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United[®] Real Estate Launches New Real Estate Brokerage Model
Additional Domestic and Foreign Locations Slated for Opening in Next 12 Months

April 5, 2011 (KANSAS CITY, Mo.) – United Real Estate today announced the execution of a definitive agreement for the rights to the Dallas/Fort Worth metropolitan territory with an investment group headed by Brian and Stuart Rathe. United Real Estate Dallas LLC will operate as a joint venture under the United Real Estate brand, supporting an innovative brokerage “Freedom Model” that combines a comprehensive suite of industry-leading tools and support with an agent-friendly, 100-percent commission program. The company has pending commitments for exclusive territory rights for an additional 10 U.S. markets and six foreign markets to launch in the next 12 months. United is the only international real estate company offering this innovative brokerage model to investors and agents in both the U.S. and abroad.

While 100-percent commission programs are not new, the way United Real Estate approaches the delivery of the 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 programs and systems at very little 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 or their team’s 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.

“We are already growing rapidly with agents across the Dallas area. We received an immediate surge of interested agents ready to learn about how United’s model can positively impact their personal and business goals. The office has grown to include nearly 30 agents within the first two months alone, with many more currently evaluating the model. 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,” said Peter Giese, president of United Real Estate.

United Real Estate has appointed Brenda Myers Thompson as managing broker of the Dallas office. She has 15 years experience in real estate sales, marketing and management. Prior to joining United Real Estate, she owned and

operated a leading Dallas real estate brokerage business, earning numerous designations and honors. Brenda Myers Thompson has twice been named among the 'Best Realtors in Dallas' by *D Magazine*, including its upcoming edition of 2010 honorees.

Additional information about United Real Estate can be found online at www.UnitedRealEstateDallas.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 is 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 and 4,000 agents 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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