



*GIVE YOURSELF THE MEANS OF SUCCESS!*

**REAL ESTATE INSTITUTE**  
**RÉSEAU D'ENSEIGNEMENT IMMOBILIER**












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## EDITORIAL



**Audree Mevellec,  
President and co-  
founder of the IMSCE  
llc and co-founder of  
the I.R.E.S. and REI  
Real Estate Institute.**

**1998: Texas Real Estate  
License.**

**1998-2008**

- Coldwell Banker-  
Previews International.
- President's Diamond  
Circle
- CIPS Designee
- Multi-Million Dollar  
Producer
- Company Top Awards
- IMSCE llc President and  
Co-founder
- I.R.E.S. and REI co-  
founder
- RE/MAX Premier  
Properties

Bonjour,

It has been now more than 3 years that the IMSCE llc. has proven its successes in the Real Estate world. IMSCE has trained more than 1500 agents in the International field, helping them to increase their knowledge of marketing, promoting and selling properties anywhere around the world.

We have decided to offer a very comprehensive training to European agents, wanting to increase their chances in real estate and to be successful.

Marketing and promoting properties, taking more listings are the priority of our training as we realize that techniques vary and results need to be achieved.

The REI, has been created with the same goal, to help agents to take advantage of our real estate expertise.

With our training, you will achieve results that will lead you to success. Realize your dreams! Create achievable goals! You will be soon on the way of achieving YOUR success.

With my very best regards.

Audree Mevellec

President & Co founder IMSCE llc





## ABOUT US

**Our team is multi-lingual, offering a vast array of knowledge, from the legal and Real Estate practice offered by Arthur Hofmann, the International Real Estate knowledge of Audree Mevellec, to the marketing and the business education offered by Olivier Mevellec and Clement Lambert, setting a new trend in the everyday practice of real estate. More than 20 years of knowledge and accumulated expertise are a certain asset of the REI, and every effort has been made to offer the best product and training that can truly make a difference in the agent's career.**



Audree Mevellec and her son, Oliver Mevellec





## <Audree Mevellec>

With an International Real estate expertise and proven track records of the utmost level, Audree has been an innovator when she started selling high end properties located in Europe, to very affluent Americans. Her expertise was setting milestones within the real estate industry and Audree decided to share her knowledge to create the I.R.E.S program, which teaches the agent how to become “a true International agent”. Her experience in the European markets and in the European Real estate world, led her to create the training techniques she uses for her every day real estate business and her desire to pass them along to the European agents. A very solid marketing base is the key to a successful real estate career. Understanding the differences that the modern world has to offer, are probably one of the most essential assets of this new REI certification program which teaches the basics of marketing in real estate.





## <Arthur Hofmann>



Retired from Exxon Mobil, after a 25 year career as a transactional lawyer specializing in the acquisition, trade and sale of oil and gas exploration, development and production rights. He is admitted to the Illinois, Michigan, New York, Texas state bars and the U.S. Circuit Court of Appeals for both the Seventh & Tenth Circuits as well as a licensed Real Estate Broker in Texas and Michigan. He is also licensed to sell Real Estate in Indiana.





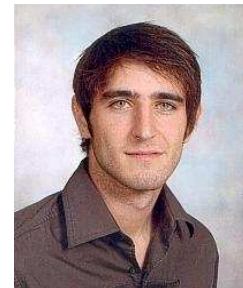
## <Olivier Mevellec>



Following an exceptional career path in the Golf industry, Olivier chose to utilize his business and communication skills to implement the IMSCE llc. In charge of organizing the distribution and the marketing of the company, Olivier has excelled in this field, opening new marketing techniques leading to the success of the company.

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## <Clément Lambert>



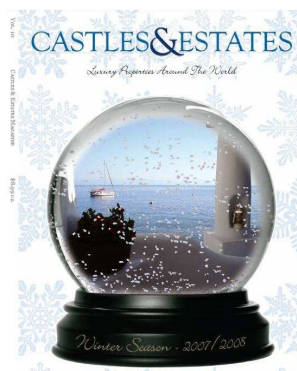
Clement is a brilliant student of a French Business school, and has proved by his abilities to integrate his skills and knowledge that he was capable of bringing to a company all the necessary tools to make his participation a great success. Clement has helped the IMSCE llc and created many new tools to support the training ideas implementing them with new techniques offering the company a great support. He is now one of the founders of the Real Estate Institute and the principal partner in Europe.



## OUR ACTIVITY

The Real Estate Institute follows the path of the IMSCE IIc.  
Founded to implement the real estate techniques.

- Real Estate practice for more than 20 years;
- Created and founded the I.R.E.S. International Real Estate Specialist :  
**www.irescertification.com** (more than 1500 agents trained around the world);
- Created the web site  
**www.castlesandestates.com** so that I.R.E.S. agents can share and promote their listings to the world;
- International distribution of the Castles and Estates magazine.



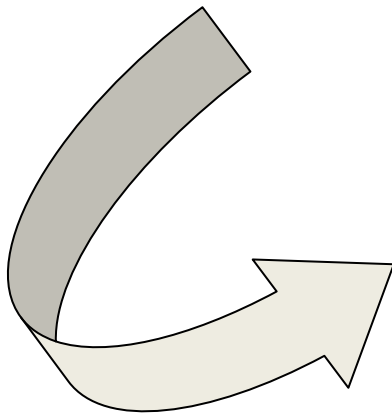


## <Our expertise>



Marketing properties at a higher level are our forte. We have set records in sales all over the world and can prove how effective our methods are.

Promoting properties to other agents are certainly a new way to approach the real estate marketing. With our techniques you will also learn how it is possible to increase your revenues by implementing simple ideas.



## <What do we offer?>



The training you will receive is based on a very **solid background and expertise in real Estate**. This expertise is **not just local but Global** and extended to the world. The American marketing techniques are known to be very efficient and very advanced to reach high level expectations.

The training we offer is based on such **innovative techniques**, which are deemed reliable and have a proven success track record.

The **live-training and the live-support** offered by our team of experts is another very important point for your success. The agent trained by our company





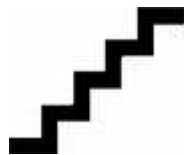
will receive a **high level of support while he continues to be a member** (each year renewed by a very low fee).

We offer you a **real boost for your real estate career**, as soon as you will have started the training, you will **become a member of the REI**, offering you all the benefits:

- **A true professional networking group;**
- **Networking events offered to REI members;**
- **A discount to obtain the I.R.E.S. International Real Estate Certification ([www.irescertification.com](http://www.irescertification.com)).**

**All this within a group of very dedicated trainers willing to share their knowledge.**

**And why not become a trainer? Or a distributor?**



The REI gives you the **tools needed to differentiate yourself** and the **tools to boost to your real estate career**.

**We create bridges between agents and competencies all over the world...**





## OUR MISSION



**Our mission is to bring you all the elements needed for your success!**

More importantly, the real expertise, the knowledge, the how to behave, which are necessary elements needed to differentiate yourself In this career:

- Know how to handle the client's relationship from A to Z, from prospecting to final closing;
- **Create your own system** by implementing your own personal strengths;
- To offer **better services**, a **proactive marketing** and **performing promotion**;
- To **give more value to your sphere of clients and prospects**;
- To learn all the **new techniques in marketing and promoting** real estate properties;





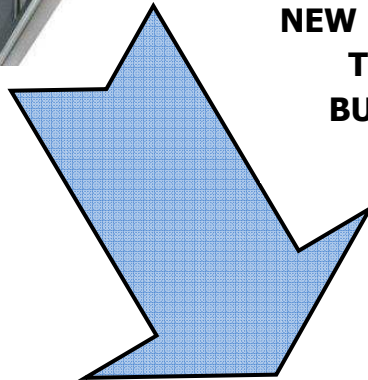
- Learn the **US based methods** to **increase your knowledge of marketing at all levels.**

At the end of your training, and by exploring all the **new methods** that you will learn, you will be capable of **increasing your services, take more listings and be more productive.**



**INCREASE YOUR  
SALES, GIVE A  
NEW DIMENSION  
TO YOUR  
BUSINESS !**

- ✓ **New expertise**
- ✓ **New methods**
- ✓ **New network**





## <Our philosophy>

Networking, networking and networking again



**Your key to success is to extend your professional network!**

This is the main important rule to find success in our business and that's why **Real Estate Institute gives you more than a simple training.**

We offer you a **new service based on the long term.**

As an REI agent, you will be a part of a huge network which shares competences and knowledge



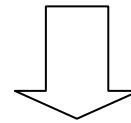
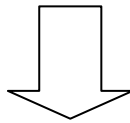
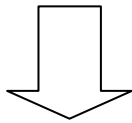


## YOUR OBJECTIVES

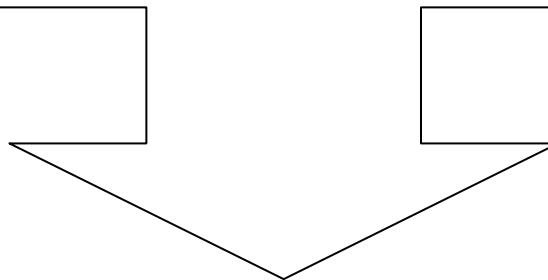


**\*Young college graduate wanting to enter the Real Estate World?**

**\*Broker/Owner wanting to train his team?**



No matter who you are, you share the same ambition!



Becoming a leader in real estate in your area and more!





## **Your objectives are our priorities!**

This is why our training program was established to give you the means of planning your real estate career for the long term.

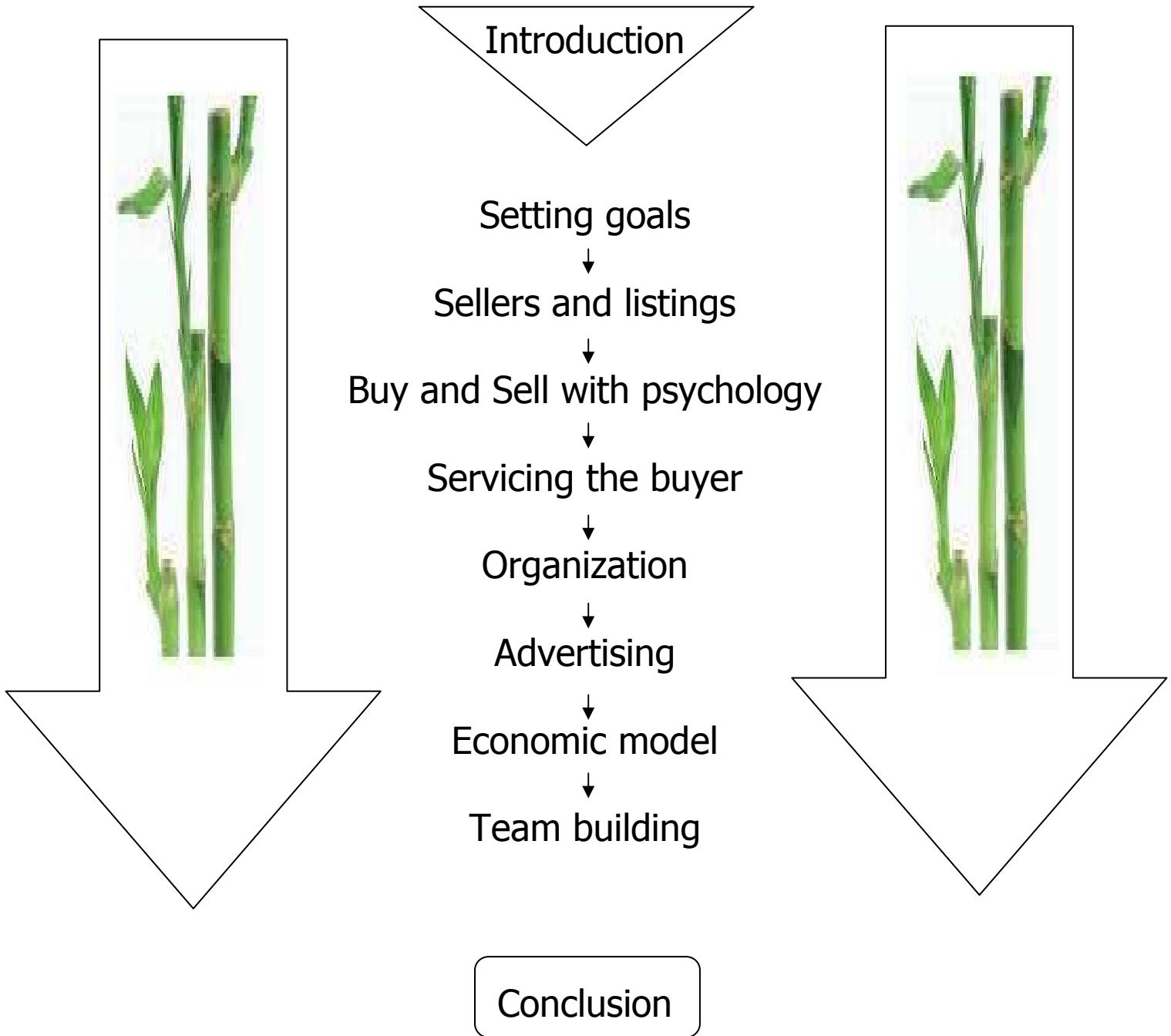
## **We will lead you to the success...**

Your future in the Real Estate world depends on your training. It is an important part of your long-term career and gives you the tools for success.



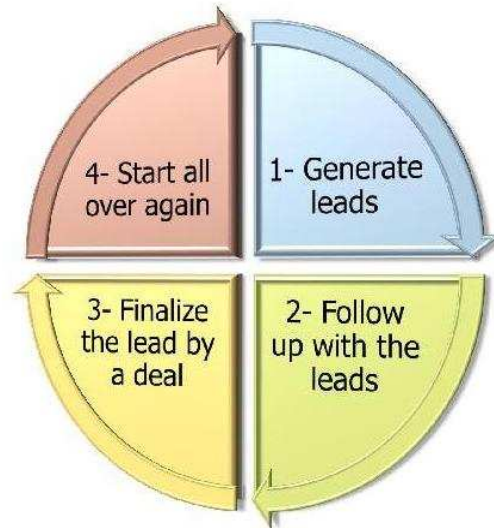


# TRAINING PROGRAM



**We'll begin the training by showing you what is your goal and how you can achieve it:**

**How can you achieve your goal?**



You'll also learn:

- How you can **identify the property** that fit your client's need;
- How make a **marketing plan**, how you can **find listings**;
- What is the **relation between the listing and the seller**;
- The **personnal quality** you neef to be a successful **agent**;
- How you can buy and sell with psychology: **analyse and manage your client attitude**;
- How you can **rebrand yourself and sell your image**;
- How you can **serve the best your buyer!**

And how to close the deal and start a new deal...



## YOUR AVANTAGES: OUR PEDAGOGY!



In order to better meet your needs, the **live-training programs will be available every month**. You will be able to **choose the one the closest to your residence and the best date for you**. You will be able to purchase the Training Book, in which you will find all the details and necessary information to achieve your new goals.

By reviewing the Training Book prior the live- training will help you **understand the concepts** and will help you to be **prepared with valuable questions for the trainer**.

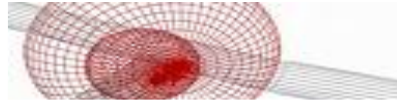
We want to **emphasize the live contact between you and the trainer**, as it will be an important part of your success. Live training offers time for real life hands-on **participation between other agents and the trainer** showing real examples with role playing.

**Each of you will receive a certificate**, showing the level of education and will become a member of the REI.(Real Estate Institute).





## F.A.Q.



- *Comment puis-je trouver le centre de formation le plus proche ?*

Il vous suffit de nous contacter par e-mail ([info@rei-edu.com](mailto:info@rei-edu.com)) ou par téléphone au +33 (0)6 76 87 33 96. Par ailleurs, un calendrier des formation est disponible sur notre site web [www.rei-edu.com](http://www.rei-edu.com).

- *Ma formation peut-elle être financée par mon entreprise?*

Bien sûr! Dans le cadre du DIF (droit individuel à la formation), votre stage pourra être intégralement remboursé par l'entreprise si vous êtes salarié. Il vous suffit d'en faire la demande auprès de votre service de gestion des Ressources Humaines.

Si vous êtes un jeune diplômé, désirant se spécialiser et se donner des atouts pour booster sa carrière, vous pouvez faire une demande auprès des Assedic ou du Contrat Emploi Solidarité.





➤ *Quels avantages sont donnés aux stagiaire R.E.I. après la formation ?*

Tous nos stagiaires sont, suite à leur stage de formation, membres du Réseau d'Enseignement Immobilier. Ce avantage permet d'abord de se constituer un véritable réseau professionnel, ce qui est prioritaire dans ce secteur d'activité. C'est pourquoi, REI mettra à votre disposition toute son expérience et tous les outils nécessaires pour vous permettre d'établir des liens et de communiquer grâce à votre nouveau réseau professionnel. Vous pourrez ensuite, si vous le désirez et en fonction de vos performances, devenir des membres actifs du réseau en touchant à la distribution et pourquoi pas à la formation.

➤ *Y a t-il un surcoût pour rester membre du réseau ?*

Tous les stagiaires seront membres de manière automatique et sans surcoût pendant une année à la suite de leur formation. Chaque stagiaire pourra ainsi choisir librement à l'issue de cette première année, de renouveler son adhésion en payant un forfait annuel de 200 euros.





## OUR PRICES

**Our prices are made to allow agents with any type of budget to be able to participate in our program.**

You can choose the option that fits your needs:

Training Book + live-training	449€ HT
Training Book*	149€ HT
Live-training	399€ HT

**\*Please note that if the book is sold with the live training, the book will be sold at 99€**

**Based on your personal financial needs it is possible to obtain financial aid:  
(Example here for the French agents).**

- Formation professionnelle continue si vous êtes salarié(e);
- Assedic si vous êtes demandeur d'emploi ;
- C.E.S (Contrat Emploi Solidarité) ;
- Fongecif.



**All our sessions will be organize in partnership with a training institute already implanted in your area. Please, consult us for more details.**





## HOW TO JOIN?

**You would like to join our network!**



\* In order to receive the registration form, you can reach us:

by phone at: **+33 (0) 6 76 87 33 96**

by e-mail at: **info@rei-edu.com**

You can also download the registration application on:

**[www.rei-edu.com](http://www.rei-edu.com)**





## **MORE INFORMATION?**



**Please visit our web site:**

**[www.rei-edu.com](http://www.rei-edu.com)**

**Or by e-mail at:**

**[info@rei-edu.com](mailto:info@rei-edu.com)**





Real Estate Institute

## IMSCE IIc

**VOUS REMERCIE DE VOTRE CONFIANCE**



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