

# “We Became a GMAC Real Estate Franchise for One Reason: Growth”



**Eduardo San Roman**  
First Service GMAC Real Estate  
Miami, FL

*Discover the innovative tools  
that can take you to the next level.*

For Eddie San Roman, broker/owner of First Service Realty GMAC Real Estate, the word “phenomenal” perfectly describes his company’s meteoric growth since affiliating with GMAC Real Estate in January 2006. In just nine months, the company—serving Florida’s Broward, Dade and Palm Beach counties—has increased by more than 70 percent.

*“We became a GMAC Real Estate franchise for one reason: growth. We thought it would help us compete. Since January, we’ve added about 150 agents and now have more than 400 working from seven offices. We’re on track to add another 45 to 50 agents by year’s end. It’s phenomenal when you consider how much we’ve grown.”*

Eddie says GMAC Real Estate’s innovative tools and benefits, including the industry-leading Premier Service® program, national advertising and the Elegant Homes™ luxury property marketing program, are especially appealing to both current and potential recruits. The affiliation also enabled the company to establish an in-house mortgage operation, offering its customers a one-stop shop solution.

*“My company had been an independent for 23 years, and I felt like it was time for me to either sell or take things to a higher level. To grow, we needed to become affiliated with a nationally known, highly respected brand that would help us expand our reach outside our immediate market. Did we make the right choice? Our numbers say it all.”*

## **Partnering with GMAC Real Estate can help you:**

- Improve agent recruitment and retention
- Provide consumers with the “one-stop shop” real estate experience they are looking for in today’s time-crunched world
- Create new revenue streams with GMAC branded products and services
- Obtain easier access to growth capital
- Enjoy a flexible franchise pricing model

For more information, please contact our Franchise Qualification Specialist at (800) 274-7661 or send an e-mail to [franchise\\_development@gmachs.com](mailto:franchise_development@gmachs.com). All inquiries are treated as confidential information.

Service You Deserve. People You Trust.®

**GMAC**  
Real Estate

