

OWN Your FUTURE

There is significant disruption and competition in the real estate market.

- o Non-traditional brokerage firms and even Google and AMAZON are entering our industry.
- o We are paying Zillow for leads. This is not a sustainable strategy.
- o Only 35% of agents make it to their 5 year anniversary*. New technology and education are the best chance to retain them.

Failure is not an option - so we are changing - in order to be more competitive in our industry and for a brighter future.

Don't Underestimate Our Need To:

1. **Change our technology model** to deliver more intel to a potential customer than they can get anywhere else. We're partnering with the best technology innovators in the industry to make that happen.
2. **Invest in your future** with technology and applications that will grow with you into the next decade.

bright[™]
MLS

You're joining a growing, **progressive company** who invests in technology, advocacy and training to support your livelihood. That's means a wide reach across New Jersey and beyond.

Expect an Association that Delivers:

1. **Best-in-class advocacy, resources and customer support** to keep your transaction moving over any industry obstacle. Expect them to answer the phone, offer knowledgeable advice and connect you to the answers you need.

NEXUS
Association of REALTORS®

An association that supports you **like YOUR livelihood depends on it**, delivering value every day. That's what you'll find at NEXUS Association of REALTORS®.

We take control when we:



Look Ahead



Anticipate Change



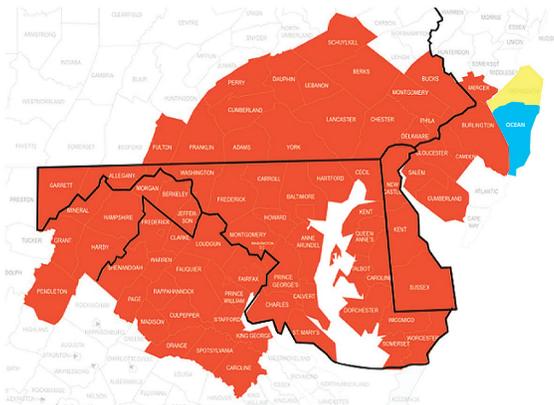
Align with Industry Leaders

NEXUS Association of REALTORS®

They share our unsurpassed Member First and Proactive Philosophy.

NEXUS represents connections...more of **US**, who share common values for a bigger, brighter and better future.

- Member-driven *education, training and information exchange* between Agents **to learn from the best.**
- Proactive **representation for critical segments of our business** such as 55+ communities.
- Customer service from a bigger, high touch staff with a true customer service attitude **to help you get industry answers.**
- Bigger network of REALTORS® - we'll be part of an organization that's **5,500 members strong across three counties to share knowledge, resources and relationships that lead to better business.**



Bright MLS Coverage vs. Monmouth



Added Coverage and Greater Listing Power at Bright MLS

What if your prospects didn't start at Zillow and started their search with direct access to you?

With 400,000 listings across 70 counties, you and your prospects will have the widest possible searches available in the state and the Northeast, and still growing.

That's what we call planning for our future.

The newest technology and proprietary applications:

- **Remine:** A map-based property search tool combines data on property and people: who owns the property, lives there, mortgage balance, etc.
- **Homesnap:** Accurate, real-time property app that allows in-app interaction with agents and customers for a better, high-tech service experience.
- **Single log-in** for Showing time, Cloud CMA, Supra and ZipForms.
- **Convenient and accessible training offerings:** live and online, including YouTube.

Own your future

Nexus Association of REALTORS® and Bright MLS.

Our Future is Big, Bright and Better.

This is just the beginning. Learn more at <https://www.brightmls.com/#/about-bright/benefits>