**Sample Article**

We’re Local. We’re Global®.

An established leader in the [market] market, [Company name]’s reach extends far beyond the local area through its membership in Leading Real Estate Companies of the World®, the largest global community of high quality, independent real estate companies.

Membership in Leading Real Estate Companies of the World®, or “LeadingRE”, is awarded only to select, market-leading companies that have demonstrated excellence in service delivery and results.

“In an industry made up of over 100,000 brokerages characterized by dramatically inconsistent service delivery and customer experience, our members set the standard for quality in the markets they serve,” said LeadingRE President/CEO Paul Boomsma. “We take our commitment to quality very seriously, and, as a result, only 20% of the companies that inquire about membership are extended an invitation to affiliate.”

The value of being aligned with LeadingRE, however, is much more than just a discerning third-party endorsement. LeadingRE members have access to world-class resources for marketing, technology and professional development.

Through its membership, [company name] has valuable connections to the best real estate professionals in 70 countries around the world. These connections bring global exposure and a broader pool of prospective buyers for the homes [company name] represents. And, for those looking for real estate outside of the area, [company name] can provide assistance through LeadingRE’s worldwide network of 550 vetted real estate firms.

[“Insert quote from your company representative about how being aligned with these firms benefits your clients—if you choose,” said [title] [first and last name].]

While all LeadingRE companies, brokers and sales associates have a shared focus on quality and connections, they are also committed to independence, with distinctive cultures and services that align with the unique needs of the areas they serve.

“All of our firms are deeply rooted in their communities – independently owned, with an uncommon local knowledge that allows them to help clients make better-informed real estate decisions,” Boomsma said.

[“Insert quote from your company representative summarizing the value of your affiliation —if you choose,” said [title] [first and last name].]

Through LeadingRE, [company name] combines the best of an authentic, local brand with the worldwide connections and tools that are so vital in today’s global marketplace

Visit [your website] for more information on [your company name]. To learn more about Leading Real Estate Companies of the World®, visit www.LeadingRE.com.