



## Did you know...

NAR studies show 93% of the business done in Real Estate is completed by the top 7% of Realtors. NAR statistics further show that 7 out of 10 Realtors leave the industry within two years; most citing lack of income as their primary reason for leaving.

**It doesn't have to be this way...**

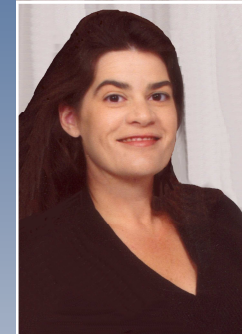
*Principal Residential Group, LLC* is a boutique real estate firm that teaches you the basics, advances you to higher earnings, and dedicates itself to your success. **A firm started by an Agent, for Agents.**

## What Makes us Better...

1. FULL Service Brokerage with 53 years of Broker Support.
2. Online Transaction Management System available to you anywhere at any time.
3. 24/7 LIVE Call Capture systems
4. One-on-One Coaching and Consulting.
5. Marketing Reimbursement Programs.
6. Monthly CE credit courses and various classes for higher level learning and knowledge.
7. Traditional and Split Plans available beginning at \$20/month.
8. NO yearly transaction requirements and NO yearly E&O charge.
9. Professional Office in a high-traffic location.
10. Wi-Fi office stations and conference rooms.
11. Specialized Teams including the REO Team, Open House Team, Green Team, and Short Sale Team.
12. Premium brand with a premium brand recognition.

## Call Jay or Christa Today

for more information and a confidential interview.



**Christa Lawcock**  
*Sales & Marketing Director*



**Jay Graves**  
*Designated Broker*

**602.258.4416**



**PRINCIPAL  
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