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A Berkshire Hathaway Affiliate

## ■ the question:

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How do I take my real estate business to the next level?

■ the answer:



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A Berkshire Hathaway Affiliate

Intero: Principal Translations:  
intero (intero) : whole  
intero (intero) : entire

Additional Translations:  
(intero, di un so lo pezzo) : one piece wholesome  
(complessivo) : overall  
(pieno): full

Dear Reader,

If you've chosen real estate as your profession, you're part of a group of people who combine an intimate vertical knowledge with a tireless work ethic and selfless desire to help transact and protect the dream of home ownership. Regardless of what your precise role is in the process - you made the conscious decision to spend your time, and a great deal of it, working in real estate.

That makes you special.

Real estate isn't a 9-5 job. It's not a 5-day a week profession. Nor six. These days, as a result of the Internet, people interact with real estate 24/7. Consumers fire off emails day and night, send requests, and can acquire a world of information at the click of a button.

To compete, to stay on top, to remain relevant and be profitable, today's real estate professional must ballet dance their way en pointe and spring into action at a moments notice.

For many, maintaining the regime to sustain such a demanding career and balance it with a healthy lifestyle is often considered the greatest challenge.

We understand. We've been there. As agents. As managers, as brokers, and as executives charged to run the largest real estate franchise in the world. We understand demanding clients, 80-hour work weeks, ever changing technologies, shifting markets and fierce competition. We know what it takes to go from nothing to building a thriving business. But we also know what can happen when someone attempts this on their own, with no support, no mentorship, no direction, outdated tools and no leadership.

We also know what can happen to a person when their rise up the success ladder is built on the rungs of personal sacrifices.

It's why we built Intero. We believe that true success extends beyond the accumulation of financial wealth which can really only ever be achieved and sustained when there is complete balance in a person's life. For us, this is a critical objective and something we feel obligated to providing those who dedicate their lives to this amazing profession.

Intero is an Italian word that translates to "entire" or "whole" and serves as the core component of basic brand promise to supply everyone attached to our company with everything needed to attain and sustain a complete career.

The following are some of our secrets, our beliefs, our passions and ideas on how we do that at Intero.

We invite you to read it and share your thoughts with us. And if desired, visit us to learn more about how we can help you achieve your greatest potential through real estate.

Tom. Bob. JT.



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A Berkshire Hathaway Affiliate

## ■ The Intero Difference

Culture

# Culture

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**Apple, Zappos, Whole Foods and Starbucks. All successful companies who have changed the way we live our lives. One on hand, these iconic brands succeeded because they each had a great idea. They were also led by a team of spirited founders who believed in a vision and understood how to execute it. These are the ingredients required to launch an idea. And get a business off the ground.**

No business settles at just getting off the ground, though. If their idea or products find favor with the consumer, expansion is inevitable. Then the workload increases. People are needed to join the company and take on tasks and jobs to support that expansion.

For a business to grow and sustain—or as in the case of the examples above, innovate beyond belief—synergies need to exist that will keep everyone in that organization wired to the same vision. But if a company yearns to go even beyond that and create an atmosphere where people want to work, and give everything they have to it, the company also needs to be wired to the individual needs and wants of the people that work there.

How does a company create this, enable it, fuel it? Well, that's what is known as *culture*.

Culture is an almost indescribable thing. Yet it's as real as rain. Its existence isn't just a happy accident, though it does evolve organically. It's what happens when a company is made up of people who are not there just to grab a paycheck and run. It's what happens when a group of likeminded people who share values and sensibilities pull together and toil toward a common goal. A goal of excellence.

It's like a road map. It defines the organization. Gives a universally clear and easily understood encapsulation of the vision and ethos the company founders brought to the table in the beginning.

Enables each person in the company to reach his or her full potential through training and support. Allows leaders to empower individuals to go beyond

their potential and achieve greatness by instilling a strong sense of purpose and direction. Gets us from Point A to Point B. And beyond.

Rock composer Frank Zappa developed a concept he called "Conceptual Continuity." The idea is that an artist weaves themes and ideas into his work that refer back to previous work. It's a concept that applies to business as well. If at its inception a company creates a body of knowledge that contains not only its practices and standards but also its beliefs, ethics and values, it sets a clear course for the future. Because that becomes its culture. And as succeeding generations of employees are absorbed into the company and steeped in that culture, the concept becomes continuous. It lives on and feeds on itself.

What's at the bottom of all this? A living, breathing, constantly-evolving organizational culture based on the fluid communication between all of us. It's powered by core values that aren't just words on a page but are the code by which we live our lives. And a standard of how we treat our people.

This Intero culture, based on the sum of entire parts, is the very essence of how we do business. It's the internal actions we take that inspire it within the company. Outwardly, the public behaviors we introduce to the world through our actions form the perceptions created within the communities we serve.

How those who choose to spend their careers under the Intero brand umbrella feel about themselves and about their company is critical to us. It not only defines us. It's what makes us tick.

We're committed to maintaining a culture of the highest integrity. Today and tomorrow.

# Vision & Values

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Guided by principles of trust, respect and integrity, we empower people to achieve their dreams.



## INTEGRITY

Honesty above all else. We are true to our word and always strive to do what is right.

## COMPASSION

We never underestimate the power of a smile, a kind word, or a listening ear. We exist to serve the needs of those we touch.

## LOYALTY

We are loyal to our agents, our employees, our customers. We are loyal to our values and to our vision, ensuring that the goals of the individual and the group will be achieved.

## COMMITMENT

We are dedicated to giving back to the community. We believe we will accomplish whatever we set our minds to and know that we can make a difference through volunteerism. We are dreamers with a purpose.

## TEAM

We accomplish more collectively than what we can alone. Everyone is a contributor.

## PROFESSIONALISM

We conduct ourselves with grace and with the highest standards and ethics. We place a high level of attention to every detail.

## ENTHUSIASM

We enjoy the process and the journey. Laughter and a sense of humor encourage creativity and progressive thinking.

## COMPETENCY

We hire, train, and coach to ensure the highest level of competency in all areas of the organization. Mastery is our goal.

## INNOVATION & ENTREPRENEURSHIP

We have the courage to take calculated risks. We evaluate our service and our systems, and constantly reinvent ourselves.

## OPEN COMMUNICATION

We give and receive honest communication to maintain the strength of our organization and to sustain a dynamic environment. All communication is a true reflection of our thoughts and beliefs.

## FRIENDSHIP

It is a powerful force that comes from mutual esteem, respect, and devotion.

## FUN

In order to keep an upbeat organization you must enjoy what you do and have fun with it.

## FOCUS

What you focus on expands.

## SELF CONTROL

It is essential for discipline and mastery of emotions, discipline of self and discipline of those under your supervision.

## CONFIDENCE

You must believe in yourself if you expect others to believe in you.

# Professional and Personal Growth

Each day we provide a little bit of information important to the day to day actions of our agents, whether it be professional or personal development.

## Inspire



**2,852,901+ UNITED STATE MILITARY CASUALTIES OF WAR**


MAY 23, 2015 BY TOM TORIQUO

A three day weekend. Don't you love it? Well, don't forget why we have this three day weekend. Today is Memorial Day and over 2,852,901 people have died serving our country in the last 240 years so we could live the life we do today, you heard right, nearly 3 million people have died.

[READ MORE](#)

COMMENT 0 LIKES SHARE

## Pivot



**THE BASICS NEVER GET OLD**

APRIL 10, 2015 BY TERESSA FRANCIS

Last week during a meeting I was educating our executive staff on the latest Facebook business page algorithm changes. Someone asked me, "What about Twitter? What should I be doing there?" Isn't that what all the Millennials are using these days?!"

[READ MORE](#)

COMMENT 3 LIKES SHARE

## Big Picture



**NORTH DAKOTA, NEVADA AND TEXAS TOP LIST OF MARKETS FOR JOB GROWTH**

JULY 08, 2014 BY GRIG BUREARI IN THE INTERESTER


It's not a constant in real estate it's that where there's job growth there will also be growth in home sales.

[READ MORE](#)

EMPLOYMENT GROWTH RATE, JOB GROWTH, TOP MARKETS

COMMENT 1 LIKES SHARE

## Luxury



**WHAT WE SAY & WHAT WE DO**

MAY 27, 2015 BY ALLEN FROEL

When my turn came to deliver what we may obviously call a speech, I chose to talk about the vast difference, in the real estate profession, between what we may say and what, in fact, we do. Difference between reality and fancy sales. If you will. Quite a subject really, one that I can't touch on to leave the reader knowing but I will state a short story is not going to change the way many agents go about getting a listing.

[READ MORE](#)

COMMENT 2 LIKES SHARE

## News



**FIND REMARKABLE HOMES ACROSS CALIFORNIA**

APRIL 14, 2015 BY TERESSA FRANCIS

Intero Real Estate Services' Prestige Division presents their current luxury home collection.

[READ MORE](#)

COMMENT 0 LIKES SHARE



# Leaders In Our Brokerage

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## DAVID TROYER

Specializing in the communities of Los Altos, Los Altos Hills, Mountain View and surrounding areas, David Troyer has almost 15 years of Real Estate experience. Consistently ranked in the top 30 agents in Northern California, David strives to make the selling and buying experience carefree and enjoyable. David implements the most recent marketing and technology advancements to achieve the highest price possible for his sellers. His mission always remains the same in any type of Real Estate market; providing his clients the most knowledgeable, thorough, and professional service for all their real estate needs.

“Intero is constantly innovating their methods by providing modern tools. They have an excellent group of tools for agents, as well as supportive training programs. As a company they understand what salespeople truly need to succeed and are heavily vested in technology. Interio employs vendors and consultants who build applications and software that enable their agents to be competitive. In the ten years since Interio began, they’ve held one thing sacred: don’t complicate things for their agents. And this includes their approach to technology which I find most helpful in my career.”

## ■ The Intero Difference

Leadership

# Leadership

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**Who really drives a bus? Is getting from point A to point B determined by the guy who sits behind the wheel? Or by the 40 people sitting in the seats?**

Think of the path of a company's success as a journey...say, St. Louis to San Jose. You could say that without those 40 people who bought a ticket there would be no trip—and no reason for it. The bus would sit idle. Regardless of how well the driver knows the route.

## SO. WHAT IS LEADERSHIP AND WHAT IS A LEADER'S FUNCTION?

Smart, famous people have waxed poetic about what leadership is. History is filled with those words. Forests have donated their trees to make the reams of paper devoted to the billions of words written on what leadership is.

We believe that perhaps the most perfect articulation of leadership came from Ralph Nader: "I start with the premise that the function of leadership is to produce more leaders, not more followers."

In its utter simplicity, this is the heartbeat of leadership for Intero.

Never mind the qualifications that describe the Executive Leadership Team who founded our firm. The education and experience they have isn't rare. The business world is filled with smart experienced people who had a vision, and built successful companies. But were they leaders? Did they inspire others within their organization to also be leaders? Or, as in so many cases, did they create an organizational chart filled with followers?

Among the many accomplishments that have occurred here at Intero, one unusual footnote regards the speed by which we have grown. This didn't occur by accident. Nor was it a result of building a revolutionary product that fascinated the world.

What we did and do every single day is far more sublime. It defines us and it defines what we believe leadership is all about: the empowerment of our people—our agents, our employees. This has resulted in a company filled with something more profound than independent entrepreneurs. Intero is a company comprised of leaders. Leaders who inspire their customers—the people who buy and sell real estate—to feel good about working with them.

Alan Keith, former Genentech executive, said this: "Leadership is ultimately about creating a way for people to contribute to making something extraordinary happen."

When you have hundreds, thousands or tens of thousands of people making something extraordinary, an indescribable event occurs which translates into a feeling. That collective feeling creates a powerful brand. And that's the most dominant and formidable force possible in business.

(Continued...)

# Leadership

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We witness the power of brand every day when looking at Apple, the computer company that is literally right next door to our corporate offices. Steve Jobs, inspired leadership from everyone at his organization, and that bled into the products they built. They make every single user feel as if they are leaders in their right, simply by possessing their product.

The results of that domino effect have been witnessed across the globe.

When an Intero agent is belly-to-belly with a client, or attending a local, regional or national conference or training event, when that agent is just walking in his or her community, they are empowered to think like, act like and be leaders. They then become the keepers of a powerful brand that creates new business opportunities at every turn.

We've developed something at Intero we call "F-5." Faith, Family, Friends, Fitness, And Finances. These comprise the essence of a person. A complete being. Feeding these elements—working at them, empowering them—turns ordinary men and women who simply clock in on a job into leaders. Leaders in charge of every aspect of their lives.


Making extraordinary things happen is what every human being hopes to accomplish in his or her lifetime. Our job is to show how that's possible. And then sit back and watch them do it. Extraordinary things happen when leaders lead leaders. It's the perfect circle of life and the magic that makes a good business, a great company and a loved and respected brand.

# Agent Training (Provizio®)

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Provizio provides ongoing professional development, sales training, taught by Intero top producers and managers. Courses are online and modules are made available to agents.

## PHILOSOPHY OF PROVIZIO



The word Provizio is a Latin derivative, which comprises several meanings: a step toward greatness; the act of providing something of quality; an action taken to prepare; a step taken to meet a possible or expected need. Understanding the root of this word is essential in grasping the concept behind our training system.

Provizio is Intero's Training program. This is a place where agents come to prepare for a notably successful career in real estate. They find out quickly how to thrive in an intense, high accountability, high energy, and competitive environment.

Provizio is based upon the simple theory that applied learning is the best way to make something stick. It is here that they learn how to apply what is learned in class. It is natural for people to grasp a concept if they work hands-on after a lesson.

While one mentor/branch manager runs the office as a whole, classes are taught by successful leaders within the industry.

## LEARN FROM THE BEST

Developed by real estate veterans, Provizio focuses on the real-world issues that challenge our agents everyday. Course materials are made available online and training modules and videos can be used by master franchisees to develop your own region-specific Provizio program. Provizio can also serve as an ancillary revenue stream.

Key presenters include executive leaders, department directors & managers, and top-producing agents. Classes include technical skills such as contracts, net sheets, and listing presentations and mind set training such as handling objections, affirmations, and goal setting.

# Leaders In Our Brokerage

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## DOMINIC NICOLI

Specializing in upscale residential real estate sales for the past 15 years, Dominic has been affiliated with Intero Real Estate Services since its inception in 2002. Dominic has received numerous industry awards including being the "top 10" production status for the past 7 consecutive years. Dominic is a prime example of extraordinary leadership. In 2010 Dominic sold over \$55 Million in Residential Real Estate and was recognized, out of 1500+ Agents, as the Top Listing and Top Selling Agent for Intero Real Estate Services in 2009 and 2010. He has also been on Powertalk with the President sharing his secrets to success, educates other realtors at Provizio and never hesitates to share new ideas with his colleagues.

“Intero’s leadership is non-stop. The Intero Leaders are always there for you when you have a question, problem, or just need advice. The Intero Leaders’ high energy and work ethic is inspirational and motivating. They want us to be the best we can be both personally & professionally, and are a constant source of inspiration. It’s great that they give us the tools needed to not only compete but excel in this changing environment.”


## ■ The Intero Difference

# Marketing

# Marketing

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Name a coffee shop? A brand of handbags? A DVD rental service? The immediate images of products and manufacturers that form in your mind result from an imprint that occurs in a relationship people have with these brands.



The deep relationship you have with a brand or a product is never accidental. It's a result of a long, thought-out process that begins before an idea is launched. And continues throughout its lifespan.

The goal of any brand is to create that connection with its user which invariably includes knowing exactly who that is, what motivates them and what must occur to get the product, the service or the brand to resonate with its targeted customer.

How does a company do this? How do they know who their customer is? How do they ensure that their messaging will resonate? This is all accomplished through a complex process that we simply understand as marketing.

Marketing doesn't begin and end with the message. In fact, the message is simply the communication that occurs as a result of the research any firm does to achieve the kinetic knowledge they need about their customer base. This knowledge can be accumulated in numerous ways. Through tried, true and tested methods like surveys, focus groups and user testing. New digital processes include

heat maps, analytics, forms and online surveys.

The bottom line is, when a firm learns about who their audience is and what they want and then folds that knowledge into their products and services...that's what marketing is about.

There's no question that a snazzy logo, a pretty package—whether it's a Tiffany & Co. blue box, a beautifully designed web site or an ear-worm jingle—can illicit an emotional response. But if any of these are going to actually work and create a deep emotional connection with the user, the marketer must be sure that what is being done is resonating.


Today, as a result of how many consumers are interacting with web sites rather than walking into stores, marketers have to go to greater marketing lengths to nail that connection. Especially since interactions with users and their brands often take place through a computer monitor rather than in person. In the scope of a real estate agent—fundamentally a belly-to-belly business—the reality is that much of the interaction between consumers and real estate brands happens online. That's before they even meet face-to-face with a brokerage or agent.

(Continued...)



# Marketing

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So more than ever, marketing isn't relegated to how you present your company—or yourself—in an ad, a post card or a PR campaign. The deeper place to go is how brands—big brands or individual brands—interact with the public on many different, almost micro levels.

Take for instance a call to action on your web site that requires a user to fill out a form and click a button to send it in. Thinking through the elements of that form—from the copy that invites the user in, to the number of fields, to the color of the “send” button to the call-to-action copy—can make the difference between no one ever clicking it and enticing 30 percent of the page's visitors to fill out the form.

Knowing what works and applying it is what marketing is. Applying marketing to every pixel, every word, every element...everything you do. Making what you do very attractive to the user is the very thing that creates business.

Yes, this is intense. And not typically done by real estate agents. But it is done by the very brands that spring to mind the minute you begin to associate things like coffee shops to

Starbucks and hand bags to Coach and online video to Netflix.

We all know that real estate has changed a lot in the last five years. And it's not only the market conditions that have been radically altered. Among other paradigm shifts, use of the Internet among consumers has exploded. And that has required all of us to make fundamental changes to the way we think of and position ourselves in the ether.

Facebook, LinkedIn, Twitter and other social media have given us the gift of global reach. And along with that increased reach comes a need for greater brand development and maintenance. At Intero, we realized a few years ago that the consumer of the future was already among us. Online. So we took steps to reach out to that base.

We megaphone our message. And we encourage our agents to do so as well. Even better, we teach them how to do it.

So when someone says “name a real estate company,” you want to hear the answer: “Intero.”

# Online and Social

Connecting with our agents with the latest form of social media and connectivity is a priority.

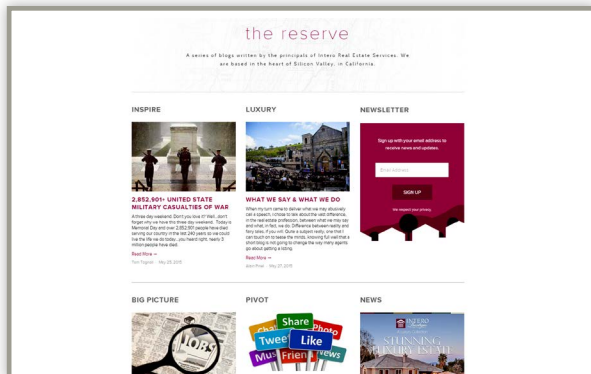
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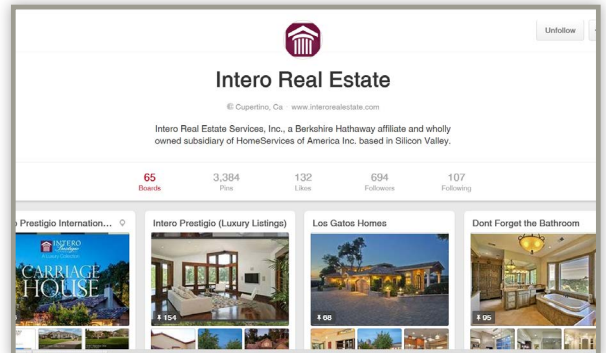
[www.interofoundation.org](http://www.interofoundation.org)



[www.twitter.com/InteroRE](http://www.twitter.com/InteroRE)



[www.pinterest.com/InteroRE](http://www.pinterest.com/InteroRE)



# Online Strategy

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With powerful online partnerships, we are constantly building our brand while adjusting to an ever changing communications landscape.

## OUR ONLINE STRATEGY

We've developed strategic partnerships with the leading real estate search engines to syndicate Intero's property listings online, where today's consumers are turning for real estate information.

More consumers use the Internet during the home buying process and almost half of homebuyers first saw the house they purchased online. We understand the importance of syndicating our listings with all of the major real estate search engines.

The relationships we have established with sites like Zillow and Trulia place the Intero brand in front of millions of buyers and sellers nationwide. This helps us increase name recognition of the Intero brand across the country, and helps consumers get their properties sold faster.

Our strategy is simple, to get Intero listings on these sites and linked back to the Intero web site or appropriate agent.



# Agent Self Promotion

## DOOR KNOCKING WORKS

Intero agents have access to our library of exclusive marketing material created specifically for agent self promotion and door knocking. This tried and true marketing technique is just as important today as social media and digital marketing. Our flyers can be customized with your information and can be printed as you need them. No design experience necessary!

**INTERO REAL ESTATE SERVICES**  
A Berkshire Hathaway Affiliate

### Buy or Rent?

Increased equity and fixed mortgage payments.

Freedom and privacy. Decorate and personalize.

Homeowner's children are more likely to achieve higher education degrees.

Many Tax deductions.

Homeownership allows people to have greater control and inspires responsibility over their living environment.

Rent increases determined by market.

Limited to painting walls and other minor repairs.

Adjustment of children from constantly having to move.

Ever-changing neighbors can be noisy and annoying.

Less indoor space for a child to explore and play.

Property management and landlords can be slow to respond to repairs.



**On average, since the 1970's, mortgage payments for typical U.S. homeowners are more favorable than renting. Buy Now! Call Today!**

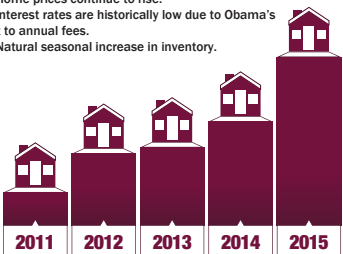
Agent Name, REALTOR®  
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**INTERO REAL ESTATE SERVICES**  
A Berkshire Hathaway Affiliate

### Market Trends

- Home prices continue to rise.
- Interest rates are historically low due to Obama's cut to annual fees.
- Natural seasonal increase in inventory.



There's never been a better time to buy, sell or refinance. Get started now...call today!

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**INTERO REAL ESTATE SERVICES**  
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### Interested in what your neighbors are doing?



Don't waste your time waiting for the status update. Have up to the minute neighborhood real estate market activity delivered directly to your inbox today. Go to [www.AgentURL.com](http://www.AgentURL.com) to sign up OR call and let's customize a property alert just for you.


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**INTERO REAL ESTATE SERVICES**  
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### ABOVE THE ASKING PRICE

2013 saw an all-time high of 50%! That's the highest ever recorded.



**Multiple Offers, Low Inventory, More Buyers... Cash in now...don't wait call today!**


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**INTERO REAL ESTATE SERVICES**  
A Berkshire Hathaway Affiliate

### You're Invited

Join us for an exclusive neighbor sneak preview. Come tour this wonderful home, mingle with your neighbors, enjoy refreshments and discuss what is going on in the local real estate market.



Open House Sneak Preview: Sat, January 1, 12:00 - 4:00 pm  
1234 Main Street, Anytown, US  
5 Bedrooms & 4 Bathrooms  
1234 Square Feet  
12345 Square Foot Lot  
[www.HomeTourURL.com](http://www.HomeTourURL.com)

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**INTERO REAL ESTATE SERVICES**  
A Berkshire Hathaway Affiliate

### Client Or Home Photo Here



The Lopez Family  
The Jones Family  
The Smith Family

About the Smith's:  
Pre-Approved and Can Close in 30 Days.  
Family of 4.  
Looking for a 3 bedroom 2 bath home.  
Made offers on multiple homes.

There are several families looking to buy a home in your neighborhood. The Smith Family is one of them. After writing offer after offer and not getting accepted we've decided to reach out to you.

**If you have any thoughts of selling... please call me. The Smith's are ready to go!**

Agent Name, REALTOR®  
EMAIL  
PHONE  
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LIC #

Agent Name, REALTOR®  
EMAIL  
PHONE  
www.AgentWebsite.com  
LIC #

# Automated Marketing

## PROMPT MARKETING PROGRAM

In partnership with Impact Marketing, Intero has put together a prompt marketing program that gets your marketing started as soon as your property is posted on the MLS! The best part about this program is that with your order of 200 cards, you get the first 50 free and when you order 400, you get the first 100 free. All courtesy of Intero to help you save time and money while getting the word out about your new property.



Brought to you by Intero and powered by Impact Marketing. PROMPT automatically creates your marketing materials every time you acquire a new listing. You don't have to do anything. **Just order a minimum of 200 postcards and Intero will pay for the first 50\*.**

LIMITED OFFER!

Order 200 postcards and get 50 free  
Order 400 postcards and get 100 free

### How PROMPT Works:

- Opt in, and you will receive an email from Impact with a personal link to order your completed postcard.



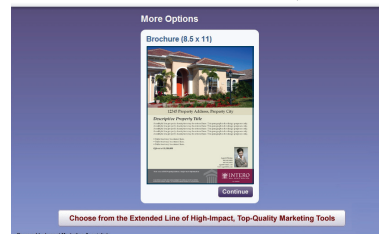
- Click on the link in the email and view your postcard in a private secure account.



- PROMPT drops in your photo, contact info, copy, and property photos from the MLS.



- You can make photo and text edits or even choose a different template by clicking on the Create tab.
- Your free postcards are applied by ordering through the email link we send you. Look for the email from INTEROPROMPT MARKETING with the subject line that reads your listing at property address.



- PROMPT automatically picks the residences around your listing for you to mail to, or you can upload your own mailing list.

Want to know more about PROMPT?  
Call us at 800 454-7622 and ask for a PROMPT representative.



Let Intero and Impact Marketing be your solution for More Impact, Less Cost and No Hassle.



\*Certain qualifications apply. Value of 50 cards at standard bulk price

# Build Online Reputation

## BUILD A STELLAR REPUTATION WITH REACH150.

90% of your potential clients will research you online before they contact you so the more positive reviews you have out there, the better. Reach150 is a systematic and simple way to grow your business through referrals. Intero is excited to be partnering with Reach150 to help you do just that.

**INTERO REAL ESTATE SERVICES**  
Powered by **Reach150** [LOGIN](#)

**Mark Gissler**  
Broker Associate, Intero Real Estate

After thirty years in the real estate industry, Mark Gissler continues to be recognized by his colleagues and clients for sound real estate direction, wise communication, and his educated attention to detail. Mark is dedicated to providing excellent service, and is professed with dealing with a variety of clients, working closely with all to build a life-long relationship.

Mark brings to Intero Real Estate Services a wealth of skill and experience. He knows himself on knowing the market, and has tremendous expertise in negotiation. He understands that the process of buying or selling is a very critical decision, therefore no detail is overlooked and clients are constantly informed. Mark's primary goal is to provide a one stop source of information for all your real estate needs.

Mark specializes in residential, land and investment properties located in Santa Clara, Sunnyvale, Cupertino, West San Jose, Campbell, Milpitas, Los Altos, Mt. View and San Jose. He is also a long time board member in the Bay Area Board of Realtors as well as the Sacramento National Board.

He is the recipient of various prestigious awards including Century 21's Master Club Award and the Century Award.

Mark is a consummate veteran professional whose expertise results from a commitment to understanding the local, from demand and offering it back to the clients. He knows that beyond any obstacle that nothing is impossible once you set your mind to it. You deserve the superior service this professional will provide for you.

**Professional Awards and Achievements:**

- Licensed Real Estate Broker - Century 21's Senior Marketing Specialist
- Century Award, Century 21
- Century 21 Master Club Award
- International President's Circle-Cabinet Member 2007, 2002
- Intero Real Estate Services Executive's Circle 2011, 2004
- Intero Real Estate Services President's Circle 2005
- 2006, 2007, 2009, 2010, 2011, 2012, 2013, 2014 (top 5% of the entire company)

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**Request information**

Your Name\*

Email\*

Phone Number

Best time to reach you, incl. w/e:

**My Associations**

Intero Real Estate  
Cupertino

**14 Recommendations** [Write a Recommendation](#)

**Stephane recommends Mark Gissler** Jul 5, 2015

*Chief of Staff for Education - Fresno/Visalia/Pringle*

We loved working with Mark and highly recommend him to any buyer/seller. We were first time home buyers and Mark was very thoughtful and thorough in explaining the ins and outs of purchasing our first home. He was not negative and able to show us things we were interested in seeing day or night if he could. He was kind, friendly and easy to talk to as well. He gave us very honest advice about neighborhoods and the value of homes in terms of long-term investments but was never pushy about it. He clearly had our best interests in mind with every thing he showed us. We will certainly be going back to Mark for future home selling/buying!

**Tom and Mary Garry recommends Mark Gissler** Jun 22, 2015

*an-year Santa Clara/Stanislaus Wilbur-Clem and Family*

We are now selling into our own business after successfully selling our previous businesses. Though it all Mark was there his guidance and advice critical to our successful conclusion. In today's volatile market he so correctly advised us to let the time pass before putting our home on the market. When the owners of the home we were looking at changed their minds he helped us move into high gear. His connections and relationships with the best contractor or vendors were critical. Everything went so planned and the purchase, the sale, financing move out of the old and into the new in a matter of weeks. We couldn't have done it without Tom and recommend Tom fully.

**Roger McCarthy recommends Mark Gissler** May 31, 2015

*Kamater*

Mark Gissler is a highly effective agent that gets results and communicates continually while doing it. He managed to sell a property for an estate that barely had been a gift to the deceased because it was judged of an little value. Unfortunately it was not a large or valuable property, and Mark was to realize process the commission from the sale, but you would not have known that by then that he worked on it. He was able to get more for the property than I would have thought possible. I recommend Tom without qualification.

**Shari Shook recommends Mark Gissler** Apr 8, 2015

*77406 Army Airborne/Retiree*

I have recently sold my Lake Linda property in Cupertino and was lucky enough to have selected Mark Gissler as my Realtor. I live in the UK and found that selling a house from a distance was going to be a logistical nightmare, however, I couldn't have chosen a better Realtor. Right from our first meeting, Mark managed everything for me, from house clearance, repairs, transport of goods to the UK, right through to the successful final sale of the property. Obviously with the UK being an 8 hour time difference things were going to be awkward, but Mark always managed to immediately respond to my questions giving me the confidence he was in control. Mark appears to have an multi experience and seems to take a personal interest in delivering a successful property sale, if I ever had another property to sell in the US I would definitely use Mark again.

**Linda Turner recommends Mark Gissler** Feb 3, 2015

*Family/Friend*

Mark did a great job for us. Not only did he advise us on what he thought we should do to update the house before selling it,

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With Reach150's one click advertising, you have a new way to stay top of mind with your circle of influence (COI) and potential clients. When they visit your Reach150 profile, they will be immediately tagged and will then start seeing your ad on many popular websites.

### Paul Thurrott @ Petri

Tech News & Analysis for Business IT Knowledgebase

- Microsoft to Lay Off 7800 Employees, Take \$7.6 Billion Write-Off on Nokia Purchase**  
Jun 4, 2015
- Paul Thurrott's Short Takes: June 26, 2015**  
Jun 26, 2015
- With Hardware in Freefall, BlackBerry CEO Admits to Android Dreams**  
Jun 25, 2015
- Samsung Laptops Are Quietly Disabling Windows Update**  
Jun 24, 2015
- US Navy Pays Millions for Extended Windows XP Support**  
Jun 23, 2015

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"Never Miss a Facebook Post Again" This should never be anyone's goal, even...  
Expand
- Paul Thurrott (@thurrott)  
"25 million records affected by hacking: US, personnel office." This is why I switched to CDs. What's that Oh, I see...  
Expand
- Ginny Coaghey (@gcoaghey)  
Note the recommendation to uninstall the 10158 SDK...  
Expand
- Windows Blogs (@windowsblogs)  
Windows 10 SDK Preview Build 10168 Released...  
Expand

**See What My Clients Are Saying!**

**Mark Gissler**  
Broker Associate  
Intero Real Estate

14 recommendations

[Learn More](#)

**INTERO REAL ESTATE SERVICES**  
ads powered by **Reach150**



A Luxury Collection.



A Prestigio home is given an elevated level of exposure through its carefully crafted marketing portfolio set up to showcase your luxury listing to relevant markets locally, nationally and globally. A customized plan can be created to suit the unique style of every luxury property, regardless of lifestyle or location.



“Prestigio will expose your listing through the most influential mediums reaching the greatest number of qualified buyers wherever they may be in the world.”

**Alain Pinel**  
Sr. Vice President  
General Manager  
Intero Prestigio international

[www.InteroPrestigio.com](http://www.InteroPrestigio.com)

# Intero Prestigio | Online Marketing

---

Through Intero Prestigio we present you luxury listings online extending your reach locally, regionally and internationally allowing the home to be introduced to the perfect buyers wherever they may come from.

## WEBSITE

Qualified listings are highlighted as a luxury listing on InteroRealEstate.com in our Intero Prestigio Showcase. Listings are translated into multiple languages catering to our globally diverse audience.



## VIRTUAL TOURS

High quality virtual tours with full color photographs can be produced by an Intero Prestigio Certified Photographer providing a stunning presentation of your listing.



## SOCIAL MEDIA

Listing photographs and information will be posted on the world's most popular social media sites.





# Intero Prestigio | Print Marketing

Strategically using local and national print advertising pushes more interested buyers to the online marketing set up for the property. It simplifies the buyer's search by placing the information right in front of them.

## PROPERTY BROCHURES

Leave a lasting impression. Custom four page property brochures are available for home tours and open houses.



## DIRECT MAIL

Customized direct mail pieces can be created and over the lifetime of the listing to a geographic and affluent targeted list surrounding your listing.



## LOCAL MARKET PRINT ADVERTISING

Local weekly or monthly newspaper publications are still read by the majority. Therefore, it is extremely important to be listed in these publications. Your home will be featured in one of the many of the local community newspapers.



## LIFESTYLE PRINT ADVERTISING

We realize your listing exudes a certain personality and requires a specific type of buyer. Our ad placement is personalized based on the home's style and location to attract a buyer that will appreciate its beauty.



# Intero Prestigio Magazine

The Prestigio Magazine is our album of exclusive luxury properties! It was designed with ease of circulation in mind, so it can be instantly shared through social media, websites or email. As if reading a handheld magazine, you can browse through gorgeous pictures and find the property information and unique qualities of each one of the unique homes featured.



# Luxury Real Estate Network



[WWW.LUXURYREALESTATE.COM](http://WWW.LUXURYREALESTATE.COM)

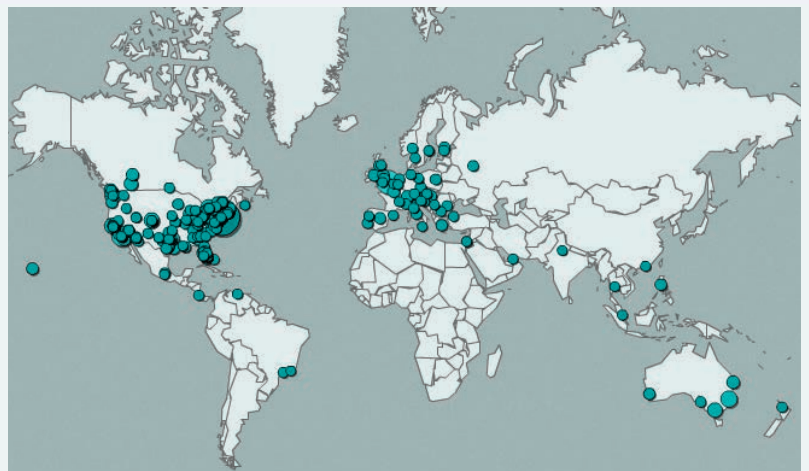
As a member of Luxury Real Estate all Interio listings more than \$1 million are automatically syndicated to LuxuryRealEstate.com. Here are some of the benefits of our luxury network:

- Webby award-winning, most-viewed luxury real estate website in the world, “Best of the Web”
- More than 4 million page views per month
- More than 55,000 luxury properties with an average price of \$2,221,711 USD
- #1 in searches on google.com, bing.com, yahoo.com

## Global Reach

Luxury Real Estate consists of 3,867 offices in 62 countries and 130,996 sales associates representing more than 55,000 properties in over 62 countries. It is the most comprehensive luxury real estate network in the world.

Agents	130,996
Offices	3,867
Countries	62



## Web Site Statistics

Annual House-Hold Income: \$500,000 or more – 22.6%  
Average HHI - \$368,571

Education: College Grad – 66.3%  
Masters – 19.1%  
PHD – 13.9%

Average Value of Primary Home: \$1,202,428

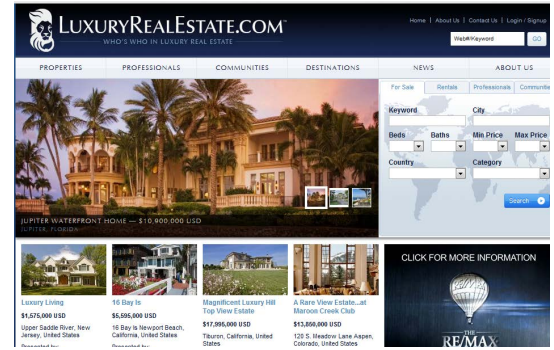
Average Percentage of Users Owning 2nd, 3rd, or 4th home: 57%

## Top Visiting Countries

	United States		Germany
	Canada		Italy
	United Kingdom		France
	Australia		Spain
	Sweden		Mexico

Total Visiting Countries:  
**208**

# Luxury Real Estate Network



## LUXURY REAL ESTATE MARKETING

Luxury Real Estate print marketing programs always have a corresponding Online Link on the front page of LuxuryRealEstate.com. We also work with several Online Partners to ensure all properties advertised in print are promoted on partner web sites. To make it easy for consumers, all properties have a Web ID that can be entered into LuxuryRealEstate.com for quick and easy access to your listing.

### Print Distribution

LuxuryRealEstate.com Magazine: 50,000+ in more than 40 countries.

Unique Homes: 50,000+ ( 6x/year )

duPont Registry: 95,000= (12x/year)

Financial Times: 1,200,000 more than 100 countries

Wall Street Journal ( National ): 1,900,00+

Wall Street Journal ( International ): 167,000+

# 29+ Million Potential Buyers Reached



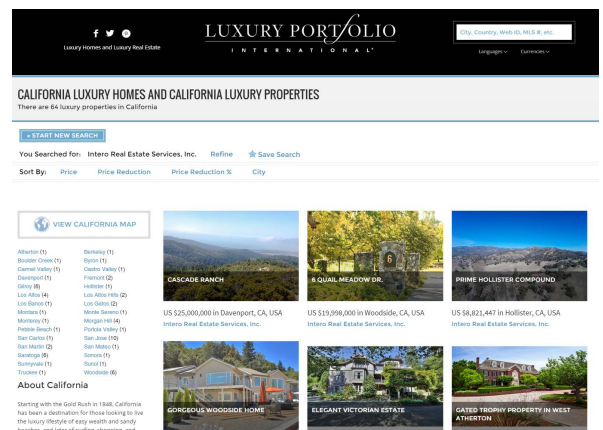
# Luxury Real Estate Network

## LUXURY PORTFOLIO INTERNATIONAL®

Luxury Portfolio is a luxury division of Leading Real Estate Companies of the World®, representing more \$1 million+ properties than any other luxury real estate network. The properties marketed on the site are translated to nine languages and more than 60 currencies. The site consistently ranks in the top three in Google search results which gives your property a great advantage. With submission to Luxury Portfolio, your home has the opportunity to be featured on their homepage and blog.

### AWARD-WINNING WEBSITE

LUXURY PORTFOLIO CONNECTS WITH THE AFFLUENT REAL ESTATE CONSUMER



**More than one million buyers and sellers access LuxuryPortfolio.com every year. What do they know that you may not?**

Three things:

1. We feature more \$1 million-plus listings than any other luxury real estate network.
2. Our site contains many of the highest-priced properties on the market.
3. Each property is accompanied by a full-color, multi-photo slide show and/or a professionally produced multimedia LuxeTour.™

Interactive visitors from 200 countries and territories each month can't be mistaken: we are the premier international luxury home website. We are well-versed in featuring real estate information in multiple languages and currencies, and have mastered multilingual search engine solutions to quickly showcase your listings.

We are proud to have won the Web Marketing Association's "Real Estate Standard of Excellence" award. Our blog is an award-winner as well.

Development Collection,™ Design Collection™ and our LuxeTrends® e-newsletter are just a few of the exclusive online marketing options available to you. We also can assist with targeted print advertising via high-end consumer magazines and national newspapers to effectively attract the right people.

# Luxury Real Estate Network



## WHAT IS LUXURY PORTFOLIO FINE PROPERTY COLLECTION™

*A Powerful New Luxury Property Program Designed To:*

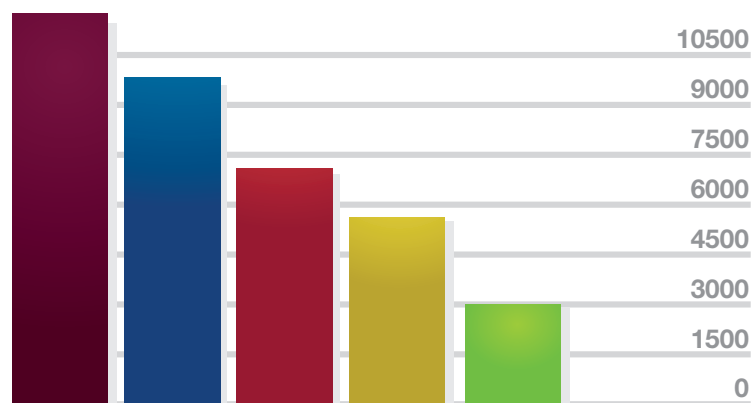
- Deliver national/international exposure to your \$2 million+ property listings.
- Attract out of area buyers to your upper bracket listing.
- Give you access to additional marketing resources.
- Associate with the most powerful luxury firms and sales associates.

## WHO IS THE LUXURY PORTFOLIO FINE PROPERTY COLLECTION™

You've heard the saying, "It's not what you know, it's who you know." While we agree with the sentiment, we fully embrace the "who you know" part. We are Luxury Portfolio Fine Property Collection,® the luxury division of Leading Real Estate Companies of the World.® The LeadingRE exclusive network is comprised of the world's most powerful independent brokerages with members in 35 countries.

We represent a virtual "who's who" of homes: the largest online inventory of \$1 million-plus homes of any luxury network or franchise. Our members consistently represent a high percentage of the most exclusive properties around the world.

## Most U.S. \$1M+ Listings Total U.S. Properties



- Intero & LuxuryPortfolio.com
- SothebysRealty.com
- ChristiesGreatEstates.com
- ColdwellBankerPreviews.com
- KWLuxuryHomes.com

Source: Mintel International  
Website Survey.

Our membership is comprised of the top real estate sales professionals, many with The Wall Street Journal's "Real Estate 400" ranking. Members of the prestigious European Real Estate Network (EREN) are members with us as well, further strengthening our global expertise. Another key to our successful network is our referral program, which sends more referrals than any other real estate organization. As a result, we post a closing ratio which renders most competitors speechless.

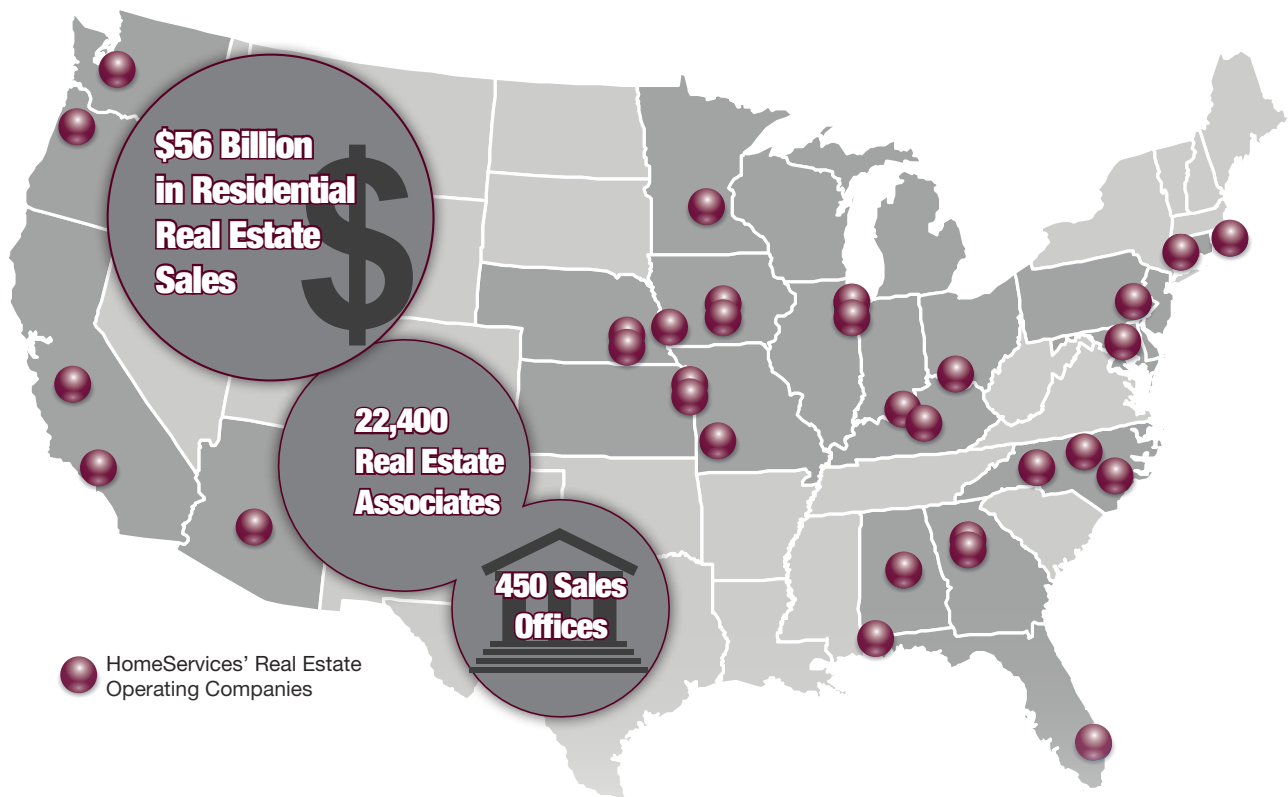
Leveraging the power of the network. Every one of our brokers' homepages links to Luxury Portfolio. This reciprocation not only gives them instant cachet, it continually drives traffic to our site and ultimately all of our members listings.

# National Network

**HomeServices of America, INC.™**  
A Berkshire Hathaway Affiliate

Intero is part of HomeServices of America, a Berkshire Hathaway affiliate. The second-largest full service residential real estate company in the U.S.

*"A home is one of the most important assets that most people will ever buy. Homes are also where memories are made and you want to work with someone you can trust."* -Warren Buffett, chairman of the board, Berkshire Hathaway Inc.



What does it mean to be a Berkshire Hathaway Affiliate?

The HomeServices' network is comprised of some of the industry's most respected real estate firm, each of whom is recognized for their services, leadership and integrity. By joining forces with HomeServices, and becoming a Berkshire Hathaway affiliate Intero is unmatched in it's ability to serve the real estate needs of new and existing clients.

*"I would want to be associated with somebody where the financial strength was unquestioned and where the name stood for integrity. What other quality would you want that Berkshire Hathaway HomeServices does not have; and I don't think you could find one."*

-Warren Buffett, chairman of the board, Berkshire Hathaway Inc.

# Global Network

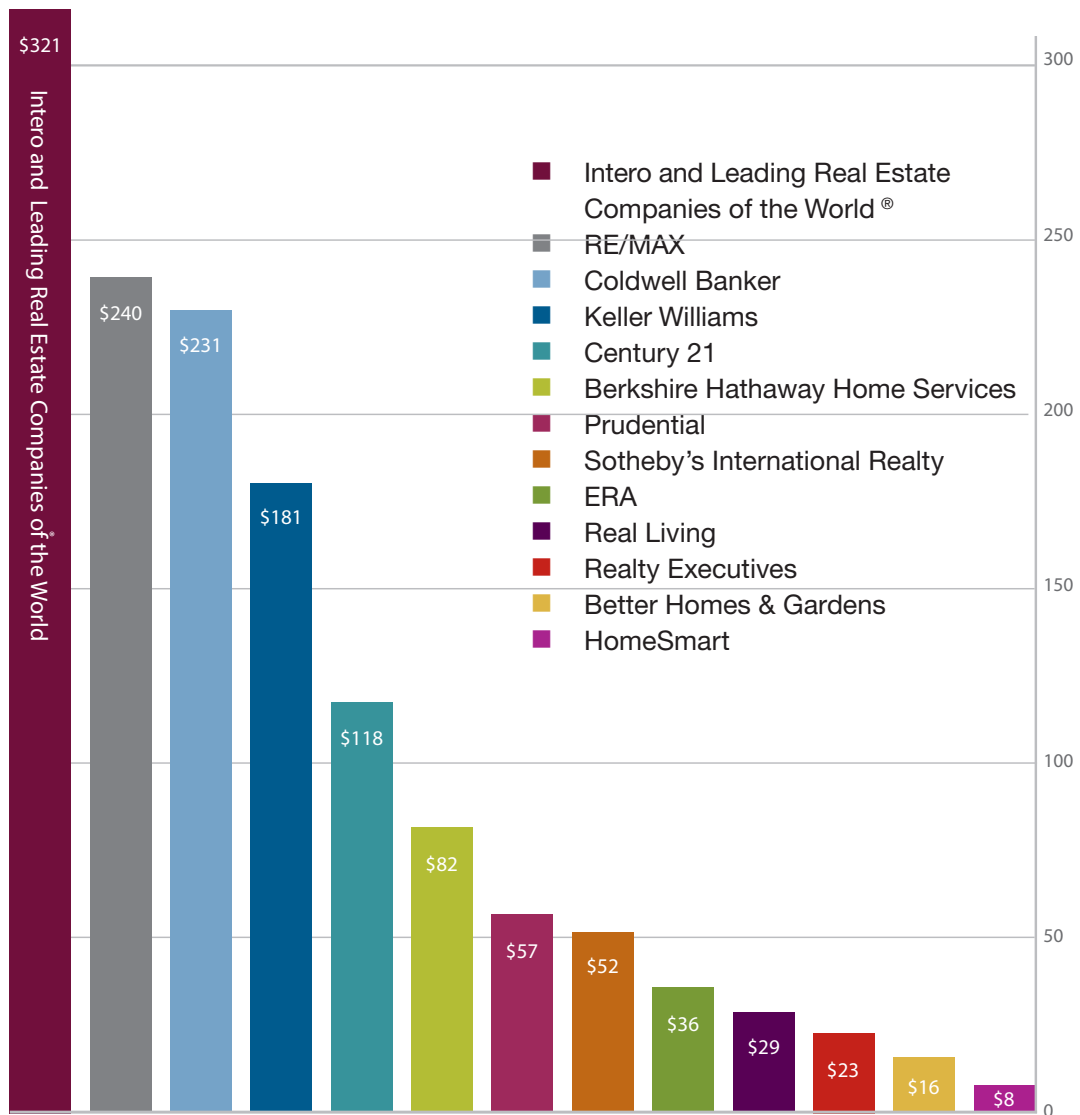


## LEADING REAL ESTATE COMPANIES *of* THE WORLD®

**WORLD-CLASS MARKETING AND RESOURCES.** As an affiliate of Leading Real Estate Companies of the World,® our company is a global — not just local — real estate company working on your behalf. LeadingRE provides world-class marketing and resources, allowing us to provide the very best service. Our organization produced more home sales volume in 2014 than any national real estate network, \$321 billion, representing over one million transactions.

MORE U.S. HOME SALES VOLUME IN 2014  
THAN ANY NATIONAL REAL ESTATE BRAND

Volume Shown In Billions Of Dollars



Actual member statistics for LeadingRE and estimates for other networks using average sales units per agent and average sales price for firms in each respective network from published sources for 2014 production.



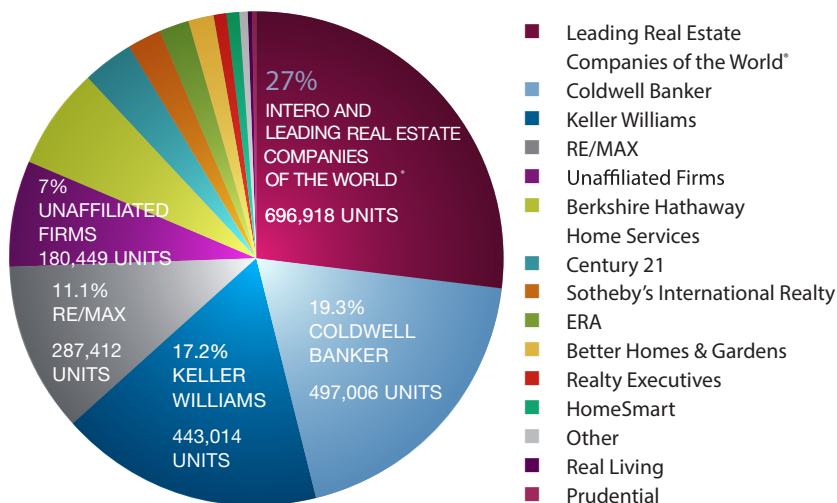
# Global Network



## LEADING REAL ESTATE COMPANIES *of* THE WORLD®

Our network produces over one million transactions and connects tens of thousands of buyers and sellers annually. We bring you the power of our worldwide invitation-only network, Leading Real Estate Companies of the World.® As a global organization, we connect tens of thousands of buyers and sellers every year. Our network dominates in home sales units among the top 500 U.S. real estate firms, and overall was responsible for one million sales units in 2014.

WE DOMINATE IN HOMES SALES UNITS FOR THE TOP 500 U.S. REAL ESTATE FIRMS



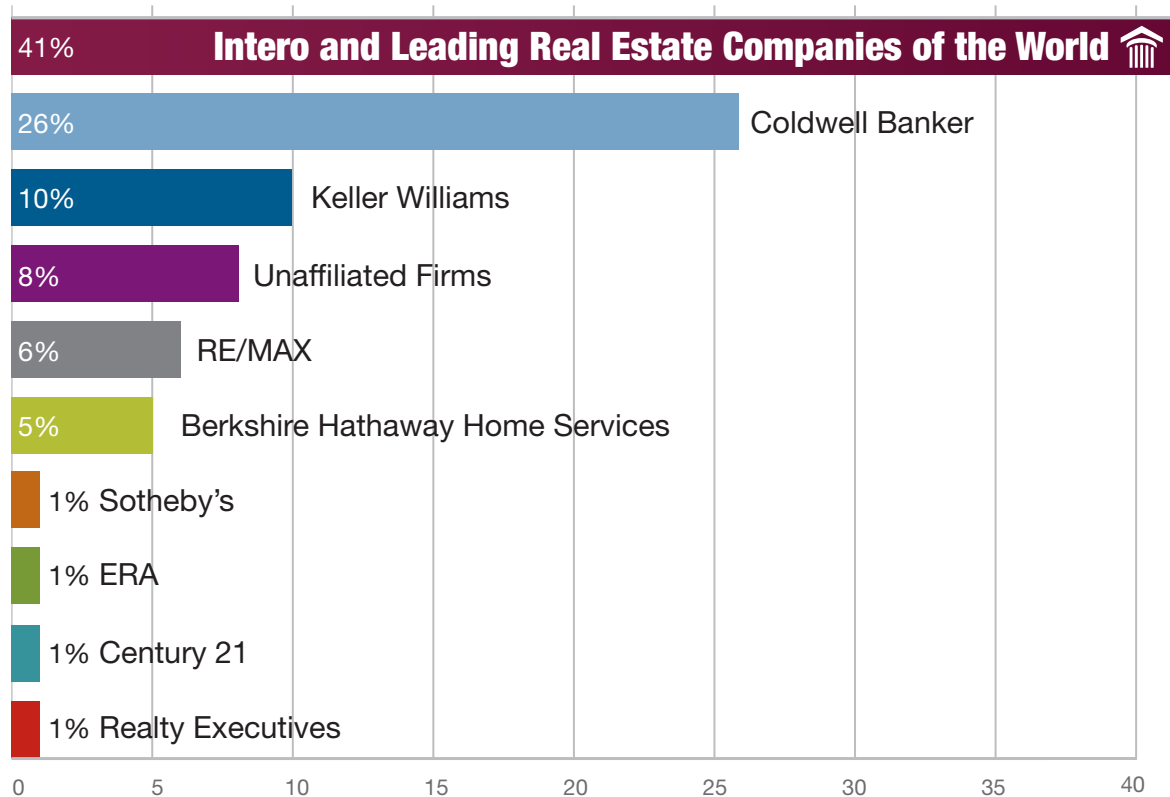
# Global Network



## LEADING REAL ESTATE COMPANIES *of* THE WORLD®

I have connections to the very best real estate brokers. As an affiliate of Leading Real Estate Companies of the World,® we are connected to the very best real estate brokers. Our worldwide network dominates in more markets across the U.S., with #1 market rankings in 41% of the top markets — significantly more than our closest national franchise competitor. Once again proving the power of connecting local brands with a pervasive national and global network.

### Percentage of top 100 U.S. Markets which network affiliates were #1 in sales volume, transaction sides or both in 2014.



Source: REALTrends Market Leaders for 2014.

# Leaders In Our Brokerage

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## MINHUA JIN

Minhua Jin has become synonymous with the sale of the area's finest Real Estate. You will see the difference that Minhua's knowledge, talent and negotiating expertise can bring to the purchase or sale of a home. Minhua Jin has been a recognized leader in the Real Estate industry, specializing in the sale and marketing of homes throughout Silicon Valley and the surrounding Bay Area. She has been consistently ranked the #1 Top Producing Agent out of over 2000 Intero agents companywide with over 300 million in closed sales with the close ratio of 99%. In 2010 the Wall Street Journal and Real Estate Trends, Inc. ranked her in the top 0.5% Real Estate sales professional in the United States. Minhua also offers various helpful links on her website and shares tremendously convenient online tools as well. She assures her clients that they can always count on her to help them every step of the way.

"Intero is the place to be! I love Intero's innovative approach, cutting edge technology and its unique company philosophy and vision. Intero also has an excellent group of tools for agents, as well as supportive training programs. Intero as a company knows who their customers are. Their goal is to create a connection with its employees and customers. They ensure that their messaging indeed resonates with all. And this is all accomplished through a complex process that we simply understand as marketing."


## ■ The Intero Difference

Technology

# Technology

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**Technology. We toss that word around as a catch-all for everything new and exciting. Seems sensible. Because this digital world of ours is powered by “technologies” that didn’t even exist a generation ago.**

 While we all understand the implications of the word, it’s used with everything from hardware (like phones and computers) to work flow processes (QuickBooks, contact management, online marketing, social media—even branding).

But sometimes, the word can create apprehension—if not panic and rejection—for people in the real estate industry. Especially sales professionals. And rightly so. We’re not techies. We are service and information providers. People people. And we help those people buy and sell real estate. That’s not a technological event.

Intero’s Silicon Valley corporate office is literally within whispering distance of Apple’s main campus. Right next door. And while we certainly use the modern tools available to us, we view technology differently than most. It should be invisible. Even if we don’t understand it or how it ticks, it should make our lives easier and more productive.

We believe in that approach for a reason: technology is scary. It’s a big concept that describes too many things, many of which we can’t see or hold.

Do you view an elevator as technology? Probably not. You simply know it as a box. You get in, push a button and Presto! You’re way up in the air. Who cares how it happened. It did.

Right?

Thinking of an elevator as just a box with buttons that takes you up and down allows you to forget about the how and concentrate on the what. No matter how fancy the elevator gets, it just moves you up and down.

The very same thing holds true when it comes to the many tools in real estate that we refer to as “technology.” Actually, they’re just boxes with buttons too. Really.

(Continued...)

# Technology

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Over the last few years we in real estate have been confronted by tons of technology. Web based. Mobile. Cloud-based. On and on... No wonder Realtors wait too long to adopt to these tools. We are paralyzed by the thought of having to learn how to work with all that new stuff.

So why not make things simple? Life is complicated enough.

In the nine years since we started our firm, we've held one thing sacred: don't complicate things for our agents. And this includes our approach to technology.

Of course, Intero is heavily vested in technology. We employ vendors and consultants who build applications and software that enable our agents to be competitive. Websites. Contact management.

Email. Simple tools. Click a mouse: a file is stored online. Shared with clients and colleagues. Right this instant. Saves time, saves money.

These are the simple — yet profound — things that technology can give us.

At Intero, we've given our technology a name. We call it Intero Andare ("on the go"). It's like that box you enter, press a button and end up 20 stories above the ground, Andare simplifies the technologies you need in today's business world and puts them in a neat, beautiful box that serves as our retail office space. Smart. Eco-friendly.

You step inside, turn on a switch. It lifts your career. Simple.

Sure. We could call that "technology." We just don't.

# What They're Saying

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May 13, 2014

## HomeServices of America, Inc. Announces Acquisition of Silicon Valley-based Intero Real Estate Services



MINNEAPOLIS, MINNESOTA - Acquisition further expands HomeServices' footprint in California residential real estate market

HomeServices of America, Inc., a Berkshire Hathaway affiliate, today announced the acquisition of Intero Real Estate Services, one of Silicon Valley's largest and fastest growing residential real estate brokerage firms, and Intero Franchise Services, its affiliated franchise network. Terms were not disclosed.

Headquartered in Cupertino, Intero serves Northern California in 13 offices throughout the San Mateo, Santa Clara and San Benito counties. Since 2007, Intero Real Estate Services has consistently ranked in the top 5 market share in Silicon Valley, based on volume and in 2013, closed nearly 7,300 units and \$5.7 billion of volume. The Intero franchise network, which is comprised of nearly 50 affiliates located in Alabama, Arizona, California, Colorado, Nevada, Tennessee and Texas, generated more than \$1.5 billion in sales volume in 2013. Intero Real Estate Services and the Intero franchise will each retain their name and existing branding without change or interruption.

Founded in 2002, Intero has experienced rapid year-over-year growth and is best known for its innovative approach through its technology platform and its unwavering commitment to providing their agents and clients with the highest level of customer service, expertise and resources. Gino Blefari, president and CEO, is among real estate's most recognized and influential leaders, known for his industry expertise, vision and leadership. Blefari, together with the executive management team of Robert Moles, Tom Tognoli, and John Thompson will continue to lead Intero's strategic planning and growth initiatives as well as manage the day-to-day operations along with their sales management teams.

HomeServices is the second-largest, full-service residential real estate brokerage firm and through its operating companies, is one of the largest brokerage-owned settlement services providers in the U.S. The acquisition represents HomeServices' expansion of their presence in California which also includes southern California-based Berkshire Hathaway HomeServices California Properties and Fresno-based Guarantee Real Estate which HomeServices acquired in 2002 and 2012, respectively.

With this transaction, HomeServices has more than 23,000 real estate professionals operating in 25 states. In 2013, HomeServices' associates closed nearly \$56 billion in sales volume, over 184,000 real estate transactions and closed approximately \$3.7 billion in home mortgages.

"Intero is a strong company with an excellent reputation in a growth market," said Ron Peltier, chairman and CEO, HomeServices. "This transaction aligns with our vision of acquiring distinguished companies in leading markets that share our core values."

"This transaction makes one of the premier firms in northern California an even stronger organization," Blefari said. "By joining forces with HomeServices, we will be unmatched in our ability to serve the real estate needs of new and existing clients throughout the communities we serve."

"We are proud to be part of HomeServices of America," said Robert Moles, chairman of Intero Real Estate Services. "We are joining an organization known for its strength and stability; one that is consistent with our high standards of service, integrity and community involvement, making this a win/win for our customers and our brokers."

"We are excited to be in Silicon Valley and are looking forward to having the Intero Real Estate team join the HomeServices family," Peltier said.

# What They're Saying

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January 5, 2012

## Alain Pinel moves to Intero

Industry veteran and entrepreneur will handle company's luxury brand



CUPERTINO, SILICON VALLEY, USA - Real estate entrepreneur and 30-year industry veteran Alain Pinel has moved to Silicon Valley-based Intero Real Estate Services as its senior vice president and managing officer. He will be in charge of Intero's estate and luxury markets in the U.S. and abroad.



"Alain is a seasoned real estate veteran with tremendous knowledge and experience in the industry," said Gino Blefari, Intero's founder, president and CEO, in a statement.

"His extraordinary level of professionalism will continue to lead and expand the Intero brand as a household name locally and abroad."

Formerly senior vice president and general manager of William Raveis Real Estate, Pinel has continually reinvented himself over the course of his long career. He first worked as a journalist in his native France, but after marrying a Californian, he moved to the U.S. and began a career in sales. He obtained his real estate license in 1976 and worked for Northern California firm Fox & Carskadon Real Estate, quickly moving into management. In 1988, Pinel left the firm and later founded his own brokerage, Alain Pinel Realtors, with two partners.

As founder, chairman, and CEO, Pinel set out to carve a niche for the brokerage by marketing its high-end listings beyond the local area to the rest of the country and abroad. Shortly thereafter, he sold his interest in the brokerage to his partners. Pinel worked for large real estate company Semifeg in Paris through the end of 1994 before returning to California in 1995 as senior vice president of Coldwell Banker's San Francisco, Peninsula and Silicon Valley region.

In 2002, he returned to France and started Imminence, an online information sharing business based on the American multiple listing service model.

He joined William Raveis Real Estate in Massachusetts in 2008, where he remained until the fall of last year.

"I have a passion for this business. I am excited to begin a new project with an outstanding brokerage and a progressive leadership team," Pinel said in a statement.



# What They're Saying

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March 25, 2010

## Intero Real Estate Services, Inc. wins prestigious Website award from Leading Real Estate Companies of the World®

Organization representing over 600 premier real estate companies in 35 countries across the globe recognizes Intero for design excellence

 CUPERTINO, SILICON VALLEY, USA - Intero Real Estate Services, a leading U.S. real estate brokerage that has recently expanded its brand globally, as a franchisor, through Intero Franchise Services, Inc. and Intero International Franchise Services, LLC, was awarded the Leading Real Estate Companies of the World® Best Visual Design of 2009 award for its flagship website, [interorealestate.com](http://interorealestate.com).

The award was presented by Leading Real Estate Companies of the World®, a global network of distinctive real estate firms, at the organization's annual conference in Las Vegas, Nevada.

The award comes on the heels of a recent redesign of [interorealestate.com](http://interorealestate.com) to reflect the latest design standards, highlight the company's expanding international presence and create a visual experience that reflects the spirit of innovation that drives the Intero brand.

"It is not a coincidence that our global headquarters sits next to the Apple® Computer campus," said Gino Blefari, Intero® President and CEO. "We recognize the importance of design in everything we do – especially online, which is where most property buyers and sellers first encounter real estate brands today."

Bob Moles, the Intero Chairman, added, "Real estate operators around the world have known for years that the Web is a critically important brand touchpoint, but most have failed to take action and make the investments needed to deliver usable, compelling online experiences. We believe this inaction is no longer sustainable and have made the investments needed to ensure our growing network of franchisees excel in this area."

The Intero® approach to designing online experiences is based on a set of principles any company, in any country, would do well to follow:

**User focused design:** Design should be driven by the needs of end users, not the brand. This requires taking the time to understand what property buyers and sellers want when they go online, then delivering it to them in the clearest way possible. Though simple, this idea has been largely ignored by real estate companies intent on designing with their needs in mind.

**Restraint:** Website design in real estate has long been plagued by unnecessary complexity. Designs laden with marginally useful features, self-promotional copy and heavy graphics are the norm. This gets in the way of users seeking what they truly want, which ultimately harms the brand.

**Quality:** Real estate companies that spend millions on palatial offices and expensive print collateral often balk at spending thousands on quality Web design. This is exactly backwards. Insisting on – and investing in – good Web design is imperative.

Concludes Blefari, "This award is an important validation for us, and one we are particularly honored to receive given the strength and breadth of the organizations in the Leading Real Estate Companies of the World® network."



**LEADING  
REAL ESTATE  
COMPANIES®**  
*of THE WORLD*


# What They're Saying

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March 23, 2009

## Intero Real Estate Services claims title of Silicon Valley's #1 real estate company

Technology, innovation and an unusual commitment to client service propel company past competitors just six years after opening its doors

 CUPERTINO, CA -- Intero Real Estate Services ([www.interorealestate.com](http://www.interorealestate.com)), a real estate brokerage firm that has leveraged technology to grow from its Silicon Valley roots to national prominence, is now the dominant real estate company in Santa Clara County according to market share statistics from RE Infolink, the region's Multiple Listing Service. Intero has achieved the leading market share position just six years since opening its corporate office next to the Apple campus in Cupertino. Intero eclipsed Coldwell Banker Northern California to become the market leader for the first time in January of this year.

According to the RE Infolink data, Intero now has a 17% share of county single family home and condominium sales. Coldwell Banker Northern California accounts for 12% of the market. Alain Pinel Realtors stands at 8%.

Intero's ascent has followed a steady upward trajectory since its founding in 2002. The company was recognized by REALTOR® Magazine as the fastest growing real estate firm in the nation in 2005. Intero surpassed Alain Pinel for second place in Santa Clara County in 2007.

"This is more than just one brand versus another – it reflects a fundamental shift in the way real estate services are delivered," said Gino Blefari, Intero's CEO. "It shows that our investments in technology, our commitment to innovation and vision for a new kind of real estate company have resonated with agents and consumers looking for a different – and better -- experience."

Intero has recently:

- Launched an award-winning website platform that empowers users to draw their own real estate search areas on a map, check local market conditions, and calculate their home's value and equity
- Developed an iPhone and blackberry optimized real estate search application
- Implemented online chat for connecting home buyers, sellers and agents
- Created the "Andare" ("To go" in Italian) office model, which transforms the real estate office into an inviting, hi-tech workspace for on-the-go consumers and agents
- Released a "One-to-one" online marketing program that creates customized websites for consumers through which they can track their home's value and monitor recent neighborhood sales

"While other companies have been forced to pull back in this market -- cutting services and slashing marketing budgets – we continue to innovate and embrace change," Continued Blefari. "I expect we will emerge from 2009 with an even greater share of the market as more consumers and agents gravitate to our company's unique offerings."



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“Change is the law of life. And those who look only to the past or present are certain to miss the future.”

J.F. Kennedy