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# ways we are different

from every other real estate franchise

## 1 The evolution of lifestyle sales.

Buyers are making decisions on *how* they want to live, not just where.

## 2 Acquisition cost should not be a barrier to entry.

We are proud to be the lowest cost real estate franchise in the country.

## 3 A culture of simplicity removes barriers to success.

Simplicity in our systems, marketing, communications and interactions.

## 4 Promoting territory expansion, not saturation.

Our system allows our Lake Life Partners to take over their entire market, not compete with neighboring franchisees.

## 5 Finding the buyer first through consistent online strategies.

80% of our own listings sell to our own buyers. There's no need for expensive syndication sites.

## 6 The power of niche marketing.

When you narrow your focus, you expand your appeal. We do not try to be all things to all people...we are simply the best at all things lakefront.

## 7 The power to change lives for the better.

"Being near water makes us healthier and happier, reduces stress, and brings us peace."  
-Wallace J. Nichols

## 8 A home-based business model for real estate.

Brick and mortar storefront locations are an unnecessary, antiquated practice.

## 9 Educating clients to move them through the know-like-trust cycle.

All of our actions are designed to understand their needs and solve their problems.

## 10 True collaboration between all lake life partners.

Continuous improvement through constant interaction = win/win.

