



# ATLANTA COMMUNITIES REAL ESTATE PROGRAM

Offer real estate options that skyrocket your employees into their new home. With their family – and productivity – intact.

## Business Challenges:

Helping your employees sell their homes can pay off big time – in lower real estate costs and happier employees. It typically is also the most expensive and complex element your employees face outside the company walls.

With skyrocketing business costs and a historically tight job market means having a lean, effective, and informed benefits strategy is more important than ever.

- The price tag associated with an employees move can be high and offering a real estate benefits package can be a critical attraction and retention differentiator.
- If your employees are distracted with a lingering home sale, they aren't giving their full attention to their job.
- Finding quality talent can be difficult. This kind of offer could entice a great candidate to move closer. With a good job opening and the right benefits package, your business can attract candidates from all over the state or country.

### *Picture a better way:*

*Offering employees real estate assistance in selling and/or buying a home results in smoother coordination and greater appreciation for the company*

## How this Affects You:

With or without monetary benefits, your employees need support and strategy to sell their homes. Without those elements, a home that sits on the market costs you, whether in resources, efficiency or goodwill.

If your employee's home isn't selling, uncertainty, anxiety and fear can set in, which keeps them from focusing on their job.

## What if you Could...

- Help your employees avoid this emotional detour, stay focused on their work and even enjoy the moving process?
- Offer your employees a purposeful strategy, clarity on the market, and a sense of the buyer to help them sell their home as quickly as possible and at the best possible price?
- Squash the confusion and make sure every one of your employees receives personal, expert real estate assistance from a single point of contact from start to close?



### What it is...

- The real estate marketing assistance program, is designed to ensure that your employees sell their homes with minimal stress and find their perfect homes in their new location. We offer a comprehensive menu of home selling and purchase assistance
- Provide a full team of experts to your employees including a dedicated mortgage lender, an appraisal reviewer and a marketing specialist
- Employees get a full broker market assessment prior to listing, assistance preparing the home for sale, pricing recommendations with an overall marketing strategy, weekly marketing reviews, and additional recommendation throughout the listing period until the property is sold
- Eliminate confusion for your employees by working with on-site lending specialists who work closely with the real estate program

### If:

- You want to provide your employees with substantial savings on home purchases and sales.
- You want to leverage the employees perception they have of the company, using your influence and connections to offer employees a real estate benefit of personalized service when buying and selling a home.
- You want your employee to be productive amid all the stress and distraction of selling a home and possibly buying a new one.
- Your employees aren't getting the specialized, direct support they need from experts in home sale and buying.

### Then:

You need a real estate program partner who offers a robust range of home sale expertise to your employees to sell their home faster and for the best possible price.

### What's in it for you and your employees:

- Lower real estate costs as a result of helping your employees sell their homes and find a new community to settle into.
- You provide your employees savings when they buy or sell a home.
- You provide protections to employees that are typically not available through a direct relationship with a real estate professional.
- You provide value-pricing, superior hands-on service, information to educate the employee to ensure that they receive best in class service.