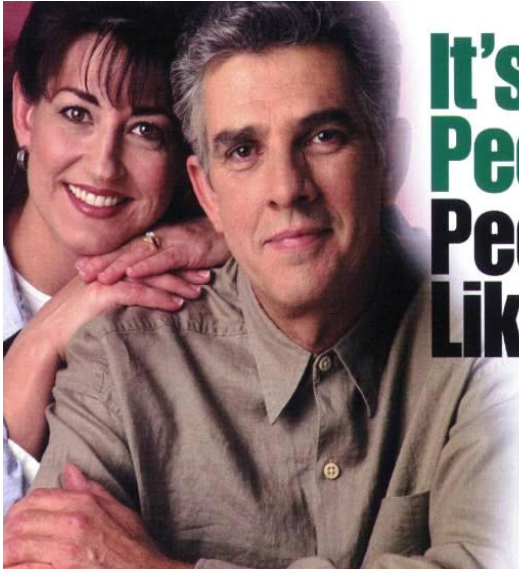
Our Logo

- Five Stars – represents our exclusive marketing programs
- Olympic wreath representing the best in the industry
- Higher Standards – our vision
- Slanted roof and doorknocker – the home





HomeLife Nu-Key Realty



**It's About
People,
People
Like You!**



At HomeLife™ we are all about the customer experience from start to finish and for life. Higher Standards™ represents our unique commitment to professional conduct and excellence in customer service, and a strong dedication to community involvement. HomeLife™ Higher Standards Brokers and Sales Representatives are ethical, and knowledgeable and caring. HomeLife™ will help you in achieving these standards of excellence by providing you with the tools and programs which, coupled with your own unique vision and selling proposition will assist in achieving business and personal success.



HomeLife Nu-Key Realty

Five Star Marketing Program™

A fundamental component of our Higher Standards™ Model is our Exclusive Five Star Marketing Program™. These programs will be your advantage over the competition, and will set you apart in a very competitive real estate market.





HomeLife Nu-Key Realty

Our Five Star Marketing Program includes:

- HomeLife Higher Standards™ Properties
- HomeLife Platinum Properties™
- HomeLife Commercial real estate™
- HomeLife University™
- Community and Entertainment Marketing™
- HomeLife Agents' Marketing Club™
- MoveInAndOut.com™
- Gold Rewards Points Program™



HomeLife Nu-Key Realty

HomeLife Higher Standards™ Properties

Boldly stepping out of the traditional approach of doing business in the general real estate market. HomeLife™ provides our Clients, Brokers and Sales Representatives with extraordinary marketing programs, the highest level of service and vast options and solutions to assist in the selling/buying process. This approach of “Higher Standards™” when conducting business, clearly differentiates HomeLife™ from the rest of the industry





HomeLife Nu-Key Realty

HomeLife Platinum Properties™

- For a select clientele, the luxury buyer or seller. We understand the unique needs in marketing these properties for the extraordinary clientele.





HomeLife Nu-Key Realty

HomeLife Commercial Real Estate™

- The commercial real estate market is a dynamic and ever changing business, at HomeLife, we offer clients a range of services that cover various facets of commercial real estate including: Commercial Retail, Mall, Plaza, Office Building, Industrial and Vacant Land. Whether it is for sales, leasing, development and/or investments.





HomeLife Nu-Key Realty

HomeLife University™

- At HomeLife™ we believe that continuous education is a basic foundation for success. HLU™ our Institute of Higher Learning provides both Brokers and Sales Representatives with on-going access to various subjects and levels of education including: workshops, symposiums, web-based training, leadership programs, yearly international conference and much more.





HomeLife Nu-Key Realty

HomeLife University™

We offer both Sales Representatives and Brokers extensive training to ensure they are the best of the best in the real estate industry. Our Mantra at HomeLife University is to be different in our training and course materials, so that our Members stand out in the real estate industry

Broker /Manager Courses

MBA: Management By Accountability™

- Extensive three day training course which prepares the Broker or Manager to lead their Sales Representatives to be Top Producers. This is accomplished through:
- Proper Recruiting
- Follow up and accountability
- Setting Goals and Priorities – In house Training and Coaching
- Effective Management Techniques





HomeLife Nu-Key Realty

HomeLife University

Sales Representative Training

HomeLife Education and Marketing Workshop – 4 day course

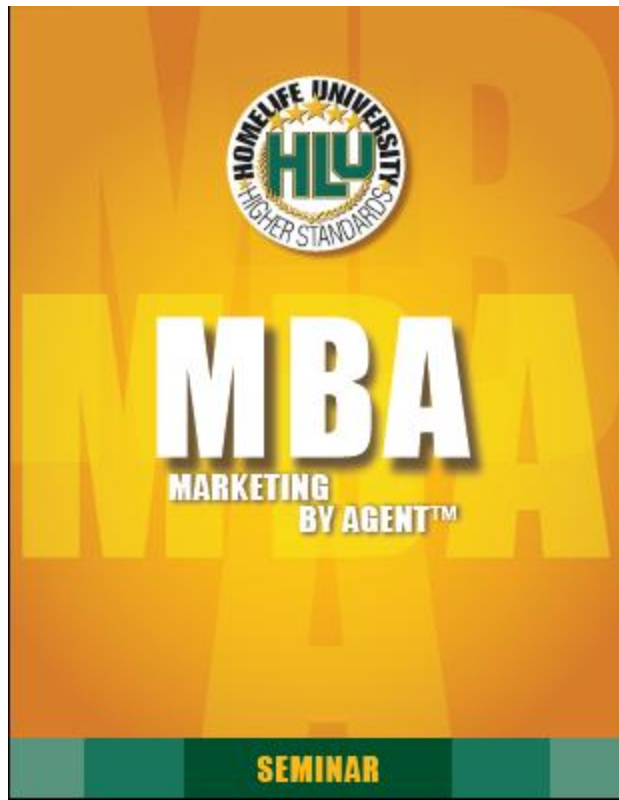
- This course is designed to give sales representatives the knowledge of our history, branding, mission, vision, marketing systems, listing presentations, websites, etc in order to make them the most successful and productive in real estate.

MBA: Marketing By Agents™ - 2 day course

- This course is designed to take our Sales Representatives to the Highest Level of Customer Service and Marketing.
- Day 1 consists of an extensive list of behavioural tendencies that are stopping the Sales Representatives from being their best, and how to overcome these tendencies.
- Day 2 is innovative and new marketing theories and practices that will differentiate the Sales Representative within their target market area and gain market share, sales and profitability.



HomeLife Nu-Key Realty



*Welcome To
Education and Marketing
Program
Workbook
2008 Edition*





HomeLife Nu-Key Realty

Community and Entertainment Marketing™

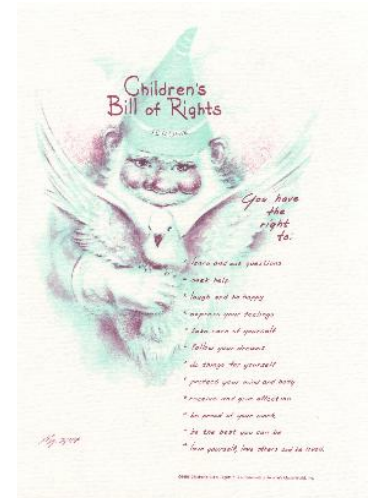
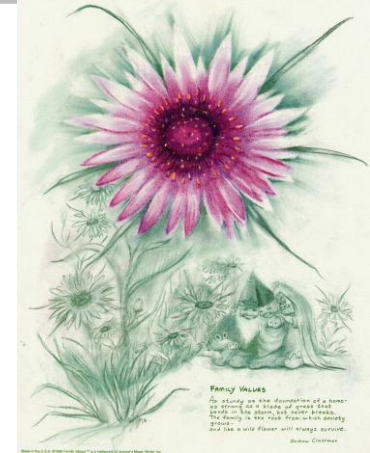
- At HomeLife™ we believe the spirit of childhood, curiosity, hope, wonder and achievement, should influence every aspect of our business. Jerome™ a centuries old Gnome with the heart of a child, perfectly symbolizes this spirit. Jerome™, working on behalf of HomeLife's™ Sales Representatives can be found anywhere you feel he can be supportive of this belief: festivals, parades, charity fundraisers, schools and hospital wards. He captures the hearts of young and young at heart that unites in his spirits of friendship and goodwill.





HomeLife® Realty Services Inc.

- Jerome™ also offers The Jerome the Gnome Scholarship Fund®, an easy to implement and effective means to heighten your professional profile within your community.
- Supporting all of you and Jerome's™ community work is the Children's Bill of Rights, a testament to HomeLife's™ care and concern for the spirit of the child. These posters carry a message of hope and optimism intended to empower children and embrace their futures. Jerome's™ Bill of Rights posters are available and can be framed to be prominently displayed in schools, hospitals, or in the homes of your clients.





HomeLife Nu-Key Realty

- Our newest Community and Entertainment Marketing Program™ in conjunction with the HomeLife Agents' Marketing Club™ is the launch this year of their **H.E.L.P. Program: HomeLife Environmental Leadership Program™** designed to allow each Brokerage to give back to their local communities through environmentally friendly events and information. The intent of H.E.L.P.™ is to increase community awareness of environmental issues and how everyone within a community plays a role..





HomeLife Nu-Key Realty

- The world is not as big a people used to think it was. It used to be people bought a house and settled into a community for life. Now, with large corporations relocating to other countries, and people seeking lifestyle changes, relocating around the world is a daily occurrence...it is imperative that real estate companies be able to offer international relocation services that know no boundaries.
- MoveInAndOut.com™ our partner in International Relocation Services, ensures all of HomeLife™ Brokerages have the ability to relocate clients and referrals around the globe. MoveInAndOut.com™, a complete relocation service offers: Local, National and International Movers. referrals to Sales Representatives, qualified Home Service Providers such as Physicians, Lawyers, Contractors, Home Loans and Mortgages and much, much more, all available on-line. MoveInAndOut.com™ helps propel HomeLife™ into the international real estate related market with just one click.





HomeLife Nu-Key Realty

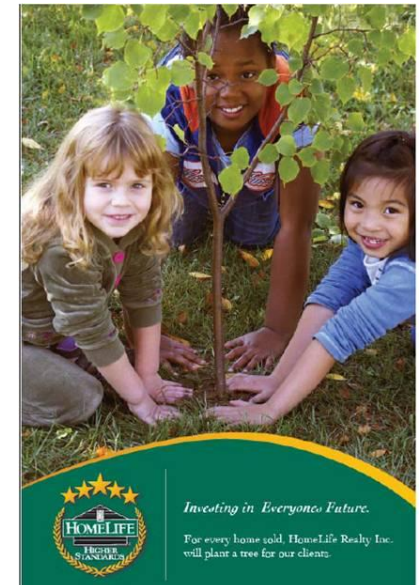
HomeLife Agents' Marketing Club™

- An integral part of real estate Buying and Selling is the ability to have the HomeLife™ Brand recognized across the country and around the world. Our HomeLife Agents' Marketing Club™ is unique in its ability to pool advertising resources into one fund, and then allocate advertising and media platforms.
- As well the unique bargaining power of it's members, allows The Club to negotiate discounts on media, advertising and any other services or programs The Club deems of importance to their business.
- The Club is the foundation of Networking between HomeLife Brokers and Sales Representatives across the Country.



H.E.L.P.

- Their public T.V. commercial campaign to introduce H.E.L.P.™ to the public was their commitment to planting a tree on behalf of all of their clients nationwide, who have purchased or sold a home within the last year with a HomeLife Brokerage.
- The “Green and Gold... Got it Sold!™” ad campaign resulted in over 10,000 trees being planted or donated to charity groups, schools and churches in May of 2008.



Investing in Everyone's Future.
For every home sold, HomeLife Realty Inc. will plant a tree for our clients.



HomeLife Nu-Key Realty

HomeLife™ – Gold Rewards Points Program™

- It is a proven fact that Companies that offer loyalty programs to their clients or potential clients retain these clients longer and ensure “front of mind” awareness of that company, when talking with friends and colleagues.
- The HomeLife™- Gold Rewards Points Program™ allows you to offer Gold Rewards Points to buyers, sellers or for referrals in denominations of your choosing. Points can be redeemed from the on-line catalogue offering thousands of merchandise selections from: appliances, electronics, home furnishings, travel and more, it is covered. What better way to show your appreciation! In this fast paced world of today, where loyalty is fleeting.



LOYALTY IS GOLD... HOMELIFE™- GOLD REWARDS POINTS PROGRAM™



HomeLife Nu-Key Realty

HomeLife™ has distinctive Marketing Blocks that support the HomeLife™ Five Star Marketing Program. These Blocks set us apart from the competition and get the results for our Clients, Brokers and Sales Representatives.

- HomeLife Sweepstakes™
- Income For Life™
- UNIRSC™ Home Warranty Program
- Jobyoyo.com
- AdsandDeals.com
- TD Canada Trust™
- The Brick™
- Rogers™





HomeLife Nu-Key Realty

HomeLife Sweepstakes™

- Who would not give accurate information on a sweepstakes ballot for a chance to win a prize?
- **HomeLife \$10,000 gas or \$10,000 cash Sweepstakes™**: is an innovative and unique lead generating program which circumvents the difficulties agents experience over Privacy Acts and inaccurate information. HomeLife Sweepstakes are a powerful, effective and inexpensive way to reach and convert the maximum number of prospects into legitimate clients. Our Sales Representatives simply record the pertinent information off the entry forms and enter into their data base of potential future clients, the best roadway to Prospecting.

ENTER TO WIN \$10,000 GAS SWEEPSTAKES \$10,000 CASH
Higher Standards Agents. Higher Results!

ENTER FOR A CHANCE TO WIN!
Sweepstakes is grand or other draw, including an individual \$10,000 in Free Gasoline or \$10,000 Cash Prize option.
With real value offers and offers in Canada, the United States, Europe and Asia, we offer all buyers and sellers the advantage of our full Higher Standards service package including purchase and sale, home loans, home warranty and home services.

NO PURCHASE NECESSARY. SEE RULES - OFFICIAL BALLOT

The Sales Representative is:

Yes, please enter me in your \$10,000 IN FREE GASOLINE OR \$10,000 CASH SWEEPSTAKES

What's the most you can do for me now?
Close: Yes No
How long have you worked in this home? _____ years
Are you thinking of buying? Yes No
Are you thinking of selling? Yes No
Mortgage/Paying your home? Yes No
Investment interest? Yes No
Relocation and Moving? Yes No
Career in Real Estate? Yes No
Would you like to see more samples?
 Yes No

The Sales Representative is:

NAME _____
ADDRESS _____
CITY _____
STATE _____ ZIP _____
PHONE _____
FAX _____
E-MAIL _____
WEB _____

SWEEPSTAKES REGULATIONS:
See page 2 of this ballot for complete rules and regulations.



HomeLife Nu-Key Realty

- It is a proven fact that houses with a Home Warranty sell up to 15% faster than those without. Warranted homes are perceived as a safer investment and more appealing to potential buyers.
- HomeLife™ has partnered with UNIRSC™ to offer a Home Warranty Program to our clients. This Home Warranty Program is a powerful tool that protects the buyer from post-closing situations in the event of appliance, electrical, plumbing, or other malfunction.
- This program gives our Brokers and Sales Representatives an advantage over the competition by giving their clients confidence in their decision to purchase their home through a HomeLife™ Brokerage. The Home Warranty Program as well reduces the chance of a delayed closing and can help avoid conflicts over a malfunctioning item that could affect or delay a Sales Representative sale. Giving them “A piece of mind” transaction to both the Seller and Buyer.





HomeLife Nu-Key Realty

- **AdsandDeals.com™** - One of HomeLife's™ newest Marketing Systems™ designed to provide full services to their clients. AdsandDeals.com™ is an on-line World Wide Classified Advertising Website that HomeLife Sales Representatives can offer to their clients to advertise their home, cars, contents, etc. 24/7 for FREE as long as the home is listed or sold with a HomeLife Member.





HomeLife Nu-Key Realty

- **Jobyoyo.com™** - An On-Line Career website that enables HomeLife Sales Representatives to build relationships through enabling Clients to post resumes and do career searches within the area they are relocating to. A free benefit to buyers, sellers, their family and friends.





HomeLife Nu-Key Realty

HomeLife's™ affiliation with TD Canada Trust™

- Our largest National Partner
- Offer Brokers and Sales Representatives Service Plus™ Rewards Points for referring Mortgage Clients*
 - *(points are awarded upon clients successfully qualifying for mortgage)
- In-house partnerships across Canada
- Benefit of immediate expert and professional mortgage specialist in your office



Canada Trust



HomeLife Nu-Key Realty

HomeLife's™ affiliation Rogers Communications™

- Discount communications packages for Brokers and Sales Representatives
 - Web page hosting
 - High speed internet provider
 - Mobile communications:
 - E-mobile
 - Blackberry™





HomeLife Nu-Key Realty

The Brick™

- Another value added reward to show appreciation to your clients within Canada for buying or selling their home. The Brick™ offers your clients contractor prices on: furniture, appliances and accessories at any of their Stores nationally, upon closing of the sale.
- Today's average buyer of a home spends \$30,000 dollars on new furniture and accessories when buying a home, what better way to assure your clients they have made the right choice by listing with HomeLife™.

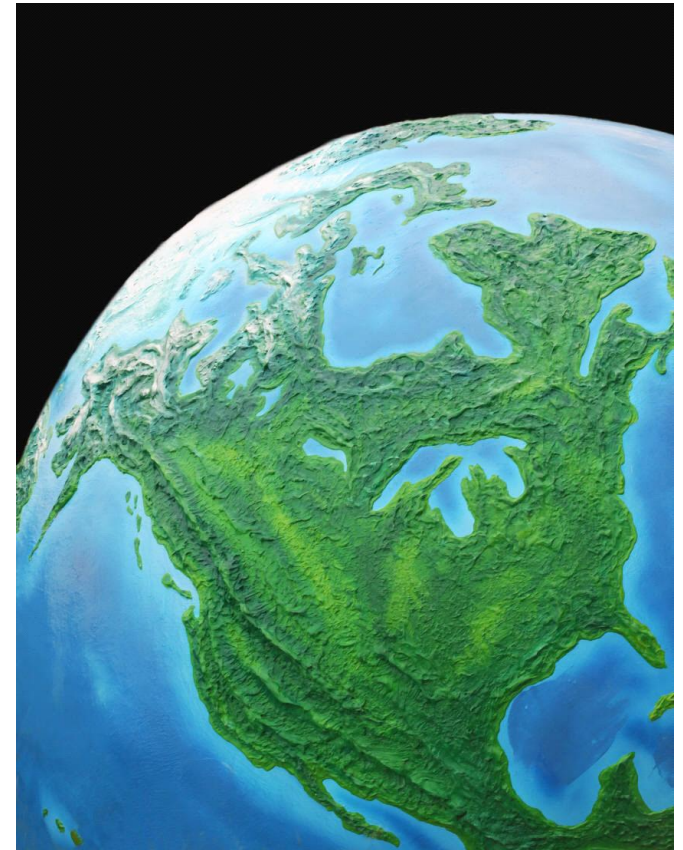




HomeLife Nu-Key Realty

Future:

My plans as a HomeLife owner is to grow my Brokerage by attracting bright, ambitious and dedicated real estate professionals with the desire to succeed and flourish in the real estate business by providing the necessary tools, training and support within a high energy business environment.





HomeLife Nu-Key Realty

Join HomeLife Nu-Key Realty today!

- Get training & support
- Get more tools to help you succeed
- Be different than the competition
- Earn more money by utilizing all the training and tools and support!

Contact Mike Mifsud to get started

705-733-1222 or email: mikemifsud@rogers.com