



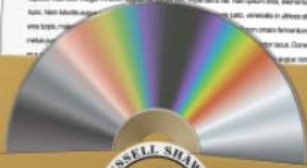
April 30, 2011

Dear Phil:

Over the past few years, I've been helping a lot of people sell their homes. I know how hard it can be to sell a house, and I know how much you want to get the most money for it in the shortest amount of time. With the No Hassle Listing program, you can get the most money for your home in the shortest amount of time. I know how hard it can be to sell a house, and I know how much you want to get the most money for it in the shortest amount of time. With the No Hassle Listing program, you can get the most money for your home in the shortest amount of time.

Our No Hassle Listing program is a complete solution for you. We'll take care of everything from the listing to the closing. You just need to show up for the showings. We'll handle all the paperwork and the legal stuff. You'll get the most money for your home in the shortest amount of time. I know how hard it can be to sell a house, and I know how much you want to get the most money for it in the shortest amount of time. With the No Hassle Listing program, you can get the most money for your home in the shortest amount of time.

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Q: Why should we list our home for sale with you?

A: You should hire us for the same reason that thousands of others have listed us over and over again for more than 30 years. They know that they can depend on us to get them the most money, in the shortest amount of time, with the least hassle.

Our No Hassle Listing program is a complete solution for you. We'll take care of everything from the listing to the closing. You just need to show up for the showings. We'll handle all the paperwork and the legal stuff. You'll get the most money for your home in the shortest amount of time. I know how hard it can be to sell a house, and I know how much you want to get the most money for it in the shortest amount of time. With the No Hassle Listing program, you can get the most money for your home in the shortest amount of time.

Every year we help sell over 400 homes for our clients. The average agent handles around eight sales a year. When being asked to perform a job for you, experience should weigh heavily in that decision. Who really wants to be the agent's first job?

Let's compare one of our program benefits, we allow you to cancel the listing at anytime. Most agents will not give you the same flexibility. You might ask yourself why agents need to "lock you in" for two to six months. Why would they do that to you? The answer is simple. Our philosophy is that we would rather drive to work every business day. We are confident that we can provide a superior level of service and care. If we don't, we don't deserve your business. It's that simple.

Q: I heard that there are limited service agents who charge less. Why shouldn't I hire the cheapest agent?

A: Before you hire an agent, ask to see their listing. They need an agent to sell their house for you. If you probably would sell for the same price as another who sells it - if probably would be in your best interest to sell the house yourself. In that case, why pay any agent?

The fact of the matter is no one will sell your house for you. We have the track record we do because we are experts at getting the property using a specific, highly-tailored strategy prior to even listing for "showing" and quickly at



Russell Shaw Group
"I'm not bragging, I'm applying for a job. I want to be your Realtor."
(602) 957-7777 • www.NoHassleListing.com

REALTY ONE GROUP
11211 North Tatum Boulevard, Suite 200 • Phoenix, AZ 85028
(602) 957-7777 • www.NoHassleListing.com

THE NO HASSLE LISTING[®] HOME MARKETING SYSTEM

- **Sell your property yourself, while it is listed and pay no commission**

This does not apply to a buyer exposed to the property by my office or another agent.

- **Cancel the listing at anytime**

Either you or I can cancel by calling and saying "I want to cancel the listing." It's that simple. The cancellation becomes effective at the time you call. Please allow 2 business days to have the sign removed and the listing withdrawn from the Multiple Listing Service.

- **No advance fees of any kind**

You only pay if I procure an offer that is acceptable to you.

- **"No Pressure" presentation**

I will never allow you to be "pressured" by the buyer's agent. All offers will be faxed or delivered to my office and presented to you by us, so you can make your decision privately.



FAQs

Once I have reviewed your No Hassle Listing package, then what?

Contact our office by email or phone, and we will set an appointment to have one of our listing specialists meet with you.

We will tour the home, go over recent market activity in your area to educate you on values, and make recommendations for maximizing your profit and increasing your speed of sale.

TRY THIS SPECIAL **NO RISK OFFER!**

Put more money in your pocket with the No Hassle Listing[®], exclusively with Russell Shaw. Most brokers will charge you the same fee no matter how your home sells...even if you find the buyer. With the No Hassle Listing[®] you have complete flexibility...from "Full Service" to "Do It Yourself".

- 4%** We find the buyer and write the contract. There is no other agent involved. Our commission is just 4%.
- 1%** You find the buyer and there is no other agent involved. We write the contract and walk it through escrow for you. Our commission is 1%. (Minimum of \$1200)
- 6%** Another agent represents the buyer. Our commission is 3% and the other agent also receives 3%.
- 0%** You find the buyer and there is no other agent involved. You don't want our assistance. You pay nothing.

Buying and Selling? Save even more! You are eligible for our
Client Reward Bonus
Call for details.



FAQs

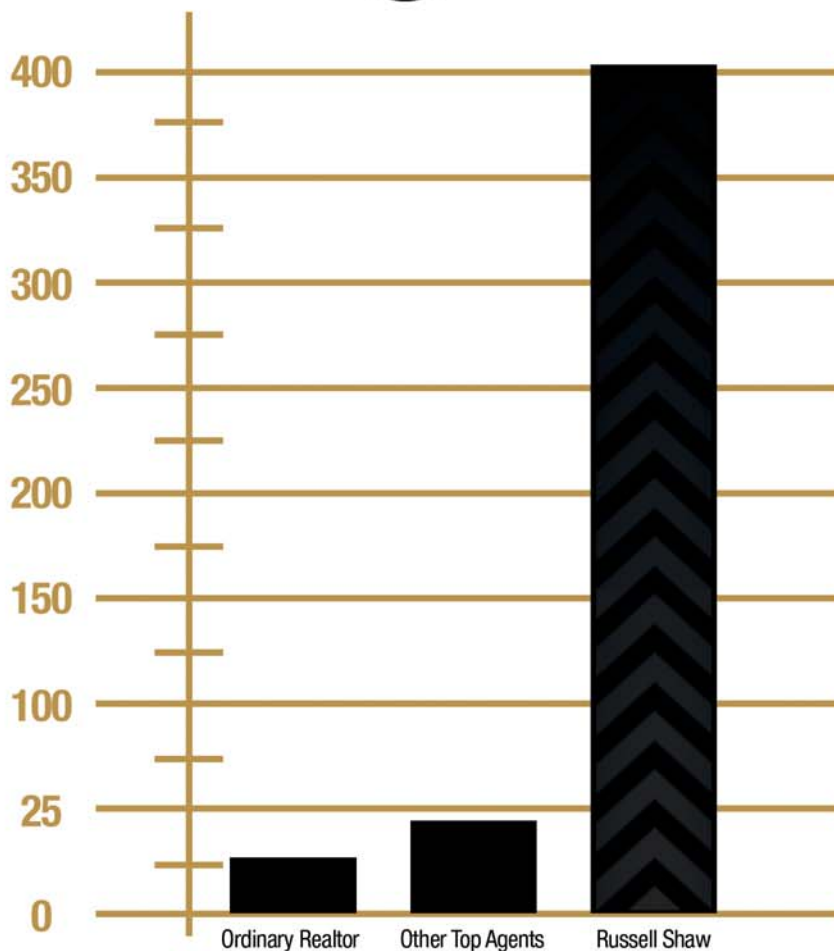
Shouldn't I pick an "area specialist" to sell my home?

There are agents who focus primarily in one geographic area or neighborhood. But buyers come from all over the valley and country, not just from that small neighborhood. So an area specialist usually really means "listing agent" in the area.

Many years ago the real estate business was successfully composed of lots of small "boutique" offices – that specialized in a certain area or part of town. But MLS, computers, the Internet, and cell phones have changed that aspect of the real estate business. Now the important points in selecting an agent are experience, track record, technology and marketing skills.

RUSSELL SHAW VS OTHER REALTORS

RUSSELL SHAW VS OTHER REALTORS



The ordinary agent sells 8 to 12 houses per year;
"Top Agents" sell 22 to 30 per year

Fact:

My team and I help more home sellers sell than any other agent in Arizona.
We sell over a house per day!



FAQs

Why do your homes sell so fast? Do you price them too low?

Absolutely not. Most of our listings sell at full price. We make it our business to know the market, so we can ensure we get the highest possible price for our sellers. Studies show that the highest value for a home is achieved in the first 30 days – so it is important to get it right the first time.

Our homes typically sell two and a half times faster than the average agent because of the effective marketing we do. We accomplish this by first doing a supply/demand analysis in the immediate area for any home we consider marketing. All agents have access to the same market information. It is the evaluation of what that information means to the marketing of a home that matters. X-rays mean nothing until they are evaluated by a competent doctor. Similarly, knowing what the market is doing in any area affects both the marketing time and value.

WHY THE RUSSELL SHAW GROUP HAS SO MANY BUYERS

Full-time Buyer Specialists.

Our buyer specialists only show property, write offers and negotiate contracts. Period. They know the inventory, the ins and outs of financing, and which lenders may save you money. They show you what you want to see, when you want to see it.

Our loyal clients.

Russell has been selling real estate in the Valley since 1978. Those years have provided him with many satisfied clients who call Russell for all their real estate needs.

Our huge inventory of homes for sale.

We are fortunate to market many desirable homes, in a variety of areas and price ranges. This large inventory prompts calls from old and new customers every day. Buyers know that they will have the inside track to the freshest listings.

High internet presence.

Our address, www.NoHassleListing.com, is on our signs as well as our TV and Radio advertising campaigns. We have ads running seven days a week, resulting in a large number of calls every day. Additionally, our listings are on over 150 major real estate websites including premium placements on all high traffic sites such as "Zillow", "AZCentral", and "Realtor.com."

TV and Radio Advertising Campaigns

We have ads running seven days a week, resulting in a large number of calls every day.

Consistent and extensive mailings.

Russell sends out more than 496,000 pieces of mail annually, to stay in touch with past and potential clients.

Additional savings.

We offer a "Client Reward Program" to our sellers who need to purchase another home, whether a new build or resale. With this program, clients save even more when they both sell and buy through us.



FAQs

Why do you sell so many homes?

Due to our extensive radio and TV campaigns, as well as our direct mail and internet presence, more buyers and sellers are familiar with us than any other agent in the valley. Additionally, experience, product knowledge, doing the little things right, effective marketing programs, and our skilled team all add up to positive results. Every field has people who, through their drive and passion, manage to excel.

If we list with you, will my home be on the internet?

Absolutely! All of our yard signs, as well as our TV and radio ads prominently feature our website address. No other local agent offers that benefit. Our media promotion drives thousands of buyers to view homes on our website.

Your home will also be prominently featured on over 150 websites with premium placement on sites such as Realtor.com, the number one real estate website in the world, as well as Zillow and AZ Central. To increase buyer interest in our properties we've secured a featured homes position. Per Realtor.com our listings are viewed twenty times as often as a regular listing on Realtor.com.

THE CUSTOMERS ALWAYS WRITE

THE CUSTOMERS ALWAYS WRITE

...I might feel lost not speaking to you regularly!! THANK YOU for all of your enduring PATIENCE, TENACITY, and genuine care. So many times, I just needed to know that somebody understood what this situation was doing to us!! I needed to be listened to and understood. You were really there for me. I appreciate your professionalism and your doggedness to stay with it. Thank you again so much.

Warmly,
Beth Anderson

Exceptional! Your team work - with each member doing his job so well - is impressive. A special thanks to Jean Patterson - her attention to detail was remarkable. I have already sung your praises.

Frances Brunt

I was lucky to have your help! I'm so glad I found you! Thank you so much! I have a medical problem & I appreciate your extra help & time. My experience was exceptional.

Mary Carter

Ron and I wanted to extend our thanks and gratitude for EVERYTHING you and your team did to successfully execute a short sale on our home.

This would never have been possible had it not been for the team (and I mean TEAM) ...You are a finely tuned group that had the insight and expertise to succeed.

To you and your TEAM - Thank you!!!! - Two simple words that simply underestimate the value of how fabulous you have been and all while holding our hand through the emotional element to the process.

Ronald & Fran Sussman

I just would like to thank the Russell Shaw group for everything that they have done for me. I had fallen on a bit of hard times and had to unload my home. I wanted to try everything possible to prevent a foreclosure. I tried working with my mortgage company, but that got me nowhere. I finally decided to short sale my home. I did not even consider using any other realtor. I have only heard great things about Russell Shaw. I knew if it was possible to sell my home that Russell Shaw would be my best choice. Every person that I talked with was prompt, professional, and very courteous. They never made me feel like I wasn't an important customer, even though I was going through the short sale process...

Once again I would like to thank you and your team. I could not have asked for a better realtor. When I get back on my feet and I am looking for a home again I will not even consider using another realtor.

Thank you,
James Wheeler

...All of our interactions with the fabulous people in your group made our whole home buying experience pleasant even with the hurdles we encountered during the lending approval process. We wanted you to know how much we appreciated Rina, J.C, and Jean. Bonuses all around? I think so!!

When we have a need for a realtor in the future you will definitely be called. We will also rave about you to any family member, friend, or acquaintance. We could not have had a better experience with buying a house.

We wish you all continued success.
Polly and Jim Mack

Highest service I have experienced from any real estate company. Exceptional!

Glenn Eiselin



FAQs

I heard that there are limited service agents who charge less. Why shouldn't I hire the cheapest agent?

Sellers don't need an agent just to sell their house. They need an agent to sell their house for more! If your property would sell for the same price no matter who sells it - it probably would be in your best interest to sell the home yourself. In that case, why pay any agent?

The fact of the matter is we can sell your home for more. We have the track record we do because we are experts at pricing the property (using a specific supply-demand analysis prior to even looking for "comps") and experts at creating the greatest amount of exposure of your property.

Even at contract presentation, we do not follow the pack. We do not permit other agents to pressure you into a rash decision. The contract will be presented to you by us alone. This specific action (especially when there are multiple offers) gets significantly more dollars for our sellers. It is very difficult for a seller not to transmit emotions and reactions to another agent. That can cost sellers money. Just like a poker player wears dark glasses to hide their hand, we want to protect you from tipping your hand and giving up money.

INTERNET, WHERE WE MARKET YOUR HOME

A few of the websites YOUR home will be featured on, with multiple photos & a Virtual Tour, when you list your home with the Russell Shaw Group of Realty ONE Group



FAQs

Why should we list our home for sale with you?

You should hire us for the same reason that thousands of sellers have used us over and over again for more than 30 years. They know that they can depend on us to get them the most money, in the shortest amount of time, with the fewest hassles.

Our No Hassle Listing Home Marketing system offers benefits that the ordinary agent does not. Our program offers flexible commissions to put more money in your pocket, a client reward program when both buying and selling that actually rebates cash back to you, a cancel anytime policy, and the right to sell your home yourself and pay us nothing. Additionally, our average time to sell a home is over 2.5 times as fast as an ordinary agent.

Every year we help well over 400 people buy and sell. The average agent handles around eight sales a year. When hiring anyone to perform a job for you, experience should weigh heavily in that decision. Who really wants to be the surgeon's first patient?

Let's examine one of our program benefits; we allow you to cancel the listing at anytime. Most agents will not give the consumer this right. You might ask yourself why agents need to "lock you up" for four to six months. Why would they be afraid to give you the right to cancel? Our philosophy is that we would rather strive to earn your business every day. We are confident that we can provide a superior level of service and care. If we don't, we don't deserve your business. It is that simple.

Plus over **150** other high traffic sites where real estate consumers are searching. All of our listings are also on Immobel.com, which translates all of our listings into 12 different languages

References

Here are a few of our past clients who have graciously agreed to share their experiences with us.

Paul & Alicia Perez	(480) 726-6822
Albert Singh & Barbara Flanigan	(480) 330-3357
Jeremy Schachter	(480) 703-8088
Glenn Eiselin	(623) 271-9377
Duane & Jean Humlicek	(402) 528-3676
Gary & Gwen Tanner	(970) 560-2372
Elvie Coffman	(256) 232-7894
Kim Austin	(586) 405-4075
Kristi Davis	(480) 210-6805
Carl Gerkin	(623) 846-5707
Ronald & Fran Sussman	(602) 300-8129
Dan Berg	(602) 628-9979
Jim Silha & Kimberly Rice	(928) 252-2469
Mike McQueary	(480) 818-2651
David & Josephine Shearer	(623) 255-5842
Eugene Gardner	(480) 543-8577
Sandra Bigelow	(480) 510-7877
Danny Henry	(843) 270-1893
Kumara Sadashiviah	(602) 369-6551
Nathaniel Lee	(602) 268-7080
Jim Stall	(480) 332-3939

Personalized Service



Wendy Shaw
General Manager

Wendy, a native Phoenician, obtained her real estate license in 1982. She is a lifetime member of the Phoenix Association of Realtors President's Round Table (award for most homes sold).



Trina Malloy
Operations Manager

Originally from Pennsylvania, Trina first obtained her real estate license in 1990. She has over 15 years experience in real estate sales, training and finance.



J.C. Gobins
Listing Specialist

J.C., a native Phoenician, is a Certified Residential Specialist. Licensed since 1981, with a background in commercial and residential development, J.C. has won the Phoenix Association of Realtors President's Roundtable Award for Most Homes Sold (Top 1% of all Realtors)



Bill Malloy
Listing Specialist

Originally from Grand Rapids, Michigan, Bill has lived in Phoenix since 1998. Licensed since 2004, Bill has a true eye for detail and years of customer service experience.



Jean Patterson
Transaction Manager

Originally from Kankakee, Illinois, Jean has a degree in elementary education as well as one in business administration. First licensed in Illinois in 1977, she obtained her Arizona Broker's license in 1981.



Russell Shaw
Associate Broker

A Phoenix native, he began his real estate career in 1978. He is both a GRI & a CRS, as well as a past President of the Arizona Certified Residential Specialists, and a lifetime member of the President's Roundtable. One of his highest honors was being ranked #28 for "Most Homes Sold" by the National Association's Realtor Magazine.

Personalized Service



Eva Chugerman
Buyer Specialist

Born and raised in Queens, NY, Eva earned a BBA from Pace University in NYC. She relocated to Scottsdale with her husband and two children in 1996. She obtained her real estate license in 2002 and enjoys assisting buyers.

Rina Geist
Buyer Specialist

Originally from Jacksonville, Florida, Rina moved to Arizona in 1986. She obtained her real estate license in 2003 and also obtained her ABR (Accredited Buyer's Representative). With over 20 years of sales experience, Rina brings a wealth of knowledge to the home buying process.



Betty Dragiewicz
Buyer Specialist

Born and raised in Chicago, Illinois, Betty relocated to Arizona from Alaska in 2004 with her husband and four children. With over 20 years of sales and purchasing experience, Betty obtained her real estate license in 2005. Betty loves working with Buyers and fulfilling the American dream of homeownership.

Kyle Pittman
Buyer Specialist

Born in Cedar Rapids, Iowa he moved to Phoenix at age 5. He graduated from ASU, with a degree in Psychology. Since his start in 2006, Kyle brings a unique perspective to the buying experience from the time he spent managing and remodeling investment properties.



Jennifer Norftill
Short Sale Manager

Born and raised in Phoenix, Arizona, Jennifer graduated from ASU in 2007 with a BA in History. She began her real estate career in 2008 and has worked as a Listing Manager, Commissions and Expenses manager, as well as her current focus of navigating the intricacies of short sales

Becky Hughes
Short Sale Manager

Born in Indianapolis, Becky moved to Arizona in 1986. She started her real estate career in 2001, and has extensive experience in all facets of real estate administration and escrow.



Personalized Service



Audra Usko
Short Sale Support

Born in Glendale, Arizona, Audra joined the real estate industry in 2004. She has over 6 years of real estate client care. Currently, she has finished her required classroom hours to obtain her real estate license.



Andrea Bottema
Contract Manager

Born in Utah, Andrea moved to Phoenix in 1997. After a 10 year career in banking and Interior Design work, she obtained her real estate license in 2005.



Dianna Messiti
Administration

Originally from Orange County, California, Dianna has over sixteen years experience in customer service and eight years experience in real estate administration. She obtained her Arizona real estate license in 2002.



Erin Krueger
Client Care Manager

Erin is originally from Michigan and has made Arizona her home for the last 10 years. She has worked as the Project Coordinator with the Scottsdale Contemporary Art Museum, and has 3 years of teaching experience.



Laura Cook
Administration

Born in Ohio, Laura moved to Arizona in 1973. With a background in Medical Administration for over 13 years, Laura is perfectly suited to the multiple administrative tasks in her job.





Many Agents think their most important job is satisfying the customer. I don't think that's true. I believe that satisfying the customer is simply the minimum requirement for staying in business. My staff and I work constantly to improve our systems, process and services to go beyond the standard level of "service" provided by most agents.

Simply put, our objectives are to get you the most money in the least time, and with the fewest hassles. We want to provide the best service in the industry. Period.

We want to make you satisfied that you listed your home with us that you will gladly refer us to your friends.

Russell Shaw Group

