

WELCOME GUIDE















Welcome Home.

(You're in good company)







ABOUT US

PAGES 6-11

Learn about who we are and why we are Oregon and SW Washington's largest locally-owned real estate brokerage.

WHY AGENTS JOIN US

PAGES 12-41

Here are just a few reasons why so many real estate agents have chosen Premiere Property Group as the place to call home for their business.

ADDITIONAL UNIQUE SERVICES

PAGES 42-47

Whether you are just starting your career, are at the highest levels with a sudden need for your own office location and support, or are slowing down and about to fully retire, we have unique programs for each of these scenarios and even more.



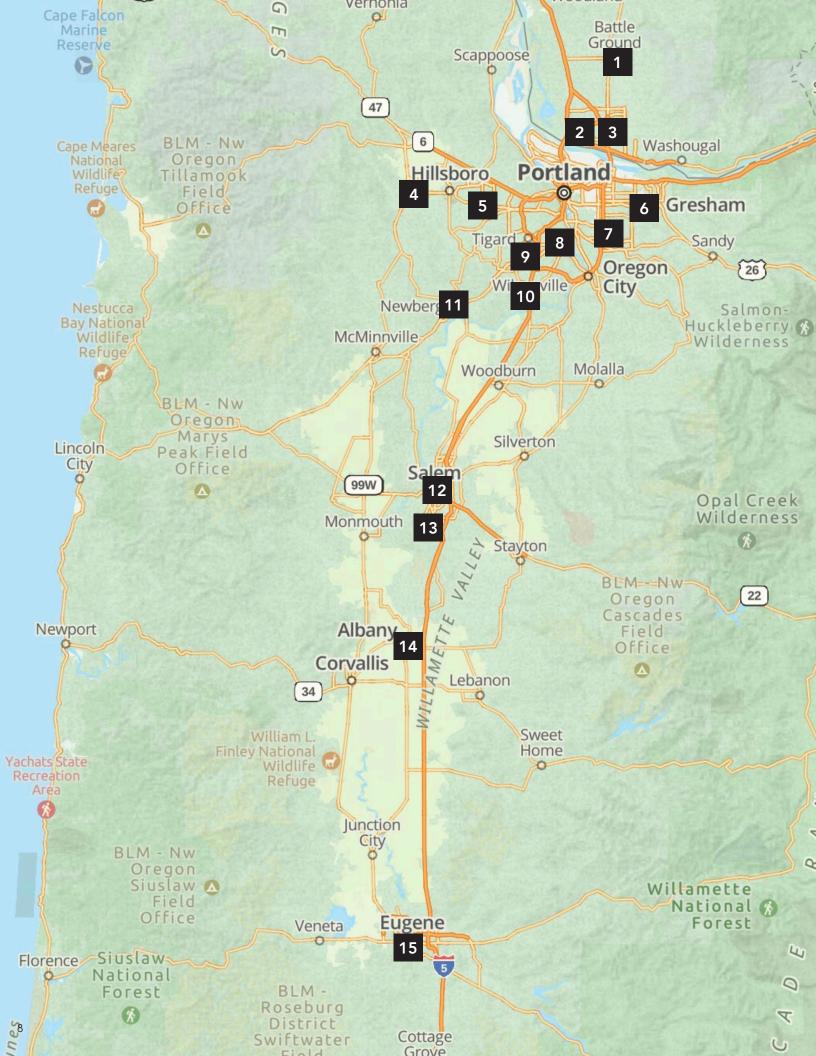
#1 BROKERAGE

1200+ AGENTS

16 LOCAL OFFICES

\$400K+ TO CHARITIES

100% HOMETOWN FEEL



ABOUT US

16 CONVENIENT OFFICES

1 BATTLE GROUND 113 E MAIN ST

Goldend

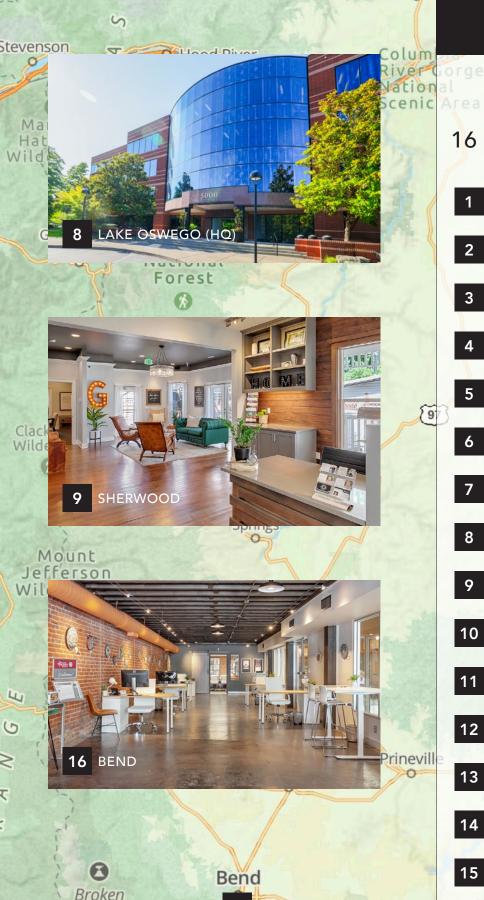
- 2 VANCOUVER DOWNTOWN 2901 MAIN ST
- 3 VANCOUVER MALL 7700 NE PARKWAY DR, SUITE 125
- FOREST GROVE
 2031 HAWTHORNE ST, SUITE G
- 5 BEAVERTON (WEST PORTLAND)
 1500 NW BETHANY BLVD, SUITE 190
- 6 FREMONT (EAST PORTLAND) 4743 NE FREMONT ST
- 7 SUNNYSIDE 10135 SE SUNNYSIDE RD, SUITE 150
- 8 LAKE OSWEGO CORPORATE OFFICE 5000 MEADOWS RD, SUITE 150
- 9 SHERWOOD 16227 SW FIRST ST
- 10 WILSONVILLE Mitchell 9375 SW WILSONVILLE RD, SUITE B
- YAMHILL COUNTY 700 DEBORAH RD, SUITE 200
- 12 SALEM DOWNTOWN 223 COMMERCIAL ST, SUITE 102
- 13 SALEM SOUTH 3655 LIBERTY RD
- **14** ALBANY 1530 9TH AVE

OR

Newberry

National

- 15 EUGENE 735 W 7TH AVE, SUITE A
- 16 BEND 25 MINNESOTA AVE, SUITE 1



Top

9180

Deschutes

National

Sunriver

Fie

JO

Fos

Mo



16OFFICES DESIGNED FOR THE BUSY AGENT ON THE GO

- 24/7 Access to all offices
- Our technology allows you to seamlessly use wifi and printers at every office
- Private conference rooms to meet clients in a professional atmosphere
- Work from anywhere with drop-in space at all offices
- Private offices available to lease for those with the need for a dedicated space
- Regular meetings, masterminds, social events, and trainings in-person at all offices
- Find events across all offices quickly with shared calendars

What's the big deal?



WORK ENVIRONMENT

We take pride in offering a supportive working environment to help you succeed:

A culture of inclusion, sharing, collaboration, beautiful offices, marketing, branding, and a culture that you will be proud to work in and show off to your clients.

Commitment.

Premiere Property Group is one of the nation's largest non-franchised real estate brokerages, and for good reason. Our agents are our top priority, and we're committed to your success.

TEAM ATMOSPHERE

Do you feel like you're just treading water all alone in your real estate business?

At Premiere Property Group, we believe we are all in this together. We share an attitude of giving - to each other, our business, and our community.

BUSINESS GROWTH

As a broker with Premiere Property Group, we can help you tap into a reservoir of new and exciting ways to grow your business. With a plethora of offerings, it proves we never stop focusing on your growth.

WORLD CLASS

MARWA



ETING



At Premiere Property Group, we are proud to have some of the best and brightest real estate marketing minds working together on our team.

Real Estate is fundamentally a marketing business, and effective marketing is at the heart of everything we do. We find comfort in our acumen as an organization in this ever-so-important department.



LISTING MARKETING PLATFORM

Our in-house marketing platform enables agents to effortlessly order fully managed marketing packages including photography, videography, virtual tours, print, and social media.



WORLD-CLASS PHOTOGRAPHY

We collaborate with the region's top photographers to provide the most comprehensive photography packages available. We capture breathtaking images of properties, locations, and nearby amenities using top-of-the-line technology to ensure that every one of our listings stands out.



CUTTING-EDGE VIDEO TOURS

We produce HGTV-quality videos incorporating aerial imagery to ensure any buyer, anywhere in the world, has a comprehensive view of your listings. We offer features such as voice narration and agent-guided tours that provide detailed insights about the home.





GROUNDBREAKING 3D SHOWCASES

Our state-of-the-art 3D tours allow buyers from around the globe to explore your property virtually. Our marketing team highlights every feature and amenity, providing 360-degree views of key exterior areas, including the back yard, ADUs, outbuildings, and more.

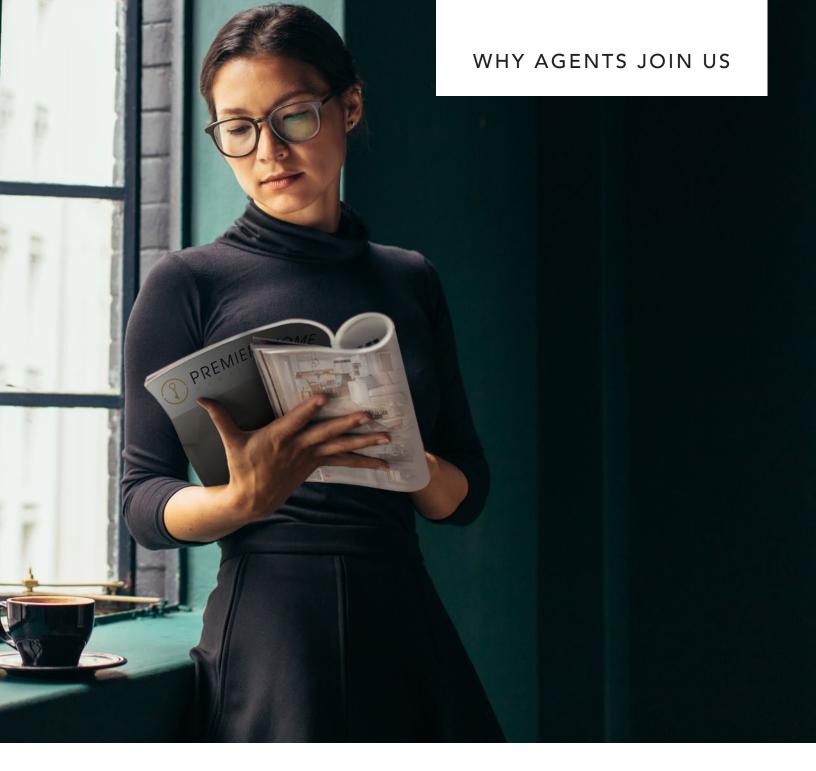


BROWN HARRIS STEVENS

We have partnered with the team at Brown Harris Stevens to provide additional exposure in front of their audience of millions for our most premiere luxury listings, both nationally and internationally, for all who have ordered listing marketing through our platform!



Our in-house print marketing department puts your listing marketing on auto-pilot. Our digital printing presses make it possible to order small runs of all of our unique marketing pieces. That way you have full control over your marketing costs while still providing your seller the best possible marketing service and unmatched quality.



FEATURED PRINT MATERIALS

- Home Cards
- Flyer Box Cards
- Perma Flyers
- 2 and 4 Page Brochures

- 4 and 8 Page Landscape Brochures
- 24 Page Home Showcase
- 32 Page Home Magazine
- And much more!





POWERFUL DIGITAL TOOLS



SINGLE PROPERTY WEBSITES

Premiere Tours are single-property websites we create for your listings. They showcase all of your listing's marketing materials in one easy-to-navigate, mobile-friendly site to which you can direct everyone via the virtual tour link on all major search sites. They have a dedicated, search-optimized landing page we create for your home with a unique URL.



HOMEACTIONS NEWSLETTER

PPG has partnered with a company to take their effective and intuitive newsletter format and tailor and curate it to locally relevant content in each market we are in. In doing so, PPG ensures our agents are regularly in touch with their databases with interesting real estate and housing-related content that will keep you in front of them for the right reasons.



DIRECT REALTOR EXPOSURE

In conjunction with your home's listing roll out, we will create and e-mail an e-flyer advertising your home to approximately the 4,000 closest Realtors.



WHY AGENTS JOIN US



MEMORABLE BRANDING & ELEGANT SIGNAGE

Our distinctive signs go above and beyond the ordinary. Our classic yard signs are designed to stand out with their clean, simple, and elegant presentation of our exclusive listings. To attract attention, we provide various high-visibility signage options, including directional signs.













INTERNAL COMMUNICATION APP

We have invested in a customized communication app exclusively for PPG agents and staff: PPG CONNECT is your communication solution for all things PPG.

- App available for PC, MAC, iPhone, iPad & Android
- NO cost to agents
- Instantly connect with PPG Channels: Branch Office, Reviewing Broker Team, Staff, etc.
- Find someone to hold your open house or show your home quickly and easily
- Access a complete directory of PPG Agents and Staff
- View all company announcements
- Easy to use, works just like Facebook as you scroll through various communications with comments able to be made on each post
- Less Emails = More Productivity
- Personalized feed and notifications based on the information you want and need

WHY AGENTS JOIN US



KVCORE

STREAMLINE YOUR BUSINESS

This cutting-edge technology platform leads the industry and propels your business to new heights, and we provide it to all our agents at no cost!

CUSTOM WEB & IDX

Fully customizable IDX websites with a portal-like search experience and a personalized mobile app

LEAD ENGINE

The most robust lead gen tools available help you and your agents generate leads for FREE

SMART CRM

A serious follow-up machine with Al-driven behavioral automation to engage 5–10X more leads + SOI contacts.

YOUR LISTINGS ON AUTOPILOT

Real-time property alerts, smart campaigns, video messaging, and a powerful mobile dialer app that keeps you top of mind for your clients.

BUSINESS ANALYTICS

See your entire business at a glance, from marketing ROI to agent productivity and accountability.

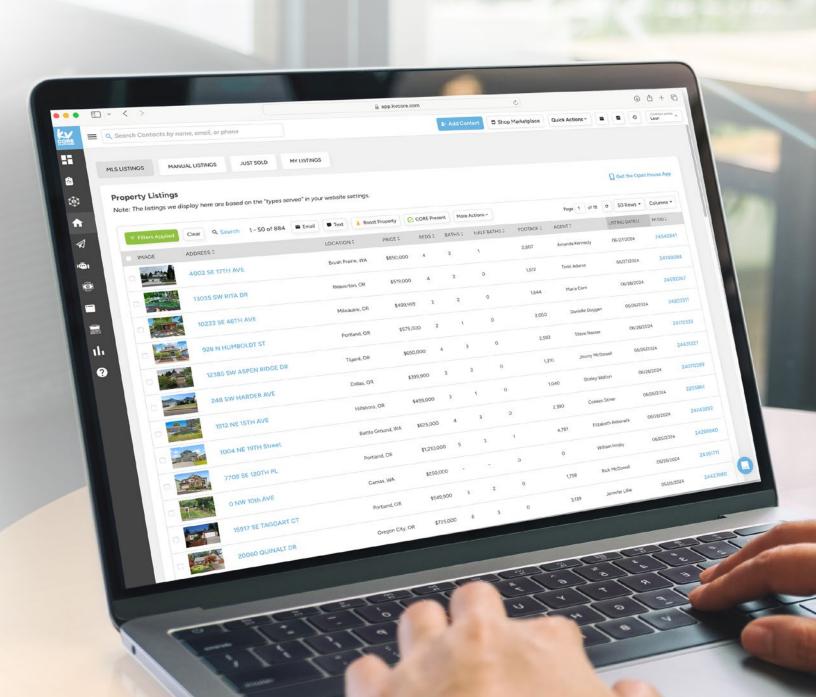
TRANSACTION MANAGEMENT INTEGRATION

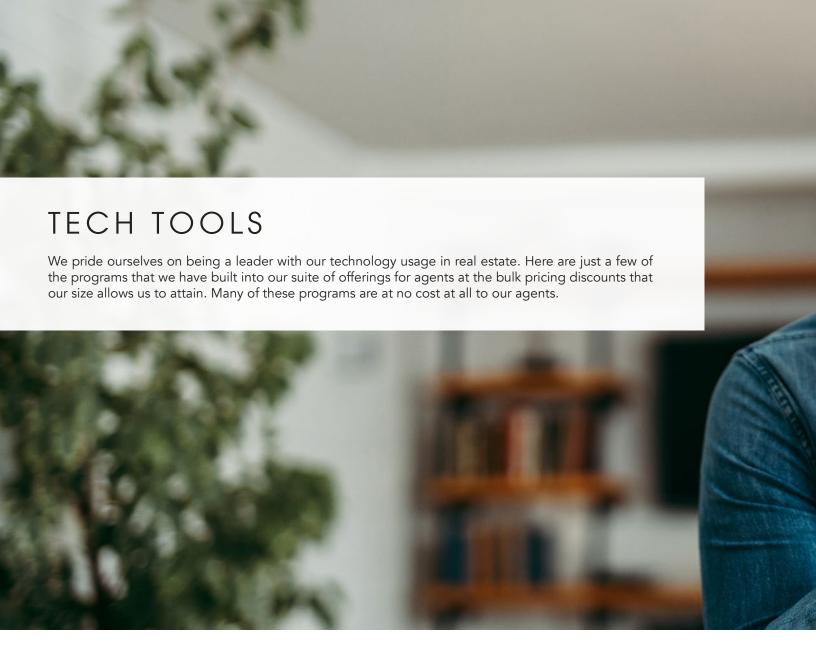
Seamless integration into leading transaction management platforms like DocuSign, Dotloop, and SkySlope

MARKETPLACE

One-click access to powerful add-ons like CORE Voicemail Drop, CORE Video, and CORE PropertyBoost

WHY AGENTS JOIN US





PPG TOOLKIT

Everything you need to present yourself as a professional Agent is just a click away at ppgtoolkit.com. PPG Agents have immediate access to hundreds of helpful documents and tools in a searchable knowledge base, including special forms and addenda, shared service provider lists, sample verbiage for sales contracts, buyer and seller best practices, online training and events calendar, conference room booking calendar, full-service marketing order platform, training library with recorded classes and education materials, and much more!

DIGISIGN

Accessible anytime, anywhere on any device, all industries solve their paper problems by replacing manual, paper-based methods with DigiSign. The result is accelerated transactions that increase speed to results, reduce costs, improve visibility and control, and delight customers. DigiSign helps you keep your business digital with the easiest, fastest, most secure way to send, sign, manage, and store documents in the cloud.



SKYSLOPE

SkySlope is the simplest cloud-based Real Estate Transaction Management software. It also has a slew of robust features that other similar programs do not have, including the ability to split the contents of PDFs without having to print and scan manually.

COREFACT

Corefact is a full-service marketing services provider for real estate agents so they can interact with and close their best prospects.

LISTHUB GLOBAL

ListHub gives you a syndication platform to gain exposure for your listings to the widest possible audience of consumers nationally and internationally.



EDUCATION

At Premiere Property Group, we know that knowledge is power, so we provide the industry's most advanced and complete education and training regimen. This also means that our agents never need to travel far to receive all necessary ongoing education courses to renew their licenses.

We offer you all your continuing education needs at Premiere!



OVER 100 HOURS OF FREE ONLINE CE AVAILABLE

Take PPG-instructed classes and get CE anywhere, anytime, at no cost.



DISCOUNTED ONLINE-ED CLASSES FOR OR AND WA



LIVE CLASSES ARE ALSO AVAILABLE!

Over 25 hours of live classes each month spread throughout our locations



EDUCATION SUMMITS

Annual centralized in-person Education Summits for all to attend in both Oregon and Washington with some of the best in-house and guest speakers sharing the ideas, happenings, and gotchas to be aware of in an interesting and fun experience.

All of your renewal needs are available to you virtually, in person, or a combination of both.





REVIEWING BROKER TEAM

- Top-Notch Reviewing Brokers
- Our agents always get immediate help when they need it.
- Quick, efficient communication from a trusted source helps with transaction speed and a broker's confidence.

While our agents with Premiere Property Group are assigned to one Reviewing Broker with whom they can develop a great working relationship, they also have an entire team of Reviewing Brokers on-call to answer questions at any time. We even have a group chat via PPG Connect, our in-house communication tool, that goes to the entire team so that you can reach all reviewing brokers with one message and an almost immediate response is guaranteed. This system also fosters collaboration as different reviewing brokers will often reply to your scenario with their individual thoughts and ideas.

Having a team of seasoned reviewing brokers with extensive knowledge and decades' worth of experience supervising professional real estate activity and answering questions about real estate law and contracts is unique and another secret ingredient to the growing company's success.

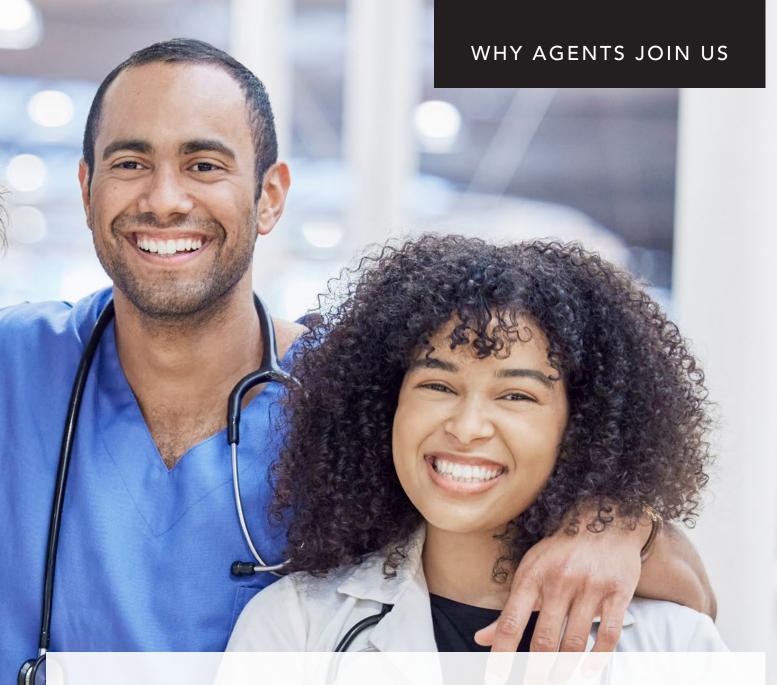
TRANSACTION COORDINATION & ADMINISTRATIVE ASSISTANCE

We take pride in offering a supportive working environment to help you succeed. At Premiere Property Group, we understand that your time is valuable and should be spent nurturing client relationships, so we have developed a service approach to help you with all the rest. We have listened to what our Agents are asking for in assistance and have created services to cover most of what goes into maintaining your business. This allows us to assist you no matter the area of business you may be looking for help with, including (but not limited to) contract management, organization of photo shoots, sign installs, prepping items of value for clients, and the list goes on.

- Coordination from Listing to Closing
- Regular File Audits and Updates
- Three Tiers of Service for Flat Rates
- Preparation of Listing and Sale Contracts for Client Signature
- Timeline Coordination and Contingency Calendar Reminders



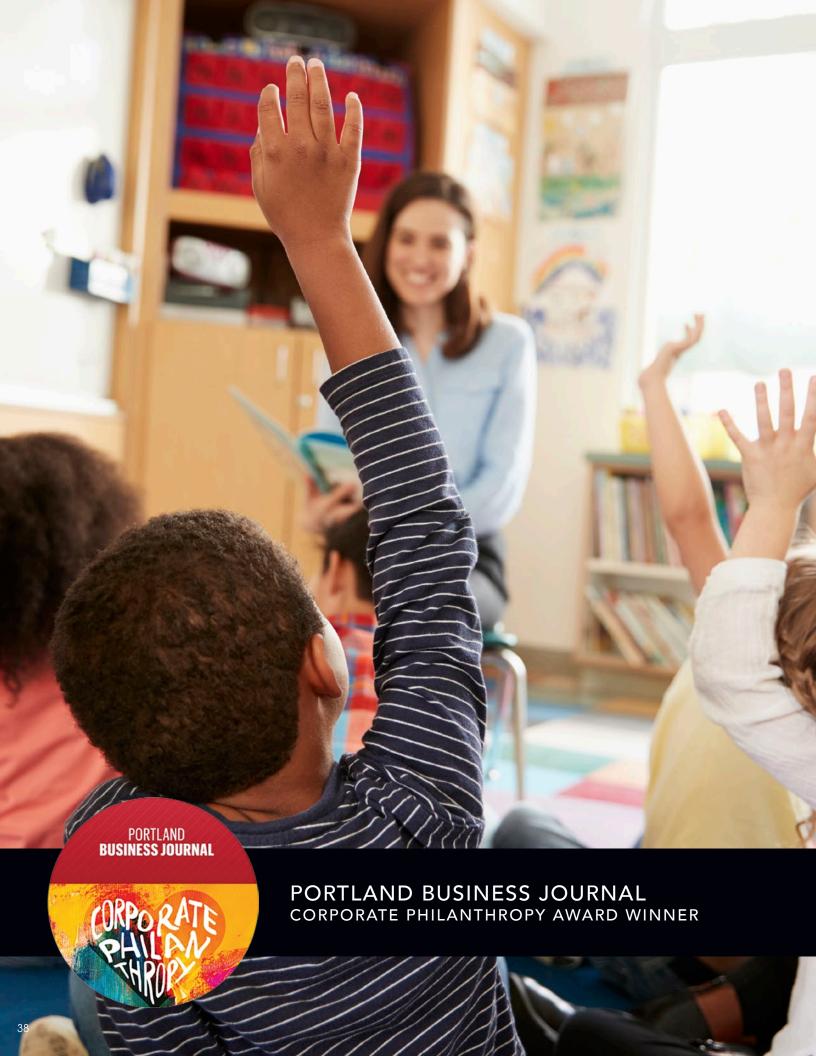




GROUP HEALTH PLAN

Here at PPG, we remain steadfast and committed to offering our agents the tools they need to succeed in business and thrive in their day-to-day lives. We have collaborated with Providence Health Plan to launch a group healthcare option that offers comprehensive and affordable coverage. From product types to network and plan designs, we deliver a health benefits program designed with each eligible agent in mind!

- Through Providence, our agents have a variety of doctors, hospitals, clinics, and trusted partners from which to choose.
- Providence offers a variety of plan options, including an affordable HSA.
- Dental Coverage from MetLife
- Great Member Perks and Discounts





\$400K+ GIVEN TO CHARITIES

Giving back is a core part of Premiere Property Group's company culture. Donations to our Circle of Giving fund come from our generous agents, staff, and service providers. 100% of each donation to Circle of Giving goes to the supported programs listed below. Premiere Property Group provides all administrative and staff support so that we can use ALL funds to give back to our community and those in need!



QUARTERLY CHARITY RECIPIENTS

We partner with local non-profits within each of our service areas and encourage support through donations to Circle of Giving, item donation drives, and organized volunteer activities.



FAMILY ASSISTANCE

Grants are distributed to our agents, employees, and their immediate family members experiencing financial hardship due to an extenuating circumstance.



DONATION MATCHING

Matching contributions are given on behalf of our agents and employees to maximize the monetary gifts they donate to 501c3 organizations.









REFERRAL REWARDS PROGRAM

Our success is our agents' success through our income-sharing program. Premiere Property Group offers an Agent Referral Bonus Program for agents who want to contribute toward the company's continued growth while earning generous monthly residual rewards. When agents they refer join PPG, they earn 10% of the annual or split plan brokerage fees those agents pay just for being their sponsor! This extends even further, as they also earn 10% on the agents that those agents refer, up to four levels deep.

Refer a few agents occasionally, or make it part of your real estate retirement plan. Many PPG agents are paid more in referral fees than they pay the company annually, and ongoing rewards are available even after retirement.

KEY FEATURES OF THIS GENEROUS PROGRAM INCLUDE

- Monthly payouts are based on the previous month's commission from referred agents.
- Associates who stay with PPG for five continuous years can continue participating in the Agent Referral Bonus Program even
 after they retire.



COST SAVINGS VS OTHER BROKERAGES

At Premiere Property Group, we want talent, experience, and energy. We are not after our agents' hard-earned commissions. At PPG, we help our brokers save every day. We keep desk fees low—less than half of competitive brokerages—while offering top-of-the-line marketing, as well as business support and strategies.

The typical real estate agent could save 40% to 50% on brokerage fees with PPG. Multiple-agent or spouse teams can save up to 75% compared to the typical national franchise brokerage fees and splits. Teams pay an even smaller amount per agent for their additional members while gaining tremendous value.



PROFESSIONAL ON-BOARDING TEAM

We understand that your time is valuable and change is hard. That is why at Premiere Property Group, we have a dedicated On-boarding Team to support both newly licensed agents and transferring agents every step of the way. Just like a hotel concierge, our professional staff knows how to get Agents up and running quickly and seamlessly. After all, when we have on-boarded well over a thousand agents while studying the transition process with an eye for improvement, we are incredibly efficient at this process.



MENTORSHIP PROGRAM

We strive to equip and successfully train real estate Agents new to our industry. We accomplish this by pairing new agents with an experienced mentor, offering ongoing training classes, and assisting them through their initial transactions.

"PASSPORT TO SUCCESS" & TRAINING LIBRARY

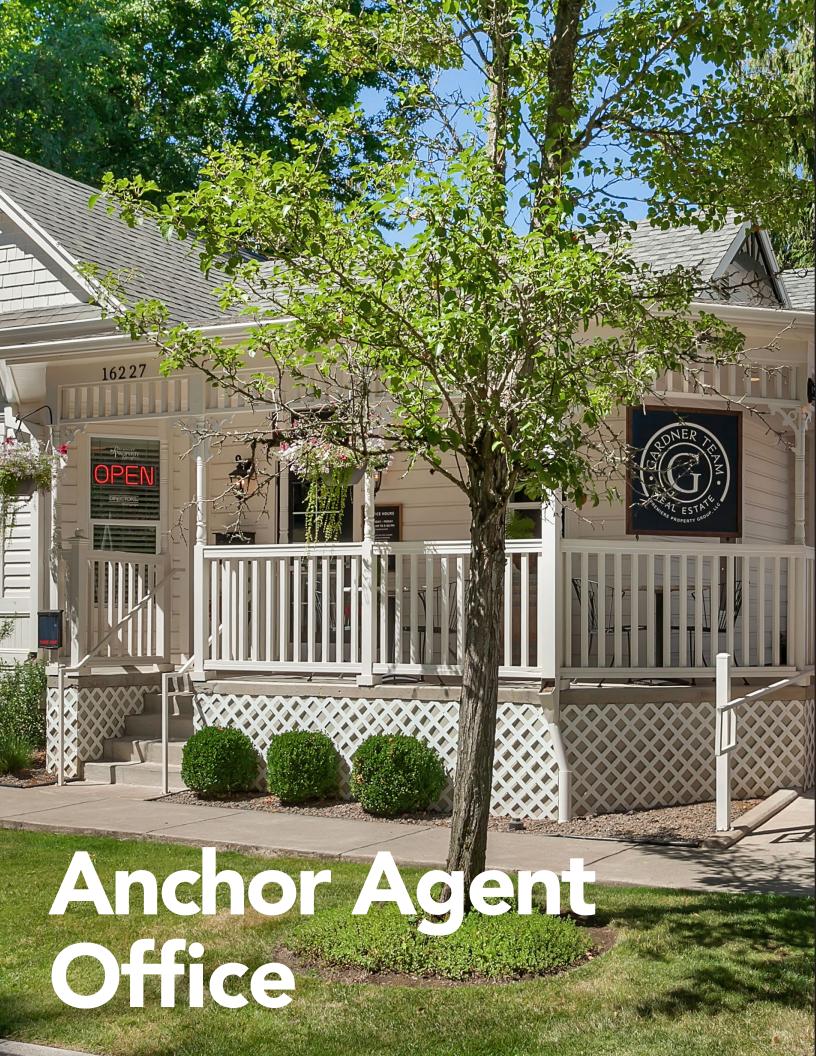
A checklist designed to guide you through setting up your business and a catalog outlining all the great classes PPG offers.

ATTEND A SERIES OF FUNDAMENTAL CLASSES

Designed to help you jump start your real estate career. Learn about sales and listing contracts, hosting an open house, working with buyers and sellers, and more!

PARTNER WITH A MENTOR

You'll be matched with a highly experienced mentor to guide you through your initial transactions. Mentorship programs are available in residential, commercial, property management, and luxury real estate.



ADDITIONAL UNIQUE SERVICES

ANCHOR AGENT OFFICE

Grow an office and your team with PPG!

Are you tired of paying your current company's rent or franchise fees? Control your own space and destiny with PPG!

Advantages of Growing with PPG vs. Franchise

- Focus on your business, not building a brokerage from scratch!
- Have your OWN office vs. a franchise
- Low-Cost Model
- No Seed Money to Pay Back
- E&O Insurance, Business Insurance, and all office registration fees covered by PPG
- All office technology and systems provided by PPG
 - Internet service
 - TV's
 - Office Phone
 - Printer / Scanner
 - No responsibility to review, train, or coach; PPG provides all of that.
 - Reviewing Broker Supervision Services
 - Robust Education and Training
 - Recruiting Support
 - And much more!
- Earn an ongoing supplemental income stream from agents you refer to PPG and your office, even beyond what is normally offered.
- Grow your local real estate business with PPG's cutting-edge services, systems, and tools all provided by PPG!
- You control the lead generation at your office, and all leads go to your team.



REFERRAL-ONLY STATUS

Premiere real estate Professionals, LLC is a Limited-Function Referral Office (LFRO) and wholly-owned subsidiary of Premiere Property Group, LLC. It was established to allow licensees to act as referral Agents and receive referral commissions from transactions referred to other active licensees. This allows PPG Agents to maintain an active license status with the State Agency without paying MLS or Realtor® Association dues to stay in business. This is ideal for retiring agents or agents wanting to put their licenses on hold for a while.

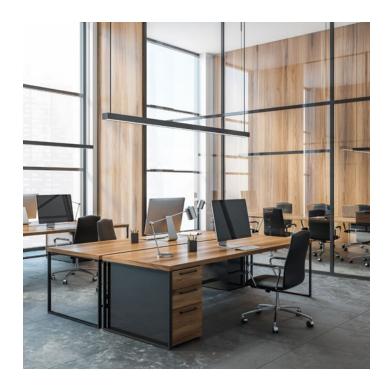
- A legal way for licensed real estate agents to refer clients to other Agents and receive referral commissions.
- A place to maintain an active real estate license without paying MLS or Realtor® Association dues; Continuing Education (CE) hours are required to maintain your license.
- NO upfront costs; you keep 90% of all referral commissions earned!

ADDITIONAL UNIQUE SERVICES

PROPERTY MANAGEMENT

PPG has a team of professionals ready to take on your clients' investment properties according to their goals! They will take on all the daily burdens of the property management process from start to finish, ensuring the homeowner enjoys the fruits of their investment. You worked hard to build your client relationships—now it is PPG's turn to work hard for you and your investors! Rest assured, we guarantee that when your client starts talking about buying or selling, they are sent right back to you as the referring agent!





COMMERCIAL

COMMERCIAL PPG has a proven team with many decades of experience selling commercial real estate. Their knowledge and expertise are the differences that customers recognize immediately, creating a positive experience while driving results. Among the many perks of the program is the peace of mind our agents have, knowing that PPG's commercial team will always refer your clients back to you when it is time for them to buy or sell any residential properties!



"Joining Premiere Property Group has been an incredible decision for The Gardner Team. From the exceptional onboarding process to the continuous support, we're grateful for the unparalleled resources and systems they provide us. Their generous broker-centric fee structure and referral incentives have also enabled us to make substantial investments in our business and personal branding which gives us an advantage in where our marketing dollars are spent. The networking opportunities are also endless, with access to the largest network of agents under one roof. PPG has pioneered systems unlike any other, from the PPG TOOLKIT to PPG CONNECT, they provide ongoing education and collaboration at our fingertips! Not only does our team have an advantage, our clients do too thanks to our affiliation with the #1 independent brokerage in the PNW. Premiere Property Group truly is the perfect fit for our team for so many reasons."

AMBER GARDNER



"With my recent listing in Lake Oswego, I needed a marketing package so I turned to Leon and his PPG MARKETING Team! WOW - not much else I can say, I had seen some of their finished products but upon completing my package I was blown away by the whole package. We had constant compliments for how the photos, video, drone, flyers and books turned out. The ease of working with our PPG team was above and beyond my expectations. Being able to have them take care of everything and the communication was amazing. There is no question that I will be using them for my marketing, from the vendors used, final videos to the final quality of printed material it WAS the total package! Thank you for everything you did!"

GRADY NELSON



"So many tools at my disposal helping me grow my business to the next level including kvCORE, in-house professional marketing department, an abundance of training both in person and online. I am at home here at Premiere Property Group LLC!"

LARRY BURKETT

But, don't just take our word for it!



"Absolutely thrilled with the new marketing tools at PPG, LLC! The sleek and eye-catching signage has truly elevated our brand presence. The comprehensive marketing platform, including professional photography, has streamlined our operations immensely. The team handled all formatting, printing, and photographer coordination, saving me invaluable time. It's an all-in-one solution that's incredibly user-friendly—just a push of a button. I highly recommend Leon's innovative systems to any PPG agent looking to enhance their marketing efforts effortlessly."

TERESA COON



"When I first came to Premiere Property Group over ten years ago some of my clients asked me if I was working more in the Luxury Property range because I joined a 'Premiere' real estate company. Recently I ordered new flyers for a listing of mine. My seller's response to the new high gloss luxury style flyers was 'these are the nicest property flyers and marketing I have ever seen.' Then another broker came through my listing and said 'Wow! Where did you get these flyers?'. If you want to up your game, impress your clients past and future, you might consider joining PPG where the tools they offer will set you apart. Being able to help more people ultimately means more income for you. You don't have to work harder, just smarter. The choice is yours."

TOM WILSER



"Premiere Property Group was the first brokerage that actually made sense to me as a new licensee. The structure, enthusiasm, camaraderie, and support drew me in. The commitment to the Realtor Code of Ethics, mentorship program, and access to ongoing meetups and classes are just some of the reasons why I'm proud to stay. I love building my real estate career with the biggest local brokerage, rich with decades of experience and expertise. And, the gorgeous and expertly streamlined marketing for all my promotional needs! I really could go on and on!"

HEATHER MCCARTHY



"Have you ever felt overwhelmed? I had a listing which needed to go live that day and no time to create flyers and any marketing. I was stressing out big time and decided to take the plunge and try the new PPG MARKETING platform. Talk about a breeze. I was able to navigate the online ordering system in minutes and order flyers, 2 page brochures, home square cards & just listed and just sold postcards. Now I can focus on marketing my listing on social media and also work on actually selling the home.

Delegate the things you don't have time for and work ON THE BUSINESS not in the business."

LINDSEY CULVER



"I was so tired of handling my own listing marketing that I finally fired myself and teamed up with the marketing crew at PPG. They've been awesome! Their work has totally raised the bar for my business. I don't have to stress about marketing anymore, and their strategies have greatly boosted my sales. It's been a game-changer for me. Huge thanks to the PPG team for making everything so much easier and way better!"

CHRIS OLSON



THE MOST INNOVATIVE & COMPREHENSIVE REAL ESTATE MARKETING

Premiere Property Group is unparalleled in it's commitment to the marketing of properties, from world-class photography to luxurious publications. Our comprehensive marketing platform, in-house training, and industry-leading agents set the bar for real estate marketing throughout Oregon and Washington.

PREMIEREPROPERTY GROUP. COM

The most effective way to market a property begins with helping the homeowner strategically have the best possible house.





PROVEN MARKETING STRATEGIES

- TAILORED LISTING PACKAGES
- THE INDUSTRY'S BEST PHOTOGRAPHERS
- AUTOMATED & INTUITIVE NEWSLETTER
- WORLD-CLASS PRINT MARKETING MATERIALS
- CURATED MAILING LISTS

THE WINNING LOCAL TEAM

- OVER 1200 LOCAL AGENTS
- CONVENIENT LOCAL OFFICES
- FULL SUITE OF SUPPORT STAFF
- VENDOR STANDARDS OF EXCELLENCE
- STRATEGIC PARTNERSHIPS TO CLOSE DEALS



PREMIEREPROPERTY GROUP. COM