

real



Buying your home.
Our plan.

onereal.com



505-448-8888
Serving Albuquerque and Surrounding Communities

Our Approach

- The Real Advantage
- Contracts & Power Players
- Seller Universe
- Priority Access Program
- Systems Powered by Humans
- The Home Buying Journey
- Game Plan Design
- Market Dynamics
- Predicting Prices
- Negotiation & Execution

One Culture.

One Network.

One Real.



The Real Advantage

#1

Fastest-Growing

Real is the fastest-growing, publicly traded real estate brokerage in North America.

50k+

Annual Transactions

We represent over 50,000 buyer, seller, and investor transactions annually and sell a home every 9 minutes.

18k+

Agent Network

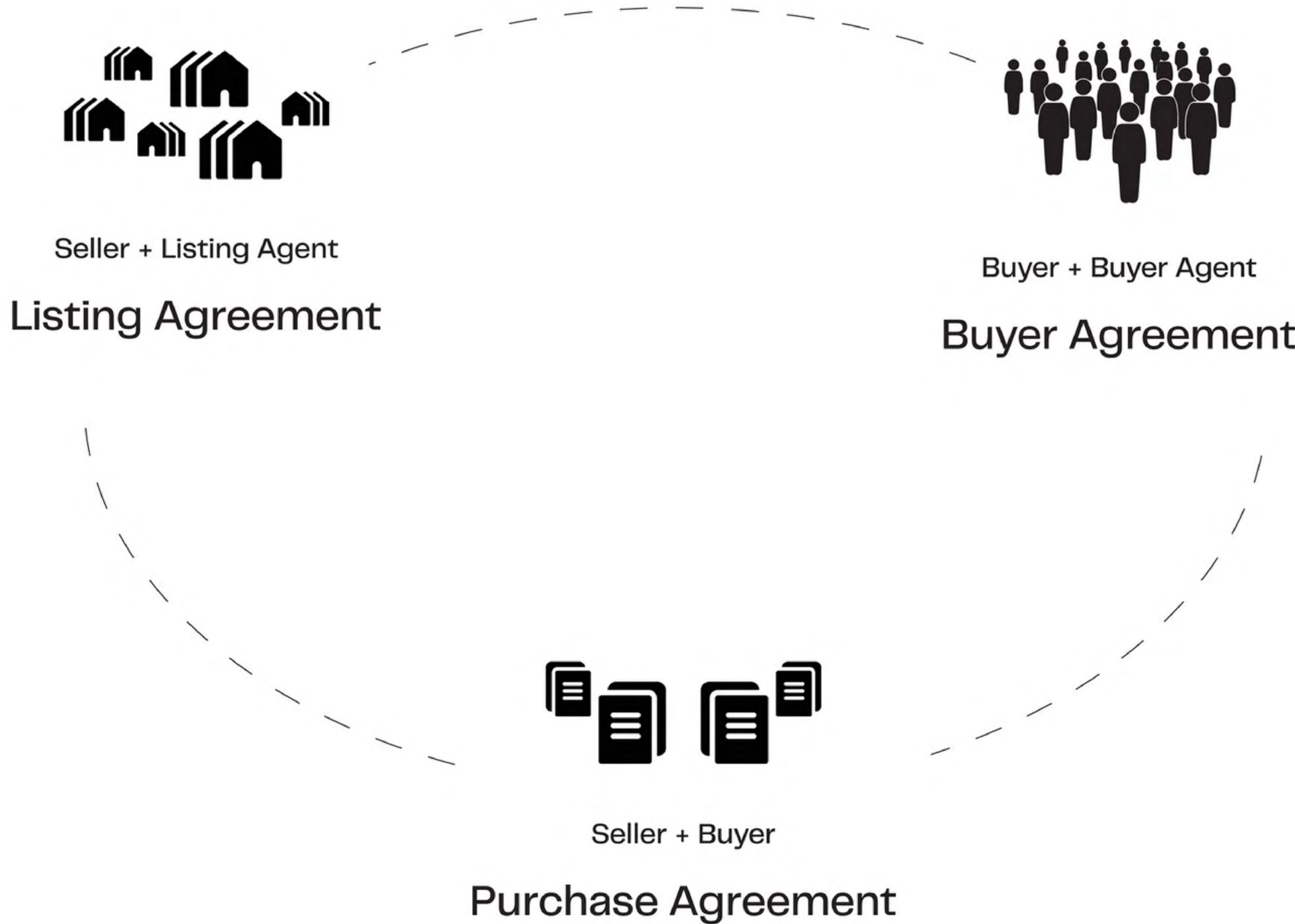
Our continuously growing agent platform brings together some of the most collaborative and well-respected agents in North America.

REAX

Stability & Innovation

As a publicly traded company on the Nasdaq, Real pairs its award-winning technology platform with the trusted guidance of agents to deliver the best for its clients.

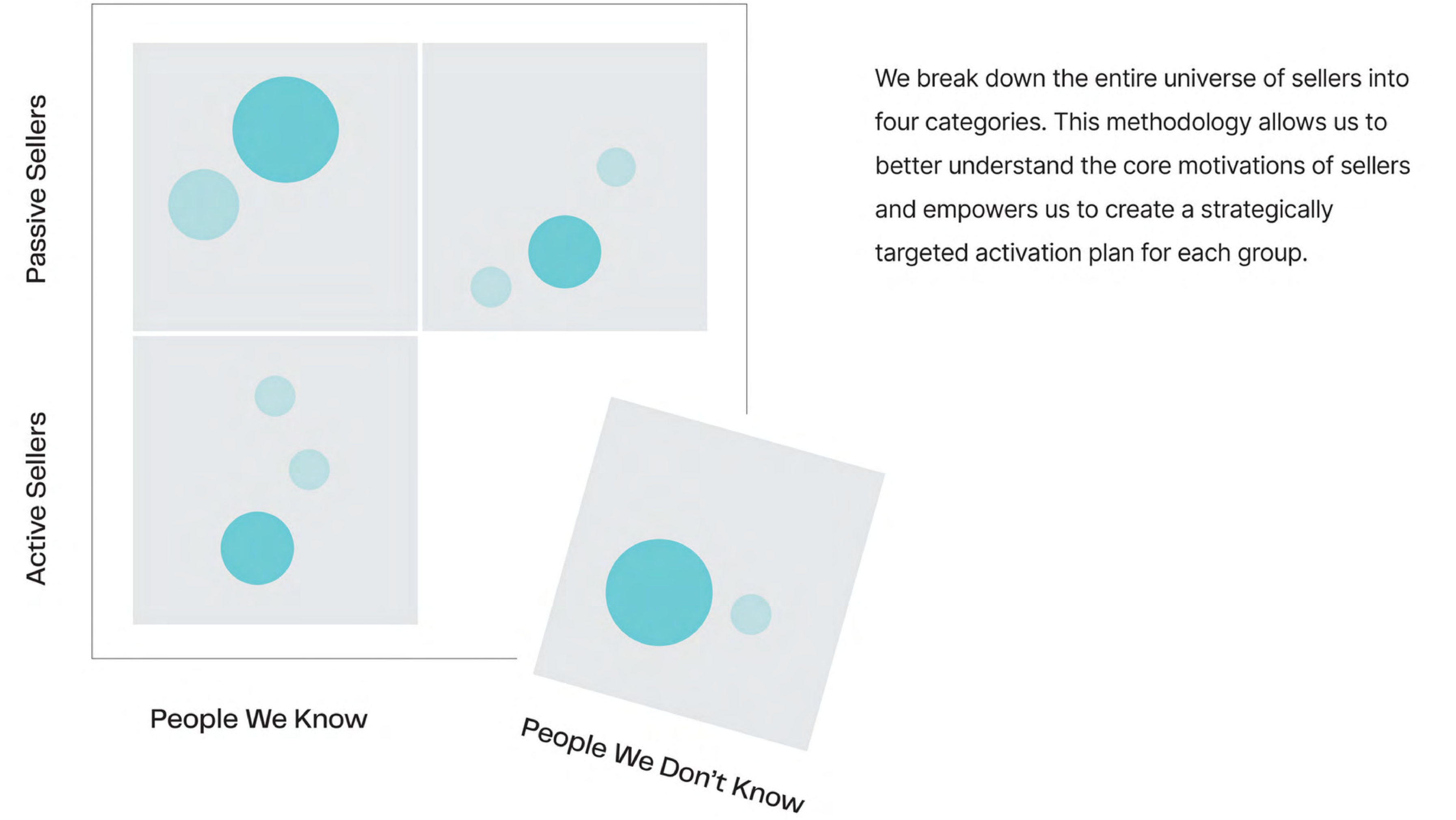
The three major agreements
that govern a real estate transaction



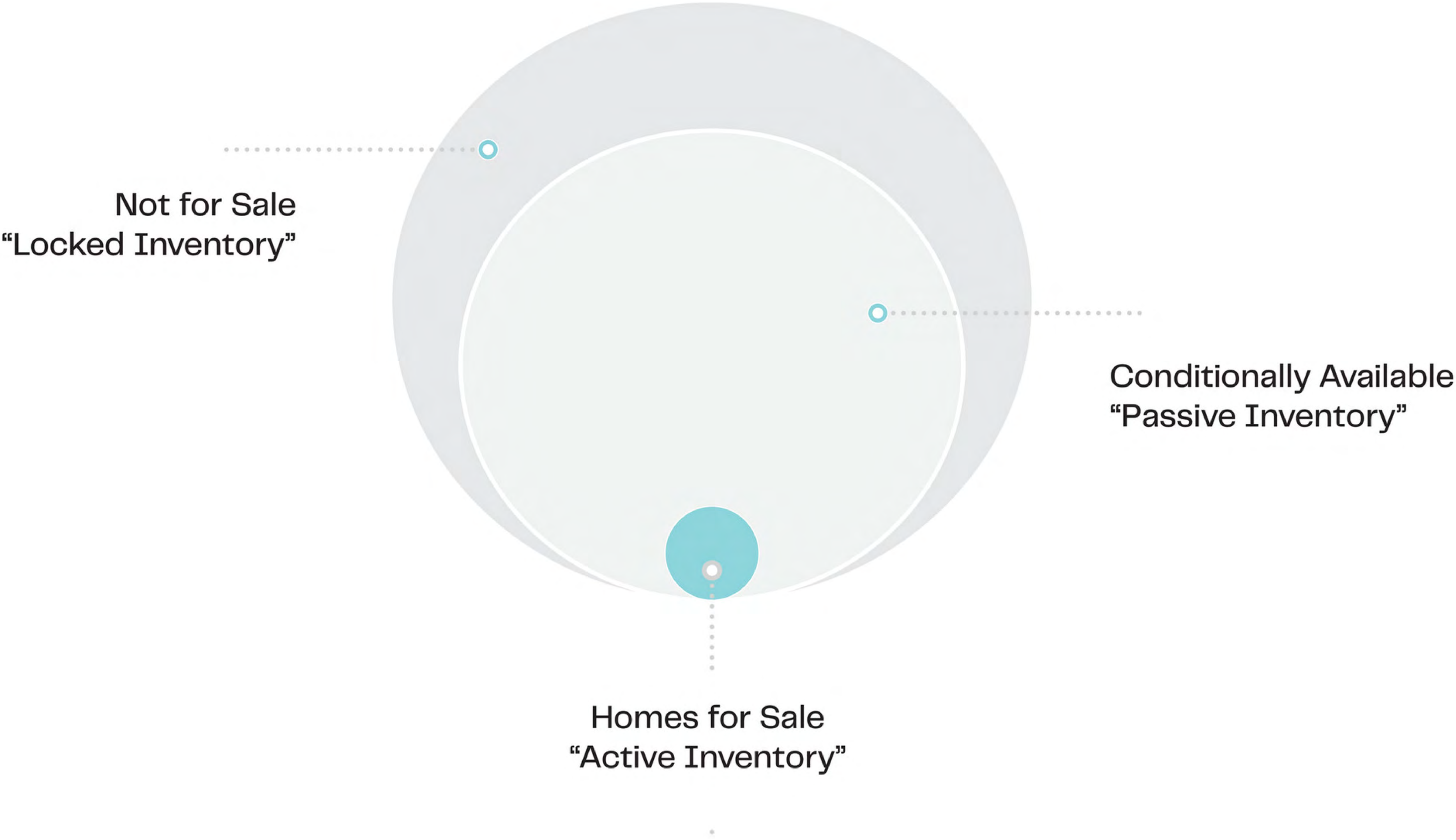
Contracts & Power Players



Seller Universe



Our custom-tailored home search process involves targeting all the homes that fit your unique criteria, regardless of whether they are currently available for sale or “off-market.”

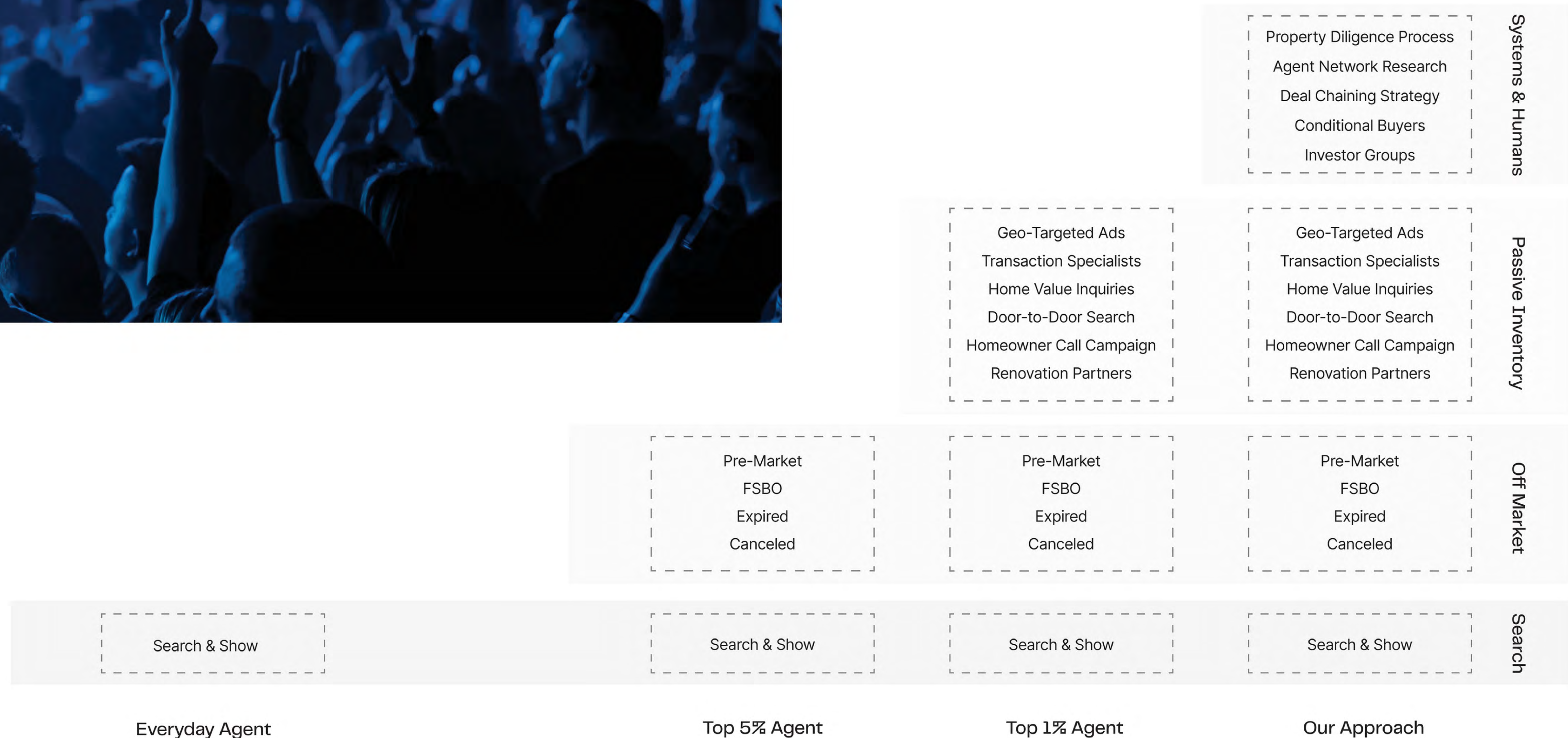


Priority Access Program

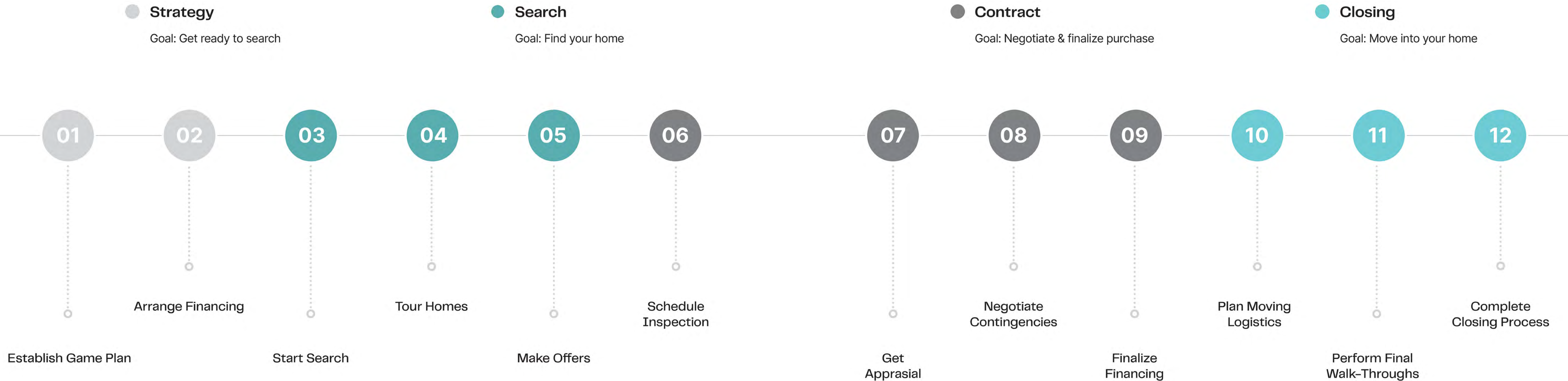


Systems Powered By Humans

The best home buying process is more than just searching and previewing homes. Since every search is unique, our process delicately combines proven systems powered by experienced humans.



The Home Buying Journey



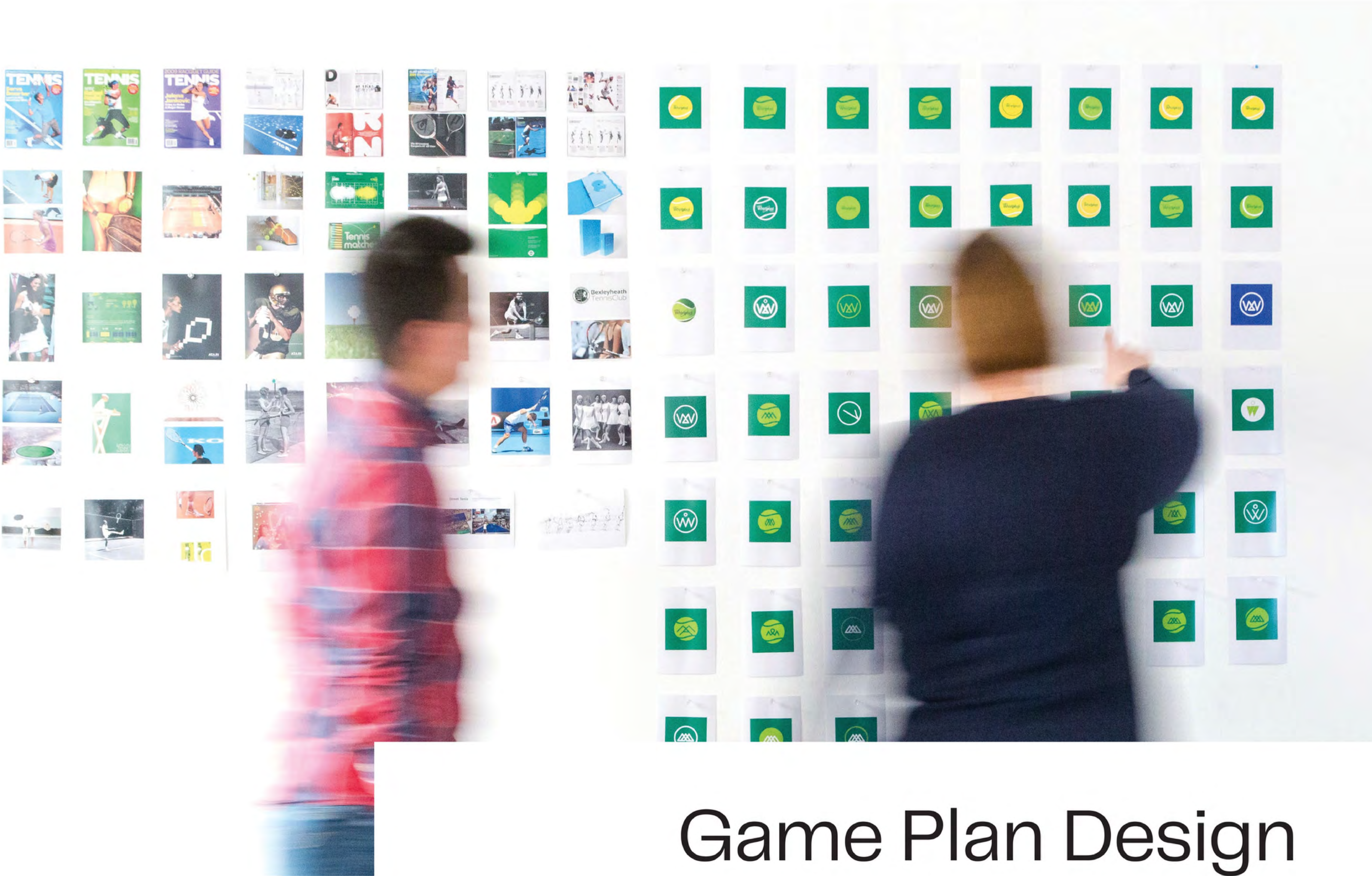
One Culture.

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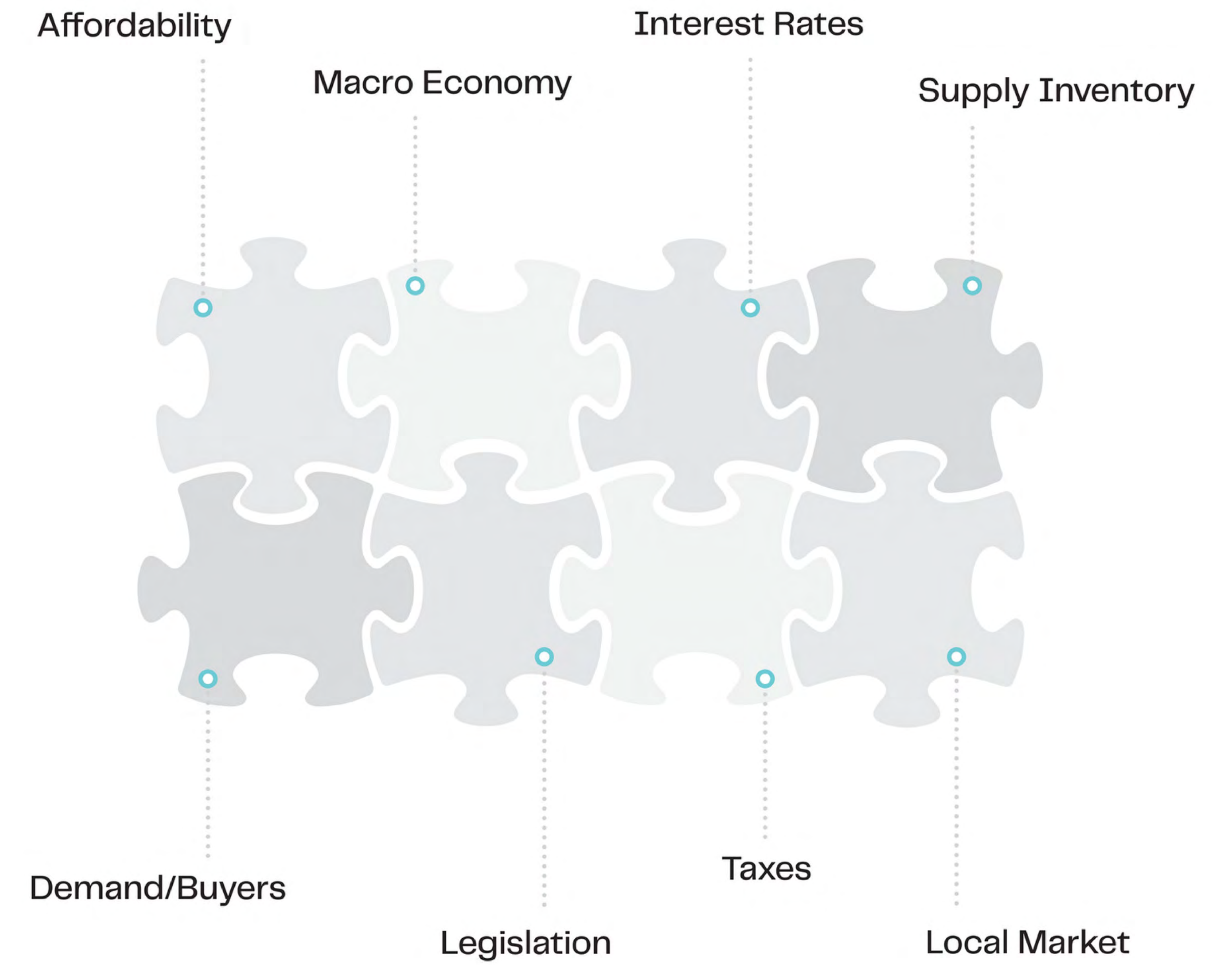
A precise and thoughtful game plan is foundational to finding a home that we want,
at a price that we want, with the terms that we want.



Game Plan Design

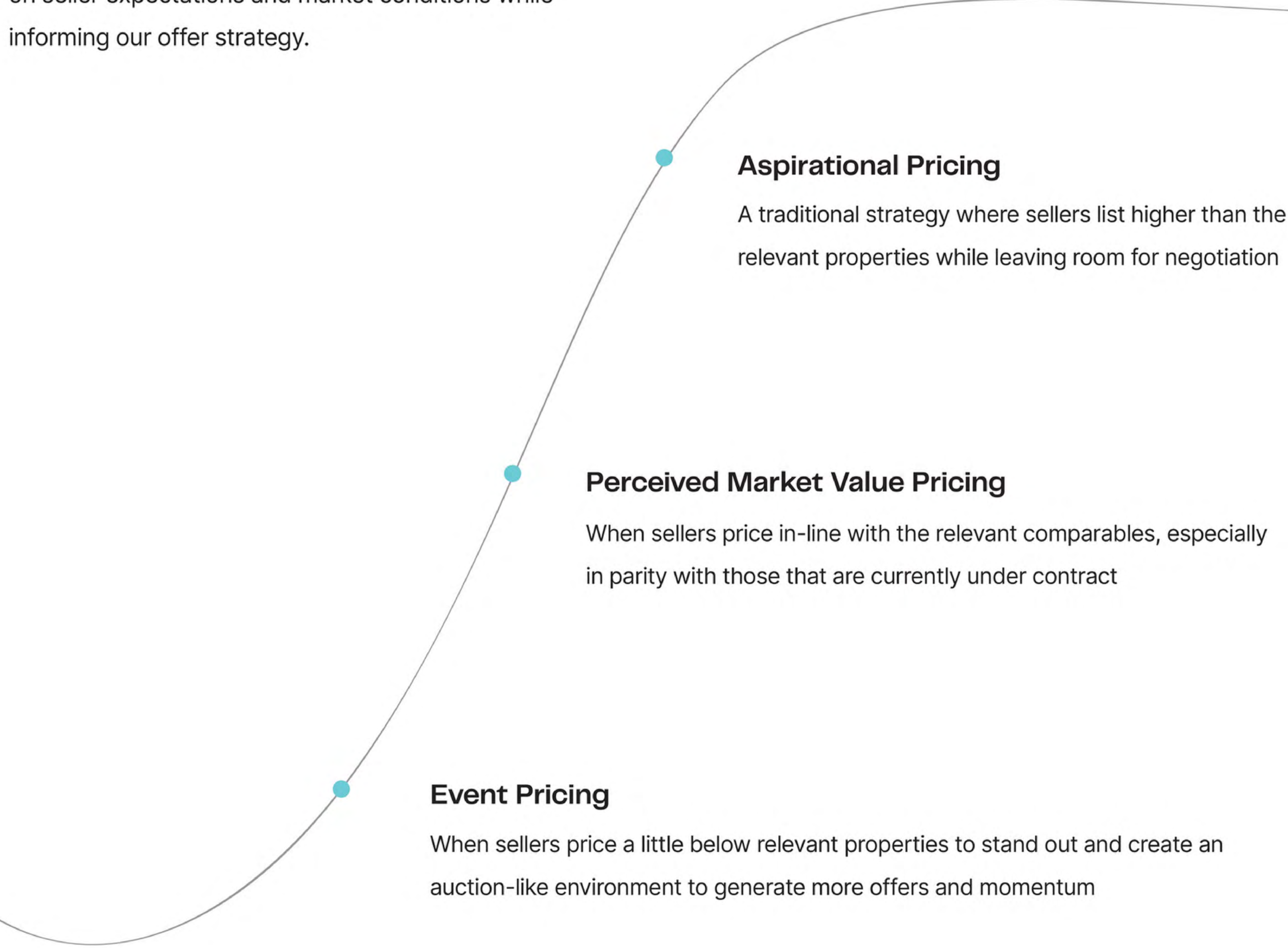


Market Dynamics





We reverse engineer our understanding of the seller's pricing strategy to give us valuable insights on seller expectations and market conditions while informing our offer strategy.



Predicting Prices

	Buyer's Market	Balanced Market	Seller's Market
Months' Supply of Inventory	Greater than 6 months supply reflects buyer market	5 to 6 months supply reflects balanced market	Less than 6 months supply reflects seller market

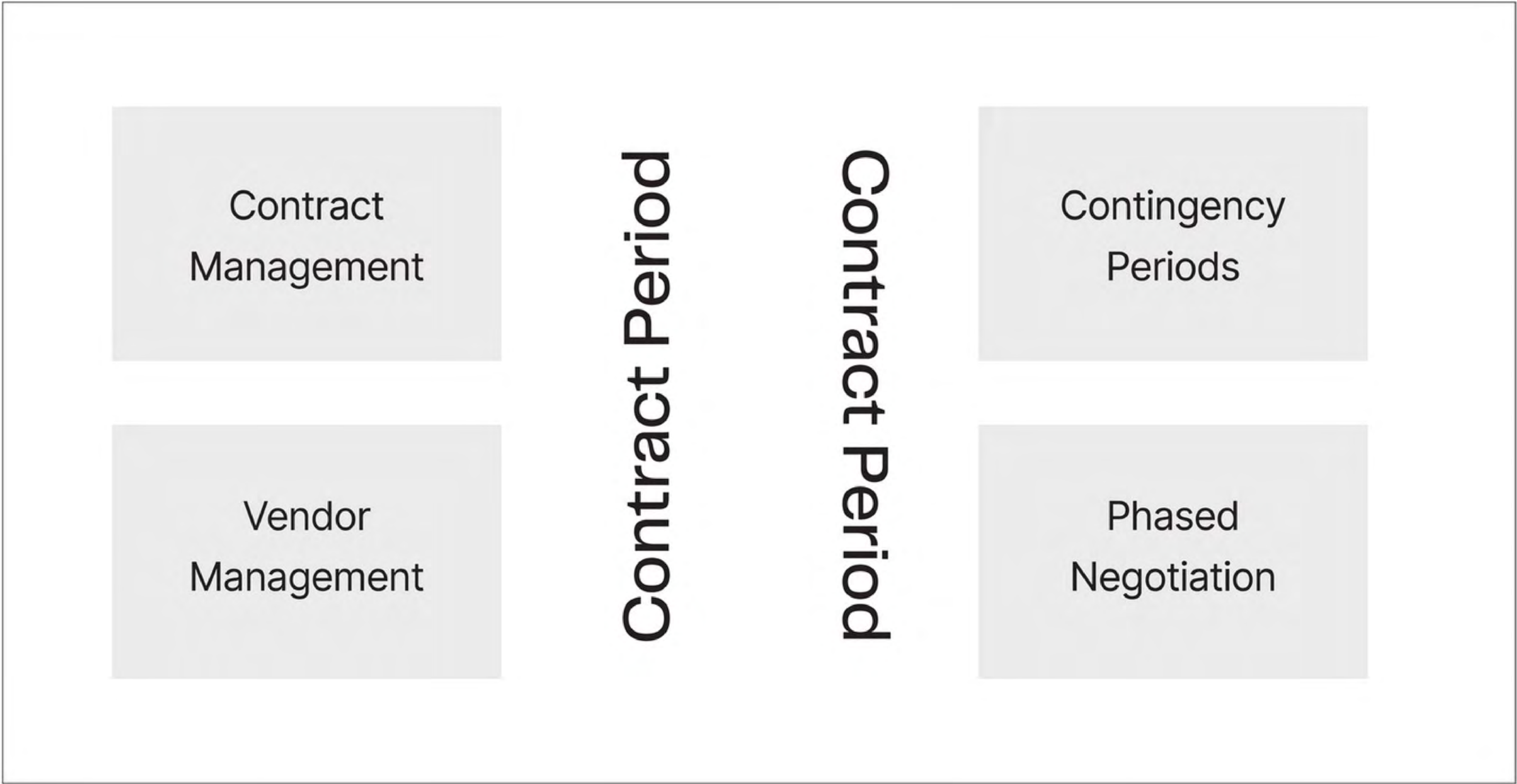
Months' Supply of Inventory (MSI) refers to the number of months it would take for the current inventory of homes on the market to sell given the current sales pace, assuming no new inventory comes to market.



Offer Strategy

In this dynamic real estate market, negotiation strategies are more relevant and complex than ever before. Preparation in this stage is crucial for success.

Negotiation & Execution



Closing Process

The contract period is where all things are tested and the successful outcome is determined. This is best achieved through systems, compliance, monitoring, and transaction management oversight.





real

Real Broker, LLC

*Our promise is a simplified experience
for life's most complex transaction.*