**LeadingRE Brand Language Suggestions**

COPY FOR AGENT RECRUITING OUTREACH  
  
[Company name] gives you unique resources that will enable you to grow your business more rapidly. Our strong local brand opens doors for you and enhances your credibility with potential clients. And with [company name] you will represent a standard of quality in the market because we have been awarded membership in Leading Real Estate Companies of the World®—a distinction achieved by only 20% of companies that apply. You can proudly claim an advantage other agents simply can’t touch.

LeadingRE gives our associates compelling global exposure for their listings and the most prolific referral network in the industry, with a qualified client introduction occurring somewhere in the network every 15 minutes.

Our world-class 24/7 learning platform—ranked #1 across all industries—and our industry-leading conferences guarantee continuous learning and powerful networking for our top-producing professionals. It all adds up to a rich environment for growing your business and being the best you can be. WE’RE LOCAL WE’RE GLOBAL®