



John Bearden, President and CEO

GMAC Home Services

Franchise Personality

Premier Service

GMAC's personality is its Nordstrom-like concentration on the absolute best service. GMAC is a sophisticated customer's perfect valet, knowing exactly how to make the transaction seamless and seemingly perfect without inappropriate familiarity.

GMAC began its total focus on providing premier service to the housing consumer in early 2002. At the time, the industry was still primarily focused on serving the agent, who was expected to serve the customer. GMAC took its service to the next level. Its values, programs and technology are all focused on the excellence of the consumer experience.

“It is our common bond, the essence of our value system,” says John Bearden, president and CEO. “It is not just for the transaction; it is the same value that we ascribe to every part of our business, including mortgage, title and insurance. Even the moving companies that we use have to be premier-service-certified.”



It is like being part of the Ritz Carlton or Four Seasons, where everyone in the organization is focused on delivery. GMAC leaders don't begin talking about franchise details until they are confident that a potential franchisee is willing to completely focus on core values and accountability for measurable outcomes.

“We are not a warm, fuzzy family,” says Bearden. “We believe that we are approachable, direct and transparent, but we are disciplined managers. Our sales professionals are not in the business of ‘selling’ real estate; they are in the business of delivering a professional service.”

That professional service extends beyond the transaction to all the homeownership services required for the transaction. Franchisees are considered strategic business partners in delivering the end product: premier service. 