

***The most frequently asked questions about
rightplacerealty.com***

By Kathy Miller

- **Who is the broker and what is her background?**



Hello, I am Kathy Miller. I grew up in Poland and was the oldest of the eight children of Ken & Lois Mitchell. Many of you know my sister Janet Vari, a top selling Realtor in the area. My degree is in Commerce & Business Administration from Ohio State University, and I am currently pursuing a Master's Degree in Public Administration from the Maxine Levin School at Cleveland State University. When I started my real estate career I was the youngest Realtor in the area, and first agent to earn the GRI designation in the Mahoning Valley. During the early years of my career I worked for Del Realty and Kreider Company Realtors. In 1975, I formed Brighton Realty and in 1976 became one of the first Ohio franchisees for Century 21. Due to hard work and wonderful agents, Century 21 Brighton Realty quickly became an award winning office in the Century 21 system, where I served on numerous state and national franchise committees. In 1978, I was president of the Youngstown Area Board of Realtors and their 1,300 members. I was instrumental in developing the original MLS in Youngstown. In 1993, Century 21 Brighton Realty merged with Century 21 Millcreek where I was the General Manager until 1998. Retirement was short, and I worked for several years in sales, mergers and acquisitions at Howard Hanna. In 2002, I decided to see

what it would be like to work from a home office as the sole proprietor, and only agent of Kathy Miller and Associates.

- **What was the motivation for this new approach?**

It just made sense that the next generation of how we do real estate was beginning-- whether we were ready or not for it. I think it is exciting to be part of the leading edge of change. The ability to run your own business has always been attractive to me, as well as the creative ability to challenge conventional wisdom. As Wayne Gretsky said "I skate to where the puck is going to be, not where it is". Consumers are driving our business. For agents who can use the Internet and work from their home and their car, this provides a tremendous opportunity to be part of the next change in the real estate industry.

- **I have always worked in an office environment and I am not sure about this idea.**

That is an interesting question, because I thought about that too. So last year when I decided to work by myself, from my home/car it was an adjustment. I do miss the activity of an office, and the interaction with agents. However, there is no wasted time. If I want to see people I go to a coffee shop...where there is a greater potential of meeting a new client, than sitting in an office talking. There are no office politics and no conflicts about advertising, meetings, phone duty, mishandling each other's client's, running out of signs – or lock boxes.

- **Where do you meet clients?**

Where ever it is convenient. I often use the library in Poland or Austintown where the atmosphere is very pleasant. You can have a snack/beverage and a copier is available. I have used Kinko's, any of the restaurants, Dunkin Donuts or Starbucks. We are probably close to seeing many more computer/coffee shops where business can be conducted. Just look at the number of people from other fields doing business in public places. Even the title company you do business will accommodate you if you need a place for a meeting.

- **I am a builder. How can I benefit from rightplacerealty.com?**

If you have a real estate license, you can become an affiliate and operate in your subdivision or model home as a branch office of rightplacerealty.com. Do your own marketing and essentially develop your own staff while having access to all the real estate professionals and MLS.

- **I have always wanted to own my own company –is this similar?**

Yes, this is the closest thing to owning your own company you will find. Rightplacerealty.com is the template; the rest is up to you.

- **I have a friend and we have often talked about wanting to be in business together –would this work for us?**

Absolutely. Let's say you own a small office building in an outlying community or know a place you would like to rent. It just becomes a branch office of RightPlaceRealty.com. You are responsible for your business. You just need to operate within the guidelines of the rules and regulations of real estate brokerage, and the code of ethics of OAR and NAR.

- **How much will it cost?**

We offer two programs which give you the option to determine the level of work you want to do. Option 1 is \$299 per month, and option 2 is 10% of every commission. You can make a change every year for flexibility when your *life* changes.

- **I am a million dollar agent. What will I gross?**

A million dollar agent produces an average of \$50,000 in gross commission to their broker. Say there is a total of 8% charged that could be for franchisee fees, advertising, transaction fee, or miscellaneous expenses. The adjusted net for the Million Dollar agent is \$46,000 which is split with your broker based on your

commission agreement. If you are on a 65% average split, your share would be \$29,900.

Option 1 - \$299 per month is \$3,588 per year and the remaining \$46,412 is yours to spend however you like. If you are happy with the current \$29,900 you earned as a Million Dollar agent, then use the remaining \$16,512 to do personal marketing, advertising, equip a home office, take a vacation, hire an assistant or what ever!

Option 2 – Associate fees are 10% of your gross of \$50,000, or \$5,000, which leaves \$45,000 for you to use for your real estate career.

- **What do I pay for?**

Everything that you are currently paying for, such as your cell phone, personal marketing, MLS, board dues, business cards, personal assistant, and E & O Insurance. Since every office operates differently, the expenses you will incur at rightplacerealty.com include your advertising budget, signs, and lock boxes. If you don't have a computer at home with Internet access, you will want one eventually just for convenience. The high speed DSL line is great, as well as a fax/copier/printer. Since this is your own business you might want to include car signs, and a web site. (we can help there).

- **How do I buy signs, business cards, and stationary, and real estate forms?**

The template for the advertising is already done for you and can be emailed to you to print and use. You can go to our local printers if you are limited in your computer ability and want stationary. Our sign company will add just your name and phone number to the yard signs. You may purchase only as many as you need to start. Real state forms are available on our associate's secure web site.

- **Can I get my own branded web page?**

Yes, through our web master, your personal web site may be developed and maintained for an annual \$100.00 fee. This may also link to the company site. A branded email address is also

automatically set up for you, say: Kathy@rightplacerealty.com, which can forward to any email inbox you wish, including your AOL or similar account. Personalized domain names may be registered for an additional \$15.00 per year.

- **I don't know how to input listings into MLS. What do I do?**

The classes at the Board of Realtors are helpful, and the new format at Rapattoni MLS is really very user friendly. If you don't know how to use a digital camera or scan photos, you may take 35mm pictures and the MLS office will input the photos for you.

- **What about a home warranty?**

We have made arrangements with H.S.A. – Home Security of American for that service. If you have a better one, let's consider it.

- **Do I have to use a certain title company?**

No. You may use the firm that gives you and your clients the best service.

- **What is the name of this company?**

Rightplacerealty.com is the actual registered name for the firm. It seemed to make the most sense to use that for the company name since it was going to be a web based firm. That way there was no need to duplicate the web address on signs, business cards, and stationary. Once a client was at the web address they could easily be linked to agents who had their own domain or email.

Sounds interesting – what do I do next?

Just call me at 330. 550. 5433 or email Kathy@rightplacerealty.com because

You are at the
"The Right Place for Real Estate"

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