

**THE RAWHIDE COMPANY, REALTORS®
INVITES YOU TO JOIN A GREAT COMPANY**

DO YOU BELONG AT RAWHIDE?

Since 1973, The Rawhide Company, REALTORS® has been an independent family-owned and operated real estate company that delivers results to the public with honesty and integrity. We try to operate according to the “Golden Rule.”

Real estate is a profession, a calling requiring specialized knowledge and skill. We expect our real estate brokers to be and act like professionals. The foundation of a professional is personal integrity. If a person is not honest and ethical, we don't care how good a salesperson he or she is; that person does not belong at Rawhide. We will not knowingly hire someone whose behavior would lead the public to question their character, and ours by association.

Our desire is to attract high quality brokers whose goal is to deliver topnotch service with a smile. Rawhide does not solicit the agents of other companies. We don't appreciate it when others solicit ours, so we do not do so to them. We believe that if we offer what good brokers want and need, they will want to associate with our firm. If they are happy and fulfilled where they are, great.

WHO IS RAWHIDE?

Rawhide was started by Kenneth H. Barber, the present Chairman of the Board, as a vehicle for selling his area land developments which he had been doing since 1958. Rawhide still develops communities today. Ken is a superb salesman, and a great broker.

Over the years, the company evolved into a full-service brokerage selling homes, land, farm and ranch and the occasional commercial property. We also offer residential property management.

Ken's son, Doug Barber, is the President and Broker of the company. Doug joined the company in 1975, and provides training and support for Rawhide's people. Doug also lists and sells so he never loses touch with what Rawhide's agents go through on a daily basis. He is active in the REALTOR® organization (Chairman of the Board in 2002-3), and is considered by industry peers to be an excellent and informed broker.

The name Rawhide evokes the memories and traditions of the West. This reflects our long heritage of love of the land (the basis of value in real estate), and its development. It also reflects on those who built the West. There were cheats, short-card artists and bad folk, but there were also good, strong-principled people who came to build something and establish lasting traditions. We aim to be the latter. For more detail, read “About Rawhide” on our website (www.rawhide.net).

WHAT IS IT LIKE AT RAWHIDE?

Rawhide has two markets to serve. The agents' market is the public, and the company's market

is its agents. We are professional, yet friendly, structured, yet flexible, serious, yet relaxed (some would say laid-back). Our agents help each other, so it is truly a team.

We believe in training and education. To that end, we provide some training most weeks at our business meetings, together with periodic half or full-day courses. Rawhide does not charge for its training, and some is provided for continuing education credit.

We know that technology has changed the way brokers work. Some prefer to be in an office environment, so we have workspace available for them. Others prefer to work out of their homes and cars, and Rawhide is designed to support the mobile and home-base agent, as well. It is up to the broker to choose.

We utilize technology to keep our agents informed, and to help them market their properties. Our staff has been with us for many years, and is a great boon to our agents.

HOW MANY OFFICES DOES RAWHIDE HAVE?

Rawhide has three offices. The Campus Drive office (NE corner of Woodmen Rd & I-25) is a beautiful stone and stucco Class A accommodation that any broker would be proud to have his clients come to. Rawhide provides administrative support and property management from this location.

The other two offices are “neighborhood offices” in Black Forest (SW corner of Shoup & Black Forest Roads) and in Falcon (McLaughlin Road just north of its intersection with Highway 24). These offices provide a local presence in two of the areas in which Rawhide has a large market presence.

There is no competition between offices. Though some brokers choose to base out of a particular office, any broker is welcome to use any office facility 24/7 as needed (sort of like Kinkos, which describes itself as “your branch office”).

HOW ARE RAWHIDE’S AGENTS COMPENSATED?

Rawhide offers three compensation plans:

- * Plan A is a straight 60/40 split (broker/company) with no office fee.
- * Plan B is 65/35 until the agent has generated \$30,000 in gross commissions, then it jumps to 85/15 and stays there as long as the previous 12 months gross commissions are at least \$30,000 (no starting over at zero each year, as some companies require). The office fee for Plan B is \$100.00 per month.
- * Plan C is 100% commission to the agent. The office fee is \$600.00 per month, plus \$100.00 for the first closing in any month (\$700 if they have a closing, \$600 if not).

Agents select their plan twice a year (Jan.-June and July-Dec.), allowing them flexibility in their

business planning.

WHAT DOES THE COMPANY PROVIDE ITS BROKERS?

- ★ Free *Realfast* contract software installed in each office and on the agents' personal computers.
- ★ Training for new and experienced brokers.
- ★ A track record and a good reputation in the community.
Rawhide has some of the most knowledgeable brokers in town.
- ★ Written independent contractor contract and company policy dealing with every aspect of the business, including what happens when a broker leaves (avoids misunderstandings).
- ★ Flexible commission plans.
- ★ Necessary business machines in each office.
- ★ Free high-speed internet connections at the Campus and Falcon offices (high-speed access is not yet available in Black Forest ☹).
- ★ Free internet website to market their properties (www.rawhide.net).
- ★ "Tech support" for agents; when agents need help, they generally get it.
- ★ Recognition for productive people (awards functions paid for by the firm).
- ★ Membership in the REALTOR® organization (a great benefit).
- ★ Honesty and ethical behavior (Doug Barber is very involved in enforcement of the Code of Ethics, and teaches professional standards for the Colorado Association of REALTORS®).
- ★ Opportunities to invest in real estate.
- ★ When Rawhide develops a new community, Rawhide agents get priority sales opportunities, and special sales commissions therein.
- ★ Payroll services for those with assistants, for only \$5.00 per month per assistant.
- ★ Office work space is provided free. Designated desks are \$60.00 per month.
- ★ Signs and lockboxes (deposit required to check them out, refunded on return).
- ★ If they gave awards for great staff, ours would be award-winning. Our crew goes the extra mile for our people, including inputting listings and maintaining them, processing brokers' listings and contracts, telephonic support, setting showings, even typing! Night and weekend service for setting showings.

WHAT DOES RAWHIDE LOOK FOR IN AGENTS?

- ✓ Honesty and personal integrity.
- ✓ Persistence: Must continue to seek solutions to problems.
- ✓ A personal commitment to the real estate business (typically, no part-timers).
- ✓ High degree of personal responsibility: Must take charge of own business development.
- ✓ Goal oriented: Willing to learn, invest own time and money, be enthusiastic.
- ✓ Sober: No substance abuse, serious about work.
- ✓ Flexible: Must be a team player and adapt easily to change.
- ♥ High self-esteem/ego drive: Believes in self, positive outlook, optimistic, but realistic.
- ♥ Good communicator/listener: Likes people, high degree of empathy, sincere.
- ♥ Creative: Doesn't have tunnel vision or need to be led by the hand.
- ♥ Good product knowledge: Commitment to initial and ongoing training/education a must.
- ♥ Family support and encouragement.

- ♥ Works hard and smart: Organized with good work habits.
 - ♥ Physical and financial stability.
 - ♥ Professional demeanor: Speech, dress, personal hygiene, attitude.
 - ♥ Desire to improve themselves, willing to take risks, self-motivated.
 - ♥ Willing to attend seminars, classes, obtain designations, etc. (there is a positive correlation between education and earnings).
 - ♥ Active in civic affairs/ability to influence others: Obtain personal exposure through involvement in community service, organizations, church, school, etc.
 - ♥ Successful in other areas of life: People tend to follow past patterns.
 - ♥ Must have a computer and internet access, and be willing to use/learn technology.
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For a confidential personal interview, or to learn more, please contact Doug Barber at (719) 598-3198, or 338-3053, or by email at RawhideNo1@aol.com.

Join the Rawhide team today!