

“With the support we now receive from GMAC Real Estate, we truly are creating customers for life.”



*Discover the support that can help you reach the next level.*

**John Martinelli**  
1<sup>st</sup> Choice GMAC Real Estate  
Coral Springs, FL

John Martinelli knows a thing or two—a lot more than that, actually—about the nation’s major real estate brands. Since entering the profession in 1973, he’s been associated over the years with Coldwell Banker, Century 21, and Prudential Real Estate. But in June 2005, he became the broker owner of 1st Choice GMAC Real Estate. And both John, and his sales agents, couldn’t be happier.

*“I really like the way GMAC Real Estate does things. This company is about people—not just commissions and the bottom line—and that’s why I chose to affiliate with them. At our office, we’re all about customer relationships. With the support we now receive from GMAC Real Estate, we truly are creating customers for life.”*

John says GMAC Real Estate’s Premier Service® program gives his agents a winning edge—beating out agents from major brands and independents alike—during listing presentations. What’s more, backed by the powerful tools from GMAC Real Estate, John is finalizing plans to open another office, a 6,000-square-foot facility bristling with state-of-the-art equipment. His team will grow nearly twofold from 41 to 80 agents.

*“GMAC Real Estate is the force to be reckoned with locally and nationally, and our affiliation with them is making my team the force to be reckoned with in our market. You only get one shot with customers, and with GMAC Real Estate, we’re serving them better than anyone else—and beyond their expectations.”*

**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