

Considering a Career in Real Estate?

As you embark on your path to becoming a real estate professional, you may be asking yourself

- “Is a career in real estate right for me?”
- “Do I have what it takes?”
- “How much will it cost?”
- “What is the first step?”

At Reece & Nichols, we believe drive, attitude and ambition are qualities associated with successful realtors. When individuals endowed with these qualities partner with an environment of support, creativity and vision, they are able to maximize their personal performance and ultimately reach new, higher levels of success.

The following materials will guide you through the steps when considering a career in real estate and ultimately show you why Reece & Nichols should be your next place to call home. We are committed to being your partner in success and commend you for taking the first step to learning what a career in real estate could mean for you.



Sam Hartman

Director of Recruiting

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Is a Career in Real Estate Right for You?

Read each statement below and check the ones that sound like you. The more you check, the more likely a real estate career is right for you.

- I have a good sphere of influence and am visible in the community.
- I am enthusiastic about running my own business.
- I am willing to forgo income now to gain increased income later.
- I am honest, trustworthy and ethical.
- I am willing to take required classes and training.
- I want to be rewarded for my efforts.
- My family is prepared to tolerate extended work hours and irregular income.
- I have excellent communication skills.
- I present myself with confidences and professionalism.
- I am motivated to succeed.
- I can handle setbacks and solve problems.
- I am considerate of others.
- I am willing to contact people daily.
- I have plenty of stamina, both physical and emotional.
- I am seeking a long-term career.
- I am committed to exceeding customer expectations.
- I am willing to work evenings and weekends.
- I am well-organized and detail-oriented.
- I know how to establish priorities and goals.
- I enjoy making decisions.
- I appreciate the results of hard work.
- I am comfortable handling multiple tasks.
- I am a good listener.
- I am prepared to invest in my career.
- I am willing to prospect for business.
- I have the financial resources to cover my living expenses for 6 months or more.

Do You Have What it Takes to Become a Successful Real Estate Professional?

Being a real estate sales professional requires a very special personality. Here are some qualities shared by successful Sales Associates. This list might help you decide if you should make a full-time commitment to a very rewarding career.

Must Truly Like People

Residential real estate is an extremely people-oriented profession. If you are energized just being around others, you'll not only enjoy real estate, you'll likely be very successful at it. On the other hand, if you require solitude to be productive, you should keep that in mind when considering a real estate career.

Must Have Empathy

In addition to liking people, you should also be able to empathize with them. You need to understand their needs and desires without becoming overly involved with their personal problems.

Must Have a Healthy Ego

This doesn't mean you are egotistical; rather, it implies self-confidence and pride. Whatever you do, you do well.

Must Be a Self-Starter

Real estate is a business where working hard and doing the right things can yield tremendous financial rewards. On the other hand, there is no compensation for just "showing up" every day. You must establish clear goals, organize your priorities and stay focused on your objectives.

Must Have Patience

You'll need a lot of patience to handle the various "hurry up and wait" aspects of the business. This is a people business and you will occasionally be required to deal with people who try your patience. You can't allow someone else to cause you to lose your composure.

Must Have a Thirst for Knowledge

Our business is constantly changing. You must learn and grow continuously in order to be able to provide the best possible service to your customers. The best agents avail themselves of every opportunity to learn, whether they get "credit" or not.

Must Be a Good Listener

The notion of the "fast-talking" real estate salesperson is as out-dated as the typewriter. To be a successful REALTOR, you must be an excellent communicator, able to both speak and listen well. Your ability to understand what your buyers and sellers are telling you is absolutely essential.

Must Be Financially Solvent

The pressure of unpaid bills can ruin a budding real estate career. You should have enough savings to live comfortably for four to six months when starting out. That way, you'll be able to focus all of your energy on providing excellent service to your customers, not just closing deals and collecting commissions.

Must Be Team Oriented

Real estate agents are independent contractors. However, as a Reece & Nichols Sales Associate, you are part of something bigger - the most successful team of real estate professionals in the area. Independent, yet never isolated.

Must Be Emotionally Stable

The nature of our business can be like a roller coaster ride with extreme heights and sudden plunges. To prosper, you must recover quickly from lost sales and accept success graciously.

Must Have Physical Stamina

Selling real estate is a very demanding profession. At the end of a long day of showings, missed meals and stressful negotiations, a Sales Associate may still find him/herself presenting an offer that can mean the difference between success and failure. Extended hours come with the territory.

Must Have a Tolerant Family

This is very important. Without the confidence, support, trust and understanding of the family, the new sales person works against unfavorable odds. A clear understanding of the hours, commission arrangements and demands of the business by all parties is essential.

Must Be Business Minded

Be aware that real estate professionals are independent contractors. Because you will be starting your own business, you need to be mentally willing to accept the challenge.

So now that you've decided you really want a career in real estate, how do you get started?

Getting a License

KANSAS SALESPERSON'S LICENSE FOR KANSAS RESIDENTS

TO OBTAIN YOUR LICENSE:

- 1. 30-hour Pre-Exam** To be taken at the pre-license school of your choice.
- 2. Obtain Fingerprints** Must go to Sheriff's office or Police station to obtain fingerprints. Submit fingerprint card to the commission (\$64). Can be submitted before license application.
- 3. 30-hour Kansas Real Estate Practice Course** To be taken at the pre-license school of your choice.
- 4. Pass Exam** Call Testing Center for appointment: 1.800.274.4971
- 5. Apply for License** Before you apply for your license, classes, fingerprints and test must be completed. You have six months to apply after completion of the KREP course and/or passing test.
- 6. 12 Continuing Education hours** Provided at the Reece & Nichols Training Center. Check the Training Calendar for class schedule. Agents renew based on the first letter of their last name. See Kansas Renewal Dates chart.

TO OBTAIN YOUR DUAL LICENSE:

Both Kansas and Missouri will issue licenses to REALTORS who have first received a license in their state of residence. The process for securing a license in your non-resident state requires applying for and receiving Certification of Good Standing from your home state, passing the state portion of the exam for the applicable state, completing the practice course (30 hours in KS, 24 hours in MO), submitting a license application and paying a fee. Kansas applicants must also submit a fingerprint card.

Getting a License

MISSOURI SALESPERSON'S LICENSE FOR MISSOURI RESIDENTS

TO OBTAIN YOUR LICENSE:

- 1. 48-hour Pre-Exam** To be taken at the pre-license school of your choice.
- 2. 24-hour Missouri Real Estate Practice Course** To be taken at the pre-license school of your choice.
- 3. Pass Exam** Call Testing Center for appointment: 1.800.345.6553
- 4. Apply for License** Before you apply for your license, classes and test must be completed. You have six months to apply for your license after taking the pre-test 48-hour course.
- 5. 12 Continuing Education hours** Provided at the Reece & Nichols Training Center. Check the Training Calendar for class schedule. Salespersons renew Sept 30th of even-numbered years, Brokers renew June 30th of even-numbered years.

TO OBTAIN YOUR DUAL LICENSE:

Both Kansas and Missouri will issue licenses to REALTORS who have first received a license in their state of residence. The process for securing a license in your non-resident state requires applying for and receiving Certification of Good Standing from your home state, passing the state portion of the exam for the applicable state, completing the practice course (30 hours in KS, 24 hours in MO), submitting a license application and paying a fee. Kansas applicants must also submit a fingerprint card.

New Agent Expenses

The following expenses are based upon current costs and are subject to change. Board Dues and MLS Membership fees are prorated during the year. Use these figures as a guide in estimating your startup expenses.

Pre-License Expenses	Kansas	Missouri
Pre-License Course	\$175 - \$250	\$195 - \$395
Examination Fee	\$75	\$55
License Fee	\$40	\$100
Fee for Adjoining State	\$159 (MO)	\$40 (KS)
Certification	\$10	\$10
Finger Print/Background Check	\$64	----
 Post-License Expenses		
Professional Board & Association Dues		
Application Fee	\$250	\$250
Yearly Fees (prorated)	\$355	\$363
 Lockbox System		
Application Fee	\$50	\$50
Leased Key	\$180 (billed semi-annually)	\$180 (billed semi-annually)
Lockbox Lease Fee	\$20	\$20
 Heartland Multiple Listing Service		
Monthly Fees (paid quarterly).....	\$25 - \$75	\$25 - \$75
 Reece & Nichols Startup Expenses		
Startup Fee	\$350	\$350
Includes:		
ExSell Practices Course, Continuing Education, Sales & Marketing Training, Career Photograph, 1000 Business Cards, 100 Announcements, 2 Sign Riders, Name Badge, Press Release, Email address, Personal URL		
<hr/>		
Total Expenses	\$1738	\$1748

Earnings Potential

When commissions are calculated in a real estate transaction, you would consider the brokerage fee of the property, amount received by your company and your commission split with your company.

Example:

Sales Price of Home	\$175,000
Commission Rate	x 7%
Gross Commission	\$12,250
50% to Listing Agency	\$6,125
50% to Selling Agency	\$6,125
Your share after splitting 50/50 with your company	\$3,062.5
“In-House” selling bonus*	\$3,522.00

*The commission schedule at Reece & Nichols is in your favor, commencing with a 50/50 split. Your earnings will be considerably more due to “in-house” transactions which are computed at a higher commission split. Your opportunity for “in-house” transactions are greater due to the extensive Reece & Nichols market share.

Planning Your Income:

Units Sold	Approx. Annual Income**
One unit per month	\$36,750
Two units per month	\$73,500
Three units per month	\$110,250
Four units per month	\$147,000

**These amounts will be higher because of the Reece & Nichols Graduated Commission Schedule.

Note: Expenses are tax deductible and tax withholding is the sales associate’s responsibility. Additional income may be generated from local and national referrals.

Welcome to Reece & Nichols

We are so pleased you are considering a career in residential real estate sales. In today's marketplace, efficiency and sound resources are key to growing a successful business. As a member of our elite team of real estate professionals, you will gain access to a host of resources and productivity tools that will drive your business to new levels.

Reece & Nichols is the number one real estate resource in the Kansas City Metro and surrounding areas. Clients want a one-stop solution to their home buying and selling needs. We exceed those expectations with every transaction and we do it by providing a complete family of services - Plaza Mortgage, Kansas City Title and Reece & Nichols Insurance, LLC - under one roof, along with an unparalleled network of sales associates.

In addition to our talented team of resources, Reece & Nichols also provides you a distinct competitive advantage in terms of productivity:

- **Online Marketing Tools** Buyer/seller match programs; Agent-branded websites; TrendGraphix marketing reports; ReeceAndNichols.com, KC's #1 real estate search engine
- **Suite of Agent Productivity Tools** Real-time data; contact management; MyNeighborhood report; robust marketing platform
- **Ongoing Coaching** Top agent panels; national speakers and real estate training seminars; Star Symposiums; personal Broker/Agent coaching
- **Extensive Reach** National and global exposure through HomeServices of America (a Berkshire Hathaway affiliate); nationally recognized Relocation department; network of online search engines

Thank you again for your interest in Reece & Nichols. We look forward to working with you and answering any questions you may have about becoming a member of our team. Please contact Sam Hartman, Director of Recruiting, for a personal interview at 913.491.1001.



Reece & Nichols, a member of HomeServices of America, is led by Jerry Reece, CEO; Linda Vaughan, President; Tom Krattli, President of Plaza Mortgage and Kent Shelman, President of KC Title

Vision

We create and deliver a remarkable home buying and selling experience.

Mission

We are respected as the innovative market leader while operating in a profitable growth culture. As business partners, we gain strength by delighting the customers, eliminating unnecessary costs and continually improving our product and services.

Core Values

Absolute Interdependence

We admire, value and encourage teamwork. Isolated, individual effort ultimately leads to failure, while teamwork equates to success. We are all dependent on, and devoted to, helping other members of our team. For the benefit of our company, our customers, our agents and ourselves, we act as one.

Courageous Leadership

As leaders, we influence action and make positive things happen. We are willing and able to face what needs to be faced and do what needs to be done. We care for our people. We are results-oriented. We are accountable. We are inspirational. We, as leaders, are committed to relentless pursuit of excellence in leadership.

Respect For The Individual

We treat everyone with respect and follow the Golden Rule. We gain strength from diverse perspectives, and we leverage that as a competitive advantage. While we value and reward open and honest two-way communication, we also communicate in a respectful, tactful and statesman-like way.

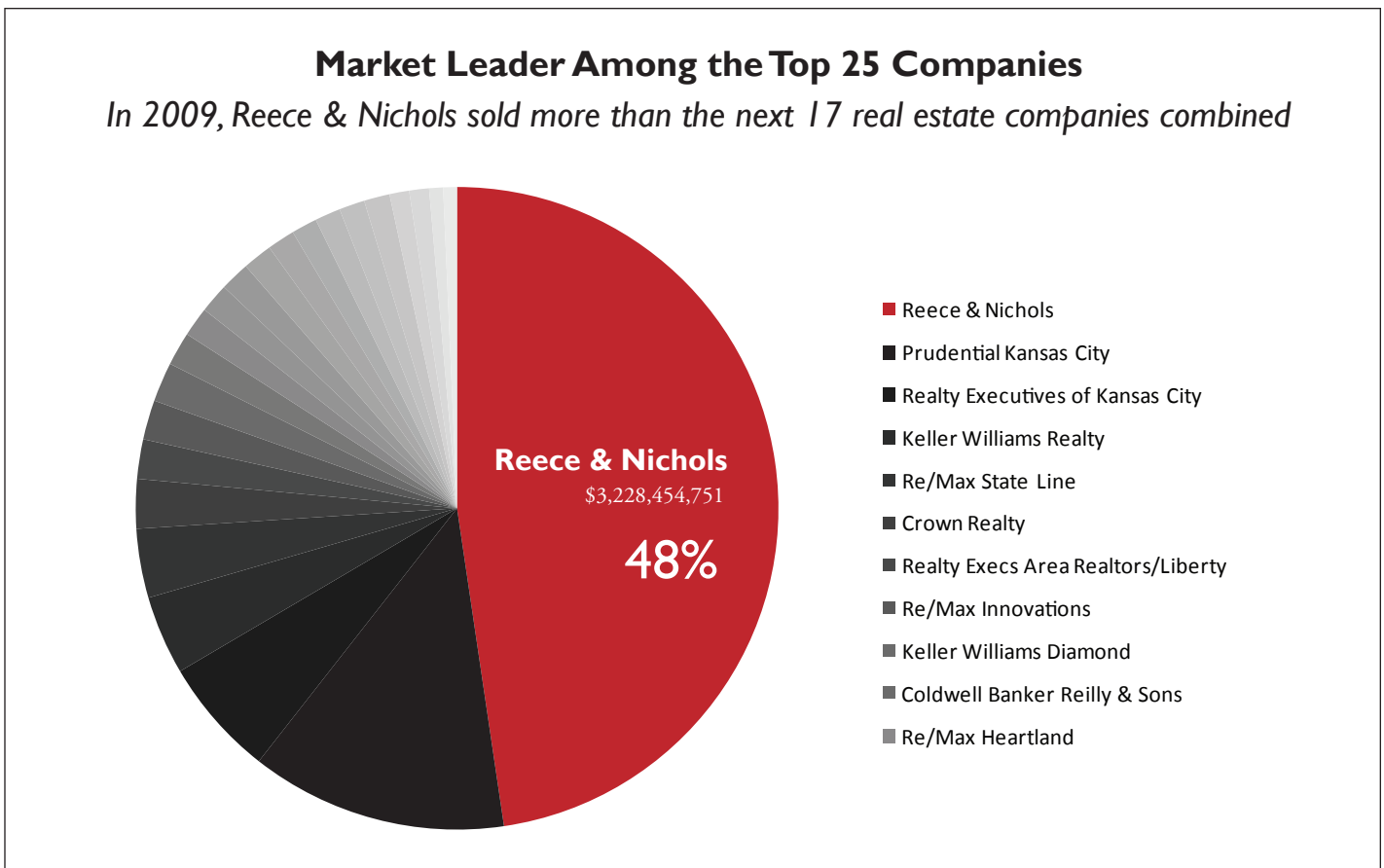
Uncompromising Honesty & Integrity

We are honorable, truthful and reliable - as it applies to our dealings with each other, as well as our customers and our communities. We meet the highest standards when it comes to regulatory laws, rules and regulations.

*A.C.R.U. [uh-kroo] - verb - 1. to come as a direct result of some state or action,
2. to come about as a natural growth, increase or advantage*

The Undisputed Market Leader

Reece & Nichols is the most recognized real estate company in the Kansas City area. Consistently ranked #1 by leading publications, Reece & Nichols provides buyers and sellers a one-stop shopping experience and the results that come from working with the top real estate professionals in the market.



The above chart and market share percentages are based on closed residential sales volume as reported in the *Kansas City Business Journal*, February 2010 "Top 25 Area Residential Real Estate Firms." Figures include both corporate and independently owned and operated Reece & Nichols offices.

Reece & Nichols sells 42 homes every day
Reece & Nichols sells one home every 34 minutes
Reece & Nichols sold more than 15,000 homes in 2009

Kansas City's #1 Real Estate Company

Leading publications consistently recognize Reece & Nichols as the #1 real estate resource in the Kansas City area. We sold more than the next 17 companies combined in 2009. This means more listings for Reece & Nichols buyers and more exposure for Reece & Nichols sellers.

KANSAS CITY BUSINESS JOURNAL

TOP AREA RESIDENTIAL REAL ESTATE FIRMS
(ranked by 2009 gross sales)

Rank 2010	Rank 2009	Firm	Gross sales 2009	properties sold	Agents Local offices Year founded
1.	1.	Reece & Nichols Realtors Inc. 11500 Granada Lane, Leawood, KS 66211 www.reeceandnichols.com • 913-491-1001	\$3,062,846,205 \$3,115,250,857	15,294	2,034 20 2001
2.	2.	Prudential Kansas City Realty 8101 College Blvd., Ste. 130, Overland Park, KS 66210 www.pruk.com • 913-661-8500	\$852,521,759 \$823,900,000	3,671	500 7 1978
3.	3.	Realty Executives of Kansas City 11401 Ash St., Leawood, KS 66211 www.realty.com • 913-642-4888	\$386,800,288 \$432,567,774	1,988	157 1 1989
4.	5.	Keller Williams Realty Partners Inc. 11005 Metcalf Ave., Overland Park, KS 66210 www.kwop.com • 913-906-5400	\$238,648,234 \$233,108,009	1,324	150 1 1999
5.	6.	Re/Max State Line 10200 State Line Road, Leawood, KS 66206 www.remax-stateline.com • 913-649-3100	\$227,898,691 \$223,578,227	1,235	96 2 1984
6.	9.	Crown Realty Inc. 2099 E. 151st St., Olathe, KS 66223 www.crownrealty.com • 913-557-4333	\$165,653,115 \$173,883,130	779	115 6 1973
7.	8.	Realty Executives Area Realtors/Liberty 100 N.W. Englewood Road, Gladstone, MO 64118 www.realty.com/kcarea • 816-453-9100	\$138,562,268 \$185,168,056	885	67 2 1991
8.	none	Re/Max Innovations 3200 N.E. 83rd St., Kansas City, MO 64119 www.innovationskc.com • 816-454-6540	\$132,228,164 \$126,198,207	827	46 1 1978
9.	19.	Keller Williams Realty Diamond Partners Inc. 13671 S. Mur-Len Road, Olathe, KS 66062 www.kwrealestate.com • 913-322-7500	\$127,017,413 \$92,338,210	696	167 1 2004
10.	none	Coldwell Banker Reilly & Sons 602 Delaware St., Leavenworth, KS 66048 www.reillyandsons.com • 913-682-2567	\$110,900,000 \$110,500,000	487	44 2 1925
11.	10.	Re/Max Heartland Realtors 14500 E. 42nd St., Suite 100, Independence, MO 64055 www.kcheartlandrealtors.com • 816-373-8400	\$107,034,022 \$150,755,982	821	31 3 1975
12.	11.	Re/Max First Realtors 11251 Nall Ave., Leawood, KS 66211 www.frstkc.com • 913-338-1880	\$103,369,768 \$144,141,489	462	40 1 1991
13.	20.	Keller Williams Realty Key Partners LLC 4200 Somerset Drive, Suite 101, Prairie Village, KS 66208 www.kwrlp.com • 913-625-7500	\$101,000,000 \$90,000,000	524	70 1 2004
14.	16.	Keller Williams Legacy Partners 21648 Midland Drive, Shawnee, KS 66218 www.kwle.com • 913-825-2100	\$97,536,758 \$110,590,718	565	98 1 2005
15.	none	Re/Max Results 7020 N.W. 83rd Terrace, Kansas City, MO 64152 www.realestateinkansascity.com • 816-587-2323	\$95,312,590 \$86,487,600	647	35 1 2007
16.	18.	Re/Max Best Associates 10870 Benson Drive, Suite 2160, Overland Park, KS 66210 www.kansascityhomes.com • 913-345-2378	\$92,716,189 \$100,319,949	680	39 1 1994
17.	13.	Reece & Nichols Premier Realty 1106 N. 155th St., Basehor, KS 66007 www.reeceandnicholspremier.com • 913-724-2300	\$89,467,870 \$12,180,387	708	54 4 1994
18.	none	Keller Williams Northland Partners 7915 N. Oak St., Kansas City, MO 64116 www.kwkc.com • 816-452-4200	\$88,883,000 \$85,664,128	630	93 1 2003
19.	17.	ERA Manning & Associates Inc. 9870 Quivira Road, Lenexa, KS 66215 www.eramanning.com • 913-482-4550	\$86,010,445 \$103,782,034	390	34 1 1984
20.	22.	Keller Williams Eastland Partners 19045 E. Valley View Pkwy, Suite H, Independence, MO 64055 http://eastlandpartnersyouroffice.com/ • 816-268-3800	\$84,994,953 \$74,650,170	702	107 8 2005

As reported in the *Kansas City Business Journal*, February 2010
"Top 25 Area Residential Real Estate Firms"

KANSAS CITY'S BUSINESS MAGAZINE

INGRAM'S

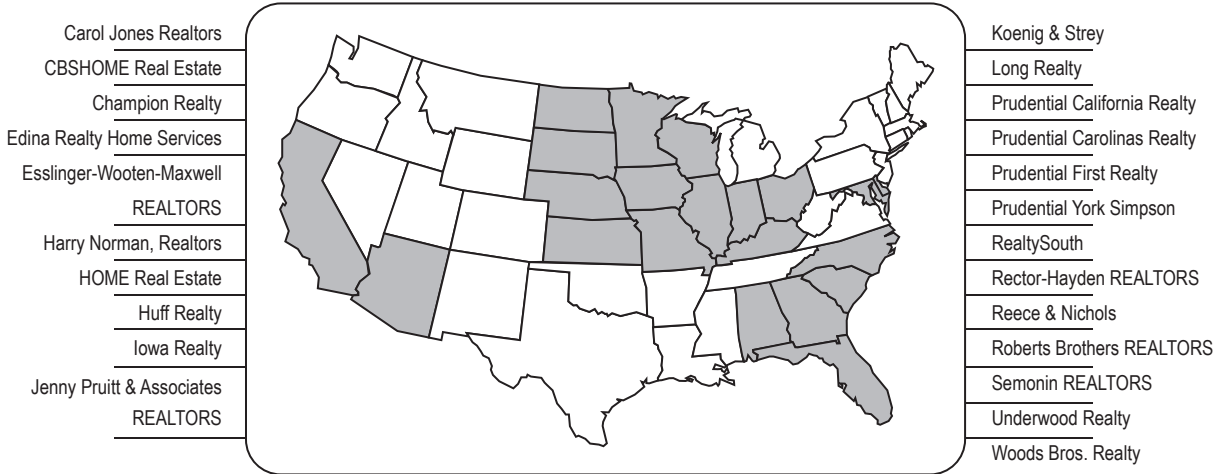
TOP AREA RESIDENTIAL REAL ESTATE COMPANIES

Rank 2009	Rank 2008	Company Name Address Phone Fax Website	Gross Sales 2008/2007	Commissions Earned 2008/2007
1.	1.	Reece & Nichols Realtors, Inc. 11500 Granada, Leawood, KS 66211 913.491.1001, Fax: 913.491.0930, www.reeceandnichols.com	\$3,115 \$4,214	\$86.8 \$102.7
2.	2.	Prudential Kansas City Realty 8101 College Blvd., Ste. 130, Overland Park, KS 66210 913.661.8500, Fax: 913.661.8550, www.pruk.com	\$823.9 \$1,000	DD DD
3.	3.	Realty Executives of Kansas City 11401 Ash, Leawood, KS 66211 913.642.4888, Fax: 913.642.7053, www.realty.com	\$432.6 \$529.5	DD DD
4.	—	Reece & Nichols Ide Capital Realty 3827 Beck Road, St. Joseph, MO 64506 816.233.5200, Fax: 816.233.5201, www.reeceandnichols.com	\$265.8 \$318.1	\$2.4 \$3.0
5.	4.	Realty Executives Metro One Inc. 1201 N.E. Windsor Dr., Lee's Summit, MO 64086 816.525.7000, Fax: 816.524.9670, www.metroonehomeskc.com	\$240.0 \$296.6	\$8.3 \$11.0
6.	6.	Keller Williams Realty Partners Inc. 11005 Metcalf Ave., Overland Park, KS 66210 913.906.5400, Fax: 913.906.5433, www.kwop.com	\$233.1 \$247.0	\$5.5 \$5.7
7.	5.	RE/MAX State Line Real Estate, Inc. 10200 State Line Road, Leawood, KS 66206 913.649.3100, Fax: 913.649.6586, www.remax-stateline.com	\$223.6 \$296.6	\$5.5 \$7.6
8.	7.	Prudential Carter-Duffey Realtors 5921 N.W. Barry Road, Kansas City, MO 64154 816.436.3600, Fax: 816.436.8857, www.prudentialcarterduffey.com	\$189.5 \$245.0	\$4.9 \$8.2
9.	8.	Realty Executives Area Realtors / Liberty 100 N.W. Englewood Road, Gladstone, MO 64118 816.453.9100, Fax: 816.453.6666, www.realty.com/kcarea	\$185.2 \$218.9	\$4.4 \$6.6
10.	9.	Coldwell Banker Griffith & Blair American Home 2222 S.W. 29th St., Topeka, KS 66611 785.267.2700, Fax: 785.267.8600, www.cbkans.com	\$176.9 \$222.5	\$5.5 \$6.9
11.	8.	Crown Realty of Kansas Inc. 102 S. Silver, Paola, KS 66071 913.557.4333, Fax: 913.557.4346, www.crownrealty.com	\$173.9 \$230.8	DD DD
12.	11.	RE/MAX Heartland Realtors 14500 E. 42nd St., Ste. 100, Independence, MO 64055 816.373.8400, Fax: 816.478.4839, www.kcheartlandrealtors.com	\$150.8 \$214.1	DD \$5.8
13.	20.	Century 21 All-Pro 8904 N.W. Hwy. 45, Parkville, MO 64152 816.505.3338, Fax: 816.505.4448, www.allproc21.com	\$150.0 \$102.0	\$4.1 \$2.7
14.	12.	RE/MAX First Realtors 11251 Nall Ave., Leawood, KS 66211 913.338.1880, Fax: 913.338.0630, www.frstkc.com	\$144.1 \$197.5	DD DD
15.	17.	Coldwell Banker Reilly & Sons, Inc. 602 Delaware St., Leavenworth, KS 66048 913.682.2567, Fax: 913.682.0415, www.reillyandsons.com	\$127.8 \$135.0	DD DD
16.	14.	Reece & Nichols Premier Realty 1106 N. 155th St., Basehor, KS 66007 913.724.2300, Fax: 913.724.1136, www.reeceandnichols.com	\$122.2 \$147.3	\$3.0 \$3.7
17.	15.	Coldwell Banker Advantage 7501 College Blvd., Ste. 101, Overland Park, KS 66210 913.345.9599, Fax: 913.345.0180, www.coldwellbankeradvantagekc.com	\$120.4 \$145.4	\$3.6 \$4.4
18.	22.	Manning & Associates, Inc. dba ERA Manning & Associates, Inc. 9870 Quivira Road, Lenexa, KS 66215 913.492.4550, Fax: 913.492.4910, www.eramanning.com	\$103.8 \$87.8	\$2.5 \$2.2
19.	16.	RE/MAX Best Associates 10870 Benson Dr., Ste. 2160, Overland Park, KS 66210 913.345.2378, Fax: 913.345.0245, www.kansascityhomes.com	\$100.3 \$139.7	\$2.7 \$3.6
20.	21.	Infinity Realty 304 S.E. Third St., Lee's Summit, MO 64063 816.554.6388, Fax: 816.554.6351, www.infinityrealtysells.com	\$94.2 \$95.0	\$2.3 \$2.2

As reported in the *Ingram's Magazine*, February 2009
"Top Area Residential Real Estate Companies"

National Reach

Reece & Nichols is part of HomeServices of America, Inc., the second-largest full-service residential real estate company in the United States. With 22 sister companies spanning 20 states, our national connections give us exclusive access to incoming referrals from the country’s largest markets. As a Berkshire Hathaway affiliate, our entire network of companies enjoys security and assurance as we create and deliver a remarkable home buying and selling experience.



HomeServices of America

- 23 companies in 20 states, 400 offices
- 20,000 agents
- 180,000 closed brokerage transactions
- \$57.7 billion in volume

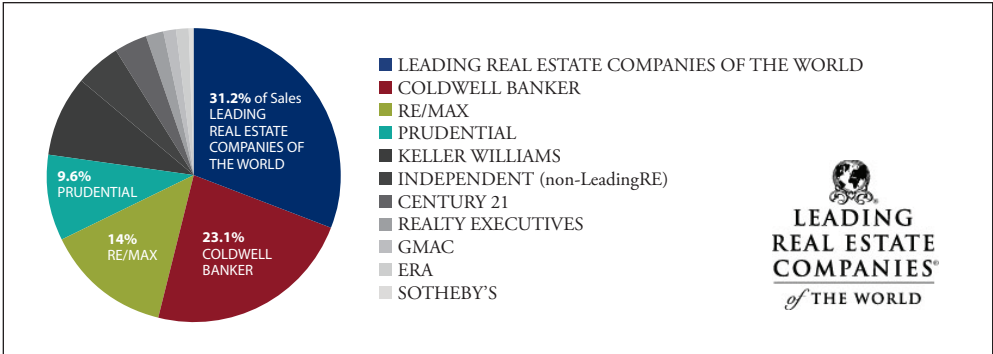
Berkshire Hathaway

- Warren E. Buffett - Chairman of the Board, Chief Executive Officer
- \$109 billion market capitalization
- \$69 billion in cash and invested assets

Global Reach

Leading Real Estate Companies of the World

Leading Real Estate Companies of the World is comprised of the best known local and regional independent real estate names in the business. With annual sales of over \$370 billion, Leading Real Estate Companies of the World is a key partnership for Reece & Nichols, expanding our reach and exposure to nearly 700 firms with 5,000 offices and 170,000 sales associates nationwide.



Digital Distribution

We believe your listing should have digital exposure outside of ReeceAndNichols.com, and we automatically send the data to the online providers that we know and respect. Our experience has taught us that the space leaders - including Trulia, Zillow, Yahoo!, and Google maps - consistently provide 95+% of the activity and allow us to present your property in a timely, accurate and professional manner. This powerful digital distribution attracts an average 22,000 home buyers to ReeceAndNichols.com each month and brings global exposure to Reece & Nichols listings.



ReeceAndNichols.com
 Kansas City's #1 real estate resource



- Over 1 million monthly user sessions
- Property Quick Search
- Advanced Home Search Tools
- Bing™ Map Search
- Open House Planner
- Property details, photos and virtual tours
- New Homes Directory
- Lofts and Condos Directory
- MyHome custom search portfolio
- Plaza Mortgage
- Kansas City Title
- Reece & Nichols Insurance

9 in 10 home buyers search for homes online

(National Association of Realtors, 2009)

Mobile Convenience

With over 94% of home buyers searching for homes online, Reece & Nichols is the first in the market to bring consumers a mobile application that is as functional as it is convenient to use. ReeceAndNichols.com on your mobile offers advanced search options, mapping and other useful tools as you tour neighborhoods in and around Kansas City. It's the power of ReeceAndNichols.com on the go!

ReeceAndNichols.com on your mobile features:

Property Quick Search

Enter your search criteria and get real-time results for listings in Kansas City and surrounding markets

Advanced Home Search

Added functionality to narrow your home search results to your exact specifications

Open House Search

Search our online schedule to plan and map your Open House weekend tour

Property Details

View full color photos and complete property information direct from ReeceAndNichols.com

Direct Agent Contact

Contact listing agents directly to get answers to questions or schedule a showing

Home Match

View Home Match notifications of new properties, price changes and more



Search Kansas City area listings and view property photos on ReeceAndNichols.com with your mobile device*

94% of home buyers search for homes online

(National Association of Realtors, 2009)

*Mobile internet access required. Mobile internet may be subject to fees by your mobile service provider, see your plan for details.

Strong Marketing Exposure

As the most recognized brand in the Kansas City real estate market, selling more than the next 17 companies combined in 2009, Reece & Nichols remains committed to leading the market with advanced marketing and technology resources. Reece & Nichols provides maximum exposure for sellers and their listings through online tools, exclusive buyer-seller match programs, targeted national and local search engine advertising and supplemental marketing resources.

Online tools that provide maximum exposure and set Reece & Nichols apart:

Home Match and MyHome

Registered buyer programs with 15,000+ registered active buyers

Potential Buyers

On-demand reporting of registered MyHome users matching specific home search criteria

Listing Alert

Exclusive listing notification tool for MyHome users

Sell MyHome

Personalized seller's Web site with tools to track marketing and showing activity

Digital Exposure

ReeceAndNichols.com

Multiple Listing Service (MLS)

Realtor.com

ReloHomeSearch.com

KansasCity.com

Nearly 20 other major search engines including Google Base, Trulia, Zillow and more



A Suite of Services

According to the National Association of REALTORS® 2009 Survey, 93% of home buyers and sellers are looking for a one-stop shop. Buying and selling real estate should be easy, fast and reliable. At Reece and Nichols we've developed a suite of services to guide you through every step. Your Reece and Nichols agent works seamlessly with Plaza Mortgage, Kansas City Title and Reece and Nichols Insurance to ensure an efficient transaction.



Plaza Mortgage HomeServices LendingSM

- Quick and easy pre-approval in-person or online
- Highly competitive loans with no hidden or unnecessary costs
- Conveniently located in most Reece and Nichols offices
- One of the nation's most highly ranked mortgage brokers
- PlazaMortgageKC.com

KANSAS CITY TITLE

- Competitive rates for both title insurance and closing services
- Conveniently located closing centers throughout the KC Metro area
- Excellent customer service
- KansasCityTitle.com

REECE & NICHOLS | Insurance

- Home and auto insurance
- Complimentary insurance review
- National leader in insurance brokerage

Commercial Real Estate Services

At Reece Commercial, our vision is to create and deliver a remarkable property buying, selling and leasing experience, and our agents are committed to providing that vision to each of our clients with every transaction. Founded in 2009, Reece Commercial is a subsidiary of Reece and Nichols. This relationship allows our Commercial agents to leverage the technology and vision of the Reece and Nichols family to provide added exposure and resources to commercial properties.

ReeceCommercial.com

