**LeadingRE Brand Language Suggestions**MID-LENGTH COPY FOR INTERIOR WEB PAGES, ADS OR OTHER PROMOTIONAL MATERIAL
*We recommend that you feature the LeadingRE logo on your website home page with reasonable prominence and that you incorporate LeadingRE in your brokerage “about us” text. Many members also feature LeadingRE on a “partners” page or a relocation page, so the following is designed for those interior page uses.*

[Company Name] has been selected for membership in Leading Real Estate Companies of the World,® a prestigious global community of real estate companies awarded membership based on rigorous standards for service and performance. This distinction provides you with assurance in three critical areas:

QUALITY
Only the most reputable, market-leading firms pass the LeadingRE vetting process that disqualifies 80% of brokerages that seek membership. We have been awarded membership because we have a track record of delivering outstanding service to people like you.

CONNECTIONS
Our local expertise is matched by our global reach. 550 LeadingRE partners with 4,600 offices assist us in marketing your home nationally and worldwide. And should you need to purchase property in another market, you can rely on our trusted colleagues to give you the same high level of service and care anywhere in the world.

INDEPENDENCE
Because we are a local company rooted in the [market name] market, we bring an authenticity, depth of knowledge, and array of community relationships to your transaction that “Big Box” brands cannot match.