

*THE HOME FIELD*  
**ADVANTEDGE**



**Marketing**



**Technology**



**Support**



**Education**

**NP Dodge Real Estate is the only team of real estate professionals in our market that have “The Home Field ADVANTEDGE”!**

Our community has been our home longer than any other real estate company...and we have the “most recognized name” in our market. From Dodge Street...to NP Dodge Park...to Dodge Elementary ...to the Dodge House...to Dodge Cares, our charitable foundation...to over 200 community service organizations supported by our associates and employees...to the Dodge family that has served our community for generations...all of this gives you the home field advantage...an **edge** over the competition that can only be offered by NP Dodge Real Estate.

**NP Dodge has built our company right from the start.**

NP Dodge Real Estate continues to invest thousands of dollars each year in creating and providing each NP Dodge associate with the best tools, technology and training so they can “invest in the best” themselves for only pennies on the dollar. That’s why....when you’re an NP Dodge associate...you will always have an **edge** over the competition.

- You will have an **edge** with our friendly, caring *environment*.
- You will have an **edge** in *education*...from national speakers to personal coaching.
- You have an **edge** in “*everything real estate*”!

**The Home Field ADVANTEDGE is a comprehensive collection of the best business tools, best business services, and best agent support...all for only \$95 per month.** No other company makes this kind of initial investment in their agents so their agents collectively can have the “best of the best” at a fraction of the total cost. When you want “everything real estate” for pennies on the dollar...**The Home Field ADVANTEDGE Investment each month is the best deal in town!**

**The Home Field ADVANTEDGE** stands alone as a value proposition for you and your business building activities. It is just one of the many reasons that more and more experienced agents are moving their real estate careers up to NP Dodge every day.

Whether you are new to the real estate industry...or an experienced agent that realizes you have outgrown your present company...take a closer look at NP Dodge and **The Home Field ADVANTEDGE**.

You’re going to like what you see with...

**THE HOME FIELD**  
**ADVANTEDGE**



Better tools for marketing.  
A **bigger advantage** in the marketplace.

**Unlimited Virtual Tours...**Each of your listings can have a virtual tour that showcases each home with custom digital photographic technology featuring full motion, music and personalized text. Your virtual tour is linked to a host of virtual real estate internet web sites taking your listing global.

**Personalized PowerPoint Listing Presentation...**It's all done for you...FREE. You can receive a complete "features and benefit" NP Dodge PowerPoint listing presentation...that you can personalize in just minutes! NP Dodge e-drops the technology for you to "point and click" your way to getting that new listing with a presentation that showcases everything about you and your professional services.

**Personal Agent Web Sites...**From high quality template agent web sites to the ability to invest in a custom site that interfaces with npdodge.com...you can have a window to your wealth that mirrors your online image.

**NP Dodge Marketing Department...**You're *special!* How do you differentiate yourself while you create a presence in the market that is totally yours? Just stop by and meet the "best in marketing" professionals available exclusively to you.

**Customers for Life...**Looking for the "next level" of contact marketing for your clients and prospects? *Customers for Life* gives you a customizable direct mail program to help grow your business to greater levels with each mailing! Truly the best in contact management and personal promotion. It's all done for you...design, print and mail!

**200 Mailers...**NP Dodge reimburses each associate for up to 200 bulk mailings each month. Since you are investing in the creation and the printing...NP Dodge invests in the postage to help support your personal marketing efforts.

**Unlimited e-Newsletters...**Create your email distribution list... enter it into our first class e-newsletter program...and click. It keeps your image and your message in front of your centers of influence on a timely, scheduled basis. Add...delete...and expand your professional contacts at the click of the mouse.

**Social Networking...**NP Dodge is leading the "networking way" on the web. NP Dodge exclusively offers our NP Dodge Blog...plus detailed training and support for leading social networks like LinkedIn, Active Rain, Facebook, Twitter and You Tube.

**Lowe's Program...**NP Dodge and Lowes has come together offering automatic enrollment of all our associates into the Lowe's REALTOR Benefits Program. Our associates can use this program as a free marketing tool...taking advantage of e-newsletters, articles, discounted gift cards, and REALTOR rebates.

**Transactional Packets...**Each NP Dodge office maintains Buyer and Seller Packets for your convenience. Each packet contains the most commonly used forms and disclosures for your use. When you are on the run...it's nice to know that almost everything you need to conduct your business legally and accurately is available at your finger tips.

**Just Listed/Just Sold Postcard Program...**Helping to build on your successes in the market with a highly professional marketing piece that introduces you and your success to all the neighbors.

**Newspaper Advertising...**For our metro-Omaha conventional associates this includes one FREE open house line ad each week per agent in the Omaha World-Herald. Also, we offer great advertising programs for you in surrounding communities to help you target specific markets for your listings.

**Lot Locator...**Let's say you are looking for a non-builder attached lot for your new home buyer or builder. You can check out "LOT LOCATOR"...a list of all NP Dodge new construction listings identified by the subdivision.

**Builder Profile Directory...**This reference guide is a listing of all NP Dodge new home builders, their respective listing agents and new construction subdivisions. It is available at npdodge.com...so you'll always have a quick and accurate guide when researching new construction information for your new home buyers.

**Premier Property Program...**This is very affordable for your luxury listings. To assist you in the promotion of your luxury listings, NP Dodge offers you this targeted marketing program. The "luxury home" seller expects more...now you and NP Dodge can exceed their expectations!

**Bus Bench Program...**When you want a highly visible, low cost personal promotion campaign...the NP Dodge Bus Bench Program may be your answer. Seeing your smiling face on any one of our 100 locations can keep you in front of more potential buyers and sellers at every turn.

**Cole Directory...**A FREE downloadable copy of the local Cole Directory is available on npdoffice.com! A Cole Directory includes cross reference listings of names, phone numbers and addresses for residential and business addresses. A great database source for direct mail!

**Mobile Riders...**NP Dodge provides high profile m.npdodge.com riders to our agents...giving the on-the-go sales associate or consumer direct access to a mobile-friendly property search from npdodge.com using their web-enabled mobile device.

**Text Requests...**NP Dodge has and continues to adapt to the ever demanding consumer and that is why we send all web inquires to you not only in the form of an email but text message as well. We know that the consumers demand a quick response and through text messaging we keep you connected to current and potential clients which is fully automated for you!



Putting technology to work for our agents.

**Online. On demand. On the Spot.**

**The Market's Best Technology...and the training and support to match!** Every company boasts the best technology...but by direct comparison, no other company comes close to NP Dodge. NP Dodge offers the market's only Technology Systems Instructor to demonstrate, direct and coach you to learn and apply technology tools that can help you earn more...from contact management to e-marketing... at a pace that matches your commitment to your own success.

**mobile.npdodge.com...**Leading the way for quick, easy mobile access to the most current real estate information – whenever and wherever you choose! You'll instantly see NP Dodge's latest technology to search for any homes listed in our area. Using your web-enabled mobile phone or handheld WiFi device, access your internet browser and type in: mobile.npdodge.com

**Online Technology Training Videos...**When the student's ready...the teacher will appear...online...24/7! You will have the benefit of online training videos that you can access whenever you may need a step-by-step tutorial of all our strategic real estate internet related tools including MLS-Paragon and several of our NP Dodge Agent Tools.

**npdoffice.com...**Enjoy a complete virtual office...online...24/7/365! "Everything real estate" is available online for you...to access and keep your edge over your toughest competitor.

**Paperwork Made Easy...**Whether you are new to the industry...or new to NP Dodge...we shorten the learning curve when it comes to document preparation. We have complete tutorial guides for all the major real estate agreements and necessary closing documents. This helps you with your "fill in the blank" processing...but also is a great tool for providing the professional language and legal rationales to explain each document to your most discerning client. As always..."everything real estate" is on npdoffice.com!

**Forms Online...**Since 2003, NP Dodge associates have enjoyed the ability to create, edit, save and email every real estate form needed to finalize the real estate transaction. Just another one of the many agent tools and benefits that NP Dodge associates have enjoyed for years...all available at npdoffice.com!

**npdodge.com...**Take over 150 years of name recognition and tie it with the latest marketing technology...and you have a formula for the best real estate web site in our market. Take it for a test drive and you will see why npdodge.com is the most user friendly and informative web site around.

**Trendgraphix™...**Trendgraphix™ places you at the "center of the real estate universe" in the eyes of your buyers and sellers. This internet site is the market's premier "statistical resource" for real estate professionals. When you are competing for a listing...or helping your buyer make a more informed buying decision...Trendgraphix™ quantifies and evaluates our local market well beyond what most other competing agents can provide using just the basic MLS programs.

**Biz-Hubs...**NP Dodge led the way in agent convenience when we replaced our old copy machines with "biz-hubs" in 2005. Leading full color copying, e-communications like "scan to email" technology are just a few of the things that NP Dodge associates have enjoyed years ahead of other companies in our market.

**m.npdoffice.com...**Only NP Dodge puts the power of the real estate market's only "total virtual office technology" in the palm of your hand. Now you can access with your mobile device "everything real estate" from npdoffice.com 24/7 on m.npdoffice.com!

**330-SHOW...**You can be out finding new business while other agents are "burning daylight" fielding phone calls from co-op agents that want to show their listings. 330-SHOW does all that for you. You can manage and control the entire process online 24/7...and 330-SHOW gives you more productive time to build your business.

**Showing Feedback Request...**A feature offered by NP Dodge for those that use 330-SHOW. A feedback form is sent to the buyer's agent at 5 pm of the day the showing was scheduled using 330-SHOW. One request goes to the listing agent and one to the buyer's agent.

**Paperless Closer...**A feature offered by NP Dodge Title Services at www.titleservicesne.com. You will be able to track your pending sale online...from contract-to-closing. At NP Dodge nothing falls through the cracks!

**Internet e-Lead Generation...**Our Client Services Department is the clearinghouse for leads generated by npdodge.com. While other companies either do not have an internet lead generation program...or charge upwards of 25% for their internet leads...you can receive a "scrubbed" internet lead for only 20%. A very small investment for leads generated from the market's most recognized web site!

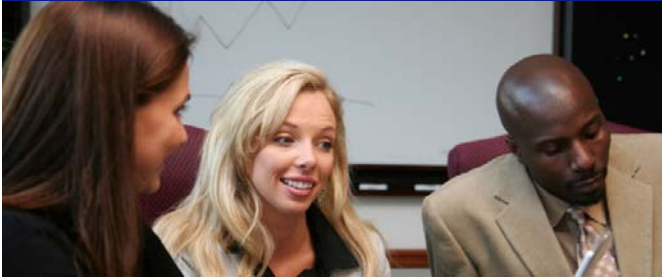
**LotsOmaha.com...**The Metro's e-resource for "everything new construction"! You can search and experience a wealth of information including the location and details of new NP Dodge subdivisions, aerial photographs, covenants, S.I.D. statements...to a listing of all of our available lots...to checklists and more that will guide you and your new home buyer through the entire home building process.

**Covenants, S.I.D. Statements and HUD1 Forms**

**Online...**Have you ever tried to find the covenants after hours...or connect with the listing agent to get a copy of the S.I.D. Statement that won't return phone calls...or sort through your files at the end of the year to send your recent home buyers their HUD 1 form for their income purposes? You can get them all at www.titleservicesne.com. Saving time and money is just one more way NP Dodge and one of our many ancillary partners, NP Dodge Title Services, makes things faster and easier for you to build your real estate career.

**Direct Connect Telephone Communication...**You have the option to have every one of your week day incoming calls (that may come into your office transferred) connected directly to a predetermined phone number of your choice. Your calls are transferred direct to you...not into an office voice mail system.

**Personal NP Dodge Email Address...**Whenever you can connect your name with a name like NP Dodge in all your e-business... you have the power of a high profile company matched with all of your web based business activities. Other agents are spending thousands of dollars on creating an e-market presence for both their name and then their company...and trying to manage non-descript email addresses all at the same time. At NP Dodge, half of the work is already done for you. All you have to do is attach yourself to the most recognized and trusted name in our market.



Professional development. Personal growth.  
**Powerful results.**

**Builder Services...**NP Dodge Builder Services focuses on developing land for new home subdivisions. Builder Services also maintains a residential lot inventory for our NP Dodge new home builders as well as supporting NP Dodge associates representing those builders.

**Condo Sales Division...**Condominium sales is the fastest growing segment of today's real estate market. The NP Dodge Condo Sales Division has created the resources and market support so you can offer a level of service to your most particular condo buyer.

**New Construction Services...**Looking to represent a new home builder? This NP Dodge division focuses exclusively on builder/agent relationships. Matching you with a builder...and matching a builder with you...is just a part of this unique agent benefit that can help you launch and support your new construction endeavor.

**Service Network<sup>sm</sup>...**NP Dodge has a network of preferred vendors and service providers that are designed to keep our associates at the center of the real estate transaction. It is simple and available whenever your clients need it via npdodge.com or direct access via phone. You too can use the network!

**Global Relocation...**REALTOR.org tells us that a real estate agent invests 23-34% of each commission dollar to produce a lead that generates a commission check. With the power of our NP Dodge Relocation Department and NEI Global...global, national and local moves can be easy money in your pocket. It's simple...send or receive a referral...and get a check that would be virtually the equivalent to finding the buyer or seller yourself.

**Freedom Home Warranty<sup>sm</sup>...**Buyers and sellers rate a home warranty as one of the most important considerations when buying or selling a home. NP Dodge understands the importance of having the BEST home warranty for our clients. A complimentary warranty is available to your sellers until their home is under contract!

**In-House Mortgage Loan Officers...**Enjoy the convenience, ease of communications PLUS competitive mortgage rates for both you and your buyers. Your office has direct access to its very own First National Bank mortgage loan officer. It's great to know that someone is just down the hall to keep it all together for you.

**In-House Title and Escrow Service...**Chasing the paperwork, getting the signatures and keeping things legal is all under the same roof. Our title and escrow services is just another reason why NP Dodge makes almost every real estate transaction look easy.

**Deferred Compensation Plan...**Through our NP Dodge Insurance Division you will have the option to defer specified amounts of your annual earnings into a tax deferred account. A great benefit that is just one more way you can earn more...and keep more at NP Dodge.

**Legal Support...**Going well beyond words FREE legal counsel for you! NP Dodge maintains top real estate attorneys on retainer to assist you with your legal questions...both for your protection...and a legal reference for your buyers and sellers.

**NP Dodge Insurance...**You will have more insurance options open to you and your clients than other agents in our market. NP Dodge Insurance provides business insurance, employee benefits, personal insurance and financial services in Nebraska, Iowa and throughout the United States.

**Dodge Cares...**Helping to provide food, shelter and comfort for the homeless, displaced, and abused in Eastern Nebraska and Western Iowa. Dodge Cares is a 501(C)(3) exempt charitable organization. Dodge Cares collects and distributes tax-deductible contributions from NP Dodge sales associates, employees and the general public.

**Safety First...**NP Dodge has made the investment to install keyless, touch pad entry systems on our metro-area branch office doors. Our offices are never left unlocked after hours. At NP Dodge...the safety of our associates, employees and clients is always a top priority.

**Non-Competing Managing Brokers...**All NP Dodge offices offer non-competing managing brokers that are readily available to assist you with all your professional needs. It is a great feeling to always know that you are in business "for yourself...but not by yourself" when you are an NP Dodge associate!

**Office Administrative Staff...**Each NP Dodge associate enjoys having the personnel and support that can make day-to-day tasks easier. The faster and easier our trained staff can make your business run...the faster and easier it will be for you to find more buyers and sellers.

**Resources beyond Residential...**NP Dodge is the only "FULL RESOURCE" real estate company in our market. If you ever need the services of a commercial department for your client...or you are working with an investor and you want the support of a property management division...only NP Dodge offers the resources in both categories. With this benefit...you will never have to pass up the opportunity to earn a commission at NP Dodge.

**14 Branch Office Locations...**When you need your real estate office...NP Dodge associates have more offices in more locations and surrounding communities than any other company. Stop in...do your business...you're treated like family.

**Unmatched Community Support...**As a member of 13 Chambers of Commerce, NP Dodge invests time, effort, and financial support for the greater good of our market's residents. Since 1855, NP Dodge has and will continue to be a leader in community activities and economic development to the betterment of our communities.

**Free Long Distance Calls...**When the "free long distance" on your mobile phone will cost you big bucks...relax...NP Dodge will pay for your long distance telephone calls from the office when you are presenting or negotiating an offer.

**Growing Market Share...**Over the last 150 years, NP Dodge has learned that trends seemingly define our industry. The "market share" trend for NP Dodge has been increasing for over a decade.



“ My branch manager has been very encouraging towards my new career. It's one of the reasons I chose NP Dodge. ”

**New Associate Coaching Program...** At NP Dodge our new licensees are starting their careers for themselves...but not by themselves. If you are a new licensee we will match you with a qualified, experienced NP Dodge new associate coach that will help get your career launched in the right direction. You'll have someone to coach you through all the details that your buyers and sellers may require. It's a great feeling to know that someone is there for you...that has "been there, done that"... very successfully!

**"Online" Agent Education...** You can jump start your career... or if you are an experienced associate you can learn what the "new kids on the block are learning"... 24/7 with our NP Dodge online education program. Online education means a faster learning curve with the most current and leading edge curriculum offered in today's real estate industry. Our program is the perfect match for the new associate that doesn't want to wait for our scheduled classroom sessions.

**Agent Education Series...** You will benefit from our weekly agent education series that takes you well beyond "scripts and fill-in-the-blanks." New associates benefit from top national real estate programs customized to our local market. Advanced agent education focuses on helping our best agents get even better through sponsoring monthly national programs available to all NP Dodge associates. These advanced sessions often center around market-specific topics that help you deal with day-to-day issues and assist you in making the most of any market condition. **NP Dodge also offers "100 Days to Greatness" - NP Dodge is a licensed provider of the Brian Buffini program, great for both new and experienced agents.**

**Integrated Business Planner...** From day one...you can set the stage for your success. This is not your "old goal planner"...but a detailed format that integrates your goals and specific market data to create an activity based plan that can help you succeed faster and easier in a very competitive industry.

**Associate Coach Program...** Each new associate to NP Dodge will have the opportunity to work one-on-one with an Associate Coach. This individual will be your "go person" for most of your everyday business building and "hands on" real estate activities...offered ABSOLUTELY FREE!

**REEsults™ Coaching...** A coaching program for real estate entrepreneurs...and you have total access to the only program that goes well beyond today's agent training programs. REEsults™ Coaching takes you to an entrepreneurial level of performance enjoyed by only a select few, elite agents that are taking their business to new higher levels of success every day. Sessions are scheduled in each office and held through the month so you will always have the opportunity to sharpen your skills and recharge your real estate battery.

**Real Estate Professional Designation Programs...** When you have the desire to further your real estate education and earn any one of several REALTOR® professional designations, NP Dodge will reimburse you 50% of the tuition upon the completion of the designation curriculum and earning the designation. Statistics show that REALTORS with the GRI and the CRS designations alone earn on average 41% more than agents without these designations. By investing in you...it is an investment in our collective, long term success.

**NHS Designation...** Offered exclusively to NP Dodge associates for just the small investment in their continuing education...our **New Home Specialist** designation is awarded to our associates that complete a 3 course curriculum specifically created for the associates that may want to add "new construction sales" to their income stream. Proudly display your NHS wall certificate, wear your NHS lapel pin and include this educational accomplishment in all of your advertising materials. All NHS courses are approved for continuing education in Nebraska and Iowa.

**NP Dodge Success Guide...** NP Dodge is the only company in our market to offer a complete real estate activity guide encompassing every aspect of income generation mindsets and methods to help you launch...or re-launch your real estate career. Since it was created exclusively for NP Dodge...and compiled from the best national real estate educators and customized to our local market...no other agents enjoy the benefit of our "best of the best" **NP Dodge Success Guide!**

**You can shop, compare, try to negotiate a better deal or try to buy all this on your own...but only NP Dodge invests more in you...and that gives you **The Home Field ADVANTEDGE!****

Our NP Dodge associates tell us every day that **The Home Field ADVANTEDGE** has saved them thousands of dollars in business expenses while helping them earn more when they take full advantage of...

THE HOME FIELD  
**ADVANTEDGE**