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United[®] Real Estate Announces Opening of Second Texas Office in Houston

Company Offers Innovative Brokerage Model to Benefit Greater Houston Area Real Estate Associates

January 25, 2012 (HOUSTON, Texas) – United Real Estate announced the company will be opening its second Texas office in Houston located. United Real Estate – Houston will use United Real Estate’s innovative brokerage “Freedom Model” that combines a comprehensive suite of support tools with an agent-friendly, 100-percent commission program. This industry-leading support system was uniquely developed over United's 87 years of operation in order to maximize the quality of the assistance provided to its nearly 600 office locations. United is the only international real estate company offering this innovative brokerage model to agents in Metropolitan areas worldwide.

The United Real Estate approach to the real estate brokerage model is unlike any other. United’s research concluded that agents were often forced to compromise; trading essential services and support or paying excessive desk fees in order to retain 100 percent of their earned commission dollars. To avoid those compromises, United has invested tens of millions of dollars over the past few years to create a proprietary and highly effective bundle of unique marketing, technology and support services. By already having this proven and established infrastructure in place, United is able to leverage its proven programs and systems at a minimal incremental cost; a cost advantage that is directly passed on to agents and their customers.

“For agents who are currently working in a traditional, broker/agent-split model or a desk-fee model, United Real Estate offers an excellent way to increase their take-home pay by up to 65 percent,” said Dan Duffy, chief executive officer of United Real Estate. “By combining the 100-percent commission model with the comprehensive technology, marketing tools and support offered by the United system, we have created an opportunity for agents to substantially increase their income regardless of market conditions. It’s incredibly rewarding to see agents so excited about their real estate careers, their ability to offer these unique services to their clients and the opportunity to be more highly compensated for their hard work.”

United has also taken a novel approach to physical office space. Recognizing that a majority of productive agents’ time today is spent “working mobile,” United’s office of the future is designed to offer a comfortable, contemporary space that is available to agents, teams and their clients as needed. The modern meeting environment offers a coffeehouse look and feel with all the support and meeting facilities agents require. United’s office design eliminates oversized, unnecessary offices and cubicle space common in traditional brokerages. This unique office space, combined with the ability to leverage United’s established infrastructure of comprehensive services, results in lower overhead, allowing for more efficient brokerages.

“With our Dallas office being the fastest growing real estate company in the Greater Dallas Metro, we are now implementing our marketing plan in the Greater Houston Market and are rapidly growing awareness with agents across the area,” said Peter Giese, president of United Real Estate. “We received an immediate surge of intensely interested agents ready to learn about how United’s model positively impacts their personal and business goals. This is evidence that agents are ready to embrace innovation and new possibilities in the industry, and have been eagerly awaiting a truly agent-centric brokerage model.”

United Real Estate has appointed Dianne Moore as managing broker of the Houston office. Moore is the former broker and owner of URHome Real Estate. She serves as a panel member of two Texas Association of Realtors’ committees, as a member of the Houston Association of Realtors’ Technology and Fort Bend Advisory Groups, and as a board

member for the Asian American Real Estate Association. Moore was named WCR Fort Bend 2010 Entrepreneur of the Year, the Chairman of the Fort Bend Branch of the Houston Association of Realtors, and was approved by the Texas Real Estate Commission to teach real estate MCE and pre-licensing courses.

Additional information about United Real Estate can be found online at www.UnitedRealEstateHouston.com. Agents interested in learning more about career opportunities can call 888-960-0606 or visit www.joinunitedrealestate.com.

A Closer Look at United Real Estate

United Real Estate has designed a real estate model that directly impacts how agents work today. Our agents gain the benefit of all United's support services while earning more money on each transaction and not having to pay high monthly fees or franchise fees. This new real estate model is aimed at both urban real estate agents seeking to maximize their income and accredited investors looking for an opportunity to own an exclusive territory within this fast growing business. At United Real Estate, we're using our 87 years of experience and our access to technology to make real estate careers simpler and more profitable. Whatever direction a real estate professional wants to take their real estate career, United Real Estate can get them there and have them earning more money along the way.

United Real Estate is part of the largest national network of real estate brokerages focused on lifestyle real estate. The company has been an innovator in real estate marketing since 1925, perfecting one-of-a-kind marketing techniques supported by an extensive array of proprietary technology to better serve agents, sellers and buyers. This progressive model supports more than 600 offices across the United States, Costa Rica, Panama and Mexico. The United group of companies was recognized by the *Wall Street Journal*, *Entrepreneur Magazine* and *AllBusiness.com* as a top-performing real estate organization. United's team of marketing professionals have earned numerous awards for marketing excellence, including honors for creative design, public relations and web-based marketing.

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