

"AT JACK CONWAY & COMPANY,
OUR SUCCESS IS BASED SOLELY ON
THE SUCCESS OF OUR REAL ESTATE
ASSOCIATES."

- JACK CONWAY, FOUNDER AND CHAIRMAN



WWW.JACKCONWAY.COM

137 WASHINGTON STREET NORWELL, MA 781.871.0080



BUILDING THE FAMILY BUSINESS -

JACK CONWAY WAS JOINED BY HIS WIFE,
PATRICIA, AND DAUGHTER, CAROL BULMAN,
AT THE GROUNDBREAKING FOR THE
COMPANY'S LAKEVILLE BUILDING IN 2000.



CAROL BULMAN

A message from our CEO

IF YOU BECOME A CONWAY SALES AGENT,
I PROMISE YOU WILL RECEIVE THE TOOLS
AND SUPPORT YOU NEED TO PROSPER IN
OUR BUSINESS.

I INVITE YOU TO JOIN US, LEARN WITH US, AND GROW WITH US, AS WE EXPAND OUR SERVICES IN THE YEARS AHEAD.

TOGETHER, WE WILL MEET YOUR GOALS AND OURS.

- Carol

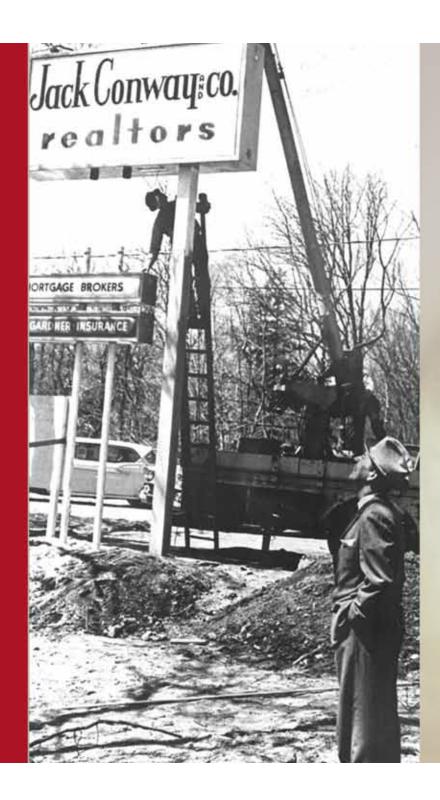




New england's best independent real estate company With all the support systems you need

- A proud history
- Independent and family owned
- Locally based leadership team dedicated to your success
- Large network of offices —from the North Shore to the South Shore and Cape Cod
- Full-service marketing department
- Worldwide relocation services for incoming and outgoing referrals
- In-house legal counsel
- Training, education and networking opportunities
- Award-winning website and technology tools
- Commercial opportunities
- Recognitions and awards for agents
- Conway Young Professionals Network to share ideas and information
- New England Mortgage Partners, a full-service lender backed by the strength of Wells Fargo.
- Competitive commission plan with no annual roll back. Agents "true up" based on earnings,

So YOU ARE PAID WHAT YOU ARE WORTH!





history

The red and white Jack Conway & Co. signs, first erected along the seacoasts of Hingham, Cohasset, Scituate and Marshfield, now line the landscape in cities and towns throughout Eastern Massachusetts.

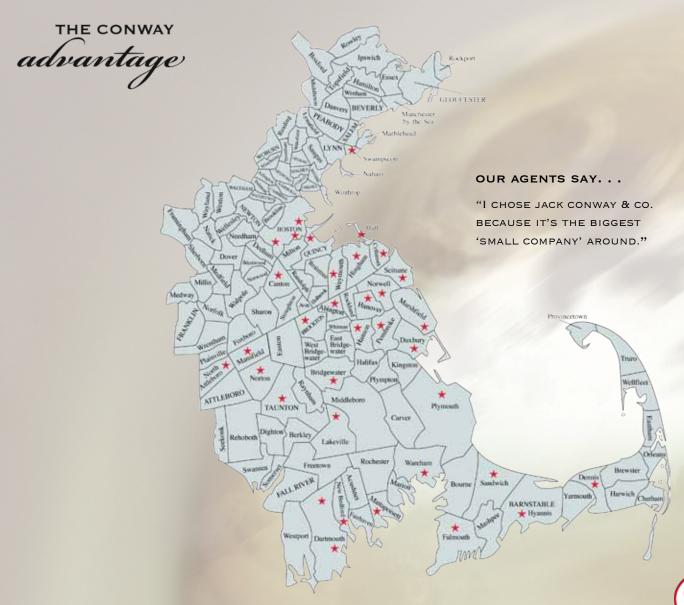
Today, with Jack's daughter, Carol Bulman, as CEO, Jack Conway & Co., is one of the largest independently owned real estate firms in New England.



AND A BRIGHT FUTURE

- Conway is a recognized leader in the industry
- Technology keeps agents on the cutting edge
- "Conway Country" includes the North Shore, South Shore, South Coast and Cape Cod
- Our sales force continues to grow
- Future plans include additional expansion





FULL-SERVICE MARKETING DEPARTMENT

- Writers, graphic designers and public relations specialists
- Targeted strategies to promote you and your listings
- Web-based toolbox of hundreds of prospecting postcards, fliers, mailers and e-cards
- Multi-million-dollar advertising program to market properties in print and electronic media



TOP-QUALITY TOOLS FOR ALL MEDIA











WEB-BASED DIRECT MARKETING





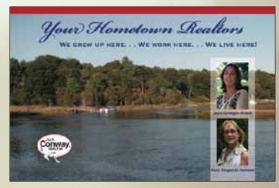




- Direct link from Conway's Virtual Office
- High-quality, low-cost customizable materials
- Postcards, brochures, fliers
- Quick turnaround as fast as next day delivery
- Upload your mailing list or use saturation mailing
- Pieces can be shipped to you or direct-mailed









SPECIALIZED MARKETING PROGRAM FOR LUXURY LISTINGS:

- Personalized property website
- Custom-designed brochures
- Professional photography
- Targeted advertising campaign
- Full-color feature in Distinctive Homes magazine
- Marketing on internet search engines and real estate websites, including Boston.com, Trulia.com, and Realtor.com
- Exclusive Luxury Portfolio global marketing program for homes priced at \$1 million or more







the conway advantage

TECH TOOLS

- All Conway listings are advertised on jackconway.com, Boston.com, Trulia.com, Realtor.com, in the multiple listing services and on Realtor.com, the largest real estate database in the world.
- Search Engine optimization (SEO) campaign ensures that Conway remains at the top of our customers' real estate searches.















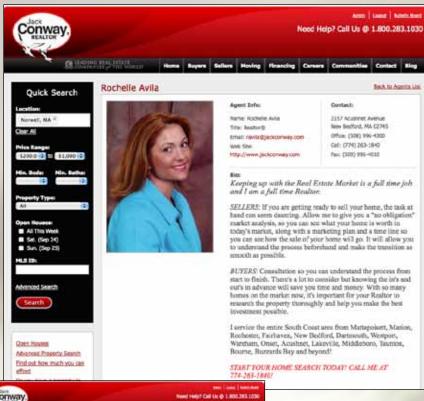


CONWAY'S ONLINE AGENT BRANDING

- Agent profiles promote you to potential customers
- Profiles contain your photo and contact information
- Customers can search by name or by office
- Your listings are displayed under your profile
- Use profile page with your listings at the bottom as a landing page for a QR Code









OUR AGENTS SAY. . .

"I AM PROUD TO CALL MYSELF A JACK CONWAY REALTOR."







JACKCONWAY.COM PROPERTY SEARCHES MAKE IT EASY FOR CUSTOMERS TO FIND YOU

- Quick Search, Advanced Search
- Search Massachusetts and Rhode Island Listings
- Open House Quick Search
- Buyer and Seller Tools
- Moving, Financing, Career Info
- Find a Conway agent
- Find a Conway office
- Company-produced real estate blogs







OUR WEBSITE HELPS CUSTOMERS FIND THEIR NEW HOME EASILY WITHOUT DAILY PROPERTY UPDATES

Conway,	Sense Leen Need Help? Call Us @ 1.800.283.1030
1	HADDING BEAL STATE COMPANIES THE WORLD Home Buyers Sellers Moving Financing School Contact Blog Charity Golf
Quick Search	Sign Up
Locations	First Name: • Last Name: •
Norwell, MA ×	Email: * Phone: *
Price Range:	
\$200,0 \$ to \$1,000 \$	Choose a password to identify yourself on future visits. Passwords *
Min. Beds: Min. Baths:	Password:
Property Type:	Confirm Password: •
Open Houses:	☐ I choose to opt into Jack Conway & Co. email newsletter Princy Policy
All This Week	Denotes a required field.
Set. (Apr 30) Sun. (May 01)	So that we may better assist you
MLS ID:	What are you interested in? [just Looking 0]
Advanced Search	Please choose your preferred agent: No Preference
Search	When do you want to move? 1-3 months 🗘
Jean Li	How did you hear about us? Newspaper
	Sign Up Already a user? Sign In here.
Open Houses	Through a series and the series and

• Customers also may select you as their preferred agent, ensuring that you capture their business.

WWW.JACKCONWAY.COM





VIRTUAL OFFICE ALLOWS YOU FLEXIBILITY AND CONVENIENCE

The Virtual Office allows our agents to have access to all listings, prospecting materials, CMA tools, tracking sheets, open house collateral, and forms necessary to conduct business from their home or on the road.



OUR AGENTS SAY...

"THE TOOLS WE RECEIVE IN TERMS OF TECHNOLOGY, MARKETING, RELOCATION AND FINANCIAL SERVICES ARE INCREDIBLE."



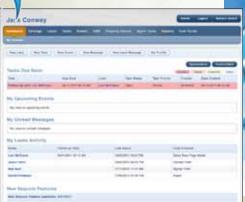


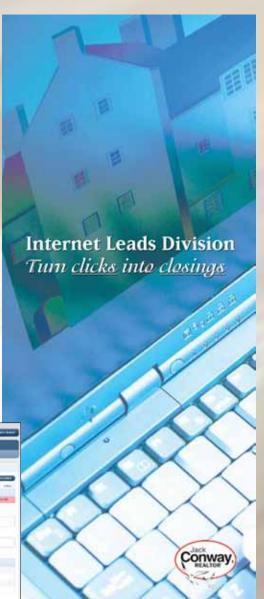
CONWAY'S INTERNET LEADS DIVISION

TURNS CLICKS INTO CLOSINGS

- All leads from your listings go directly to you
- Online inquiries are handled by a professional customer-service staff
- "Best Practices" training ensures that agents handle internet leads promptly
- Exclusive agent dashboard helps you manage your customers, receive new leads, and monitor activity







the conway advantage



REALTOR.COM

Maximize the value of the Internet by broadcasting your message to the largest concentration of sellers and buyers in your market. 82% of all the time spent searching for properties on the Internet is on www.Realtor.com. Create a consistent consumer marketing experience and generate leads using the Realtor.com Company Showcase: multiple photos, contact information and links, and detailed property descriptions.

TOOLKIT CMA

- High-quality color presentations
- Your photo and Conway logo automatically uploaded
- CMA generated from MLS data
- Printing or emailing options available
- Presentations include customized listing presentations, buyer tours, FSBO and Expired Marketing Materials







RELOCATION DEPARTMENT AND CORPORATE SERVICES

- Founding member of RELO/Leading Real Estate Companies of the World
- More than 600 companies with 150,000+ sales associates
- LRE sells more than homes in the U.S. than any other network or Franchise
- Conway Relocation Department generates leads for agents through LRE network
- Relocating customers can be referred to our LRE partners to earn commissions for you.







CONWAY'S REFERRAL REGISTRY

- Innovative program allows non-practicing licensees to refer Buyer/Seller leads to Conway agents
- Earn fees from referrals from 400+members (and growing)
- Registry members may select you as their "preferred agent"

A Real Estate license is a terrible thing to waste!

The Real Estate Referral Registry consists of a group of licensed real estate sales persons and/or brokers who are not actively practicing real estate.

By joining the Registry, you can earn sizable fees for simply referring home buyers and sellers to the 'Conway Country' sales force. You don't need to worry about REALTOR fees, rigid work schedules or endless paperwork.

It's simple.

It's Profitable.

It's Social.

It's Fulfillment.

The Real Estate REFERRAL Registry, Inc.

For Referral Associates, the world is your market. You do not have any geographical limitations.

Your prospects are:

- · Friends and relatives. Neighbors
- · Business associates
- Trade organization groups
- Local businesses
- . Members of your church or house of worship
- . People you know who are selling their homes

Your leads are everywhere!

The Registry is run by a Director, referred to as a Registrar, who recruits members, trains them in the referral process, writes and distributes a quarterly newsletter for members, and is responsible for its



LEADING REAL ESTATE
COMPANIES / THE WORLD





CONWAY AGENTS CAN OFFER UNMATCHED SERVICES TO THEIR CLIENTS AND CUSTOMERS

- Conway Move Management
- Home warranties
- School reports
- Community profiles
- Insurance information
- Estate auctions/cleanouts
- Management of corporate or REO properties



Conway Is Always At Your Service



SOCIAL MEDIA STRATEGIES PRODUCE RESULTS





In addition to the benefits of the company's social media presence, Conway agents have access to Our World, an exclusive, Realtor-only social media network



PUBLIC RELATIONS AND BRANDING STRATEGY

- · Highlights agents' achievements
- Promotes community involvement
- In-house writer produces professional copy

Conway Realtors hone

way Country Con-vention held recently

mouth, Kay O'Brien, Robert Autope in tales and chusetts for the New York, Neil tope in tales and chusetts for your hard.

Series Chik and is a 12-year mumber of the Batherty Country

advantage

Conway's house tour a success

Kay O'Brien again a top lister for Conway

oins Conway Scituate sales team

Reichert joins Conway Hanson sales team



Conway Wareham supports night out



Morreale joins Conway Mansfield

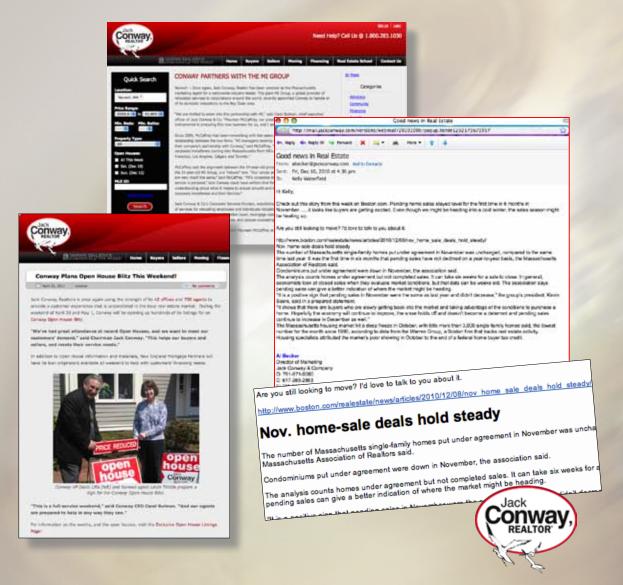


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- Conway's monthly newsletter is part of our brand awareness campaign
- Company-generated blogs keep agents and customers up to date
- Content sharing helps build our value to information-hungry consumers
- SEO campaign ensures that customers can find you

KEEPING YOUR CUSTOMERS INFORMED







THE CONWAY SCHOOL OF R.E. WAS HONORED BY BANKER & TRADESMAN IN 2010 AND 2011

EXCEPTIONAL EDUCATIONAL OPPORTUNITIES

- New agent training course, The Conway College of Real Estate Knowledge
- Continuing Education classes
- Inter-office Focus Groups led by CEO
- Dialogue sessions with external speakers
- Webinars & online training
- Management training courses
- Short Sale University
- Superstar Series taught by top agents and managers
- Senior Specialist training
- Learning-packed Annual Convention











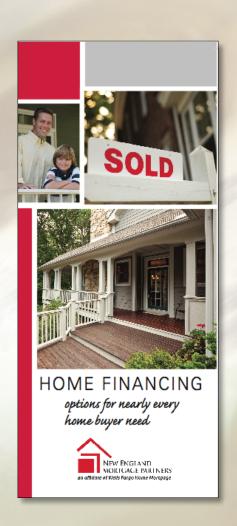
OUR AGENT EDUCATION IS UNSURPASSED IN THE INDUSTRY



the conway advantage

NEW ENGLAND MORTGAGE PARTNERS

- Full-service lender to serve the financial needs of your customers.
- An affiliate of giant Wells Fargo Home Mortgage.
- Personalized, one-stop shopping for the loan that best suits potential buyers' and relocating sellers needs.
- Experienced mortgage specialists prequalify customers, show them how much home they can afford, and help them obtain the loans that make your sales happen.







FULL-SERVICE COMMERCIAL DIVISION

Industrial and Warehouse Sales and Leasing

Residential Sales and Leasing Land Sales and Development

Office Sales and Leasing

Restaurant and Lodging Sales

Market Analysis

Investment Value Analysis

Financing

Conway REALTOR

Negotiation













CONWAY AGENTS ARE APPRECIATED FOR THEIR EFFORTS

- Top producers honors
- Longevity recognition
- The Extra Mile Award
- Thanksgiving Spirit Award
- Rising Star recognition
- Special Achievement Honors



Champions Luncheon

THE OWNERS

Both Vier der Vert Saventil Briverty Commes Soviet The Robert of Treat Sovieti The Zabrishin Saventi Little Edity Sovieti Fael Desgin

ENGLISHED BY MANAGEMENT

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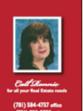
TOPS IN SALES
Ronnie Northrop

MID-YEAR Lwards 2 0 1 0



www.jackconway.com

Swampoott Office - 646 Humphray St. - Swampoott, MA 0107



OUR AGENTS SAY. . .

"THE CEO LISTENS, AND WHENEVER POSSIBLE, SHE CHANGES OR DEVELOPS NEW SYSTEMS AND PROGRAMS. SHE MAKES US FEEL AS THOUGH OUR OPINIONS MATTER."





JACK CONWAY & COMPANY WAS NAMED

ONE OF THE BEST PLACES TO WORK

IN MASSACHUSETTS BY THE BOSTON BUSINESS JOURNAL







THE CONWAY SUCCESS FORMULA

#1 Independent real estate company based in Massachusetts

A privately-owned firm since 1956

An ethical, fair and caring company environment

Local and supportive administrative staff

Regional Vice Presidents dedicated to your success

A sales manager in each office offering continual support, mentoring and training

New England Mortgage Partners/Wells Fargo joint venture with on-site loan originators

Unlimited access to in-house corporate counsel

Commissions paid twice weekly

Open access to a full-time Marketing Department

Consistent Access to Relocation, REO, Corporate and Internet Leads

Commitment to print and Web marketing

Consistent and professional branded presentations and brochures

Attainable awards and recognitions

Educational Opportunities





COMMUNITY SERVICE IS AN IMPORTANT PART OF OUR BUSINESS PHILOSOPHY

Mainspring House of Brockton • Conway House of Middleboro • Evelyn House of Stoughton • Father Bill's Place C Keeper, Easton • The Charity Guild, Brockton • Weymouth Little League • Stonehill College • Norwood Basketball Associati

Accepted the Charty State, processor - Weymouth Little League - Stokenin Carle Packages for Soldiers - Attleboro Birthright - A Wo Concern — Walk for life - Attleboro Family Resource Center - Boys & Girls Club - AAU Girls Basketball - Children International - Sci Chamber of Commerce - Wellness Community of South Shore - Scituate Community Christmas - Friends of the Scituate Town Li - Friends of the City of Boston Homeless - Scituates CERT team (Community Emergency Response Team) sponsored by MEM. Mary's Community service - Medical Reserve Corps Region 48 - Red Cross - American Legion - Friends of Scituate Firefighters - ate Youth Hockey - Dartmouth Youth Soccer Association - Holiday Hope - Taylor School PTO - Lady of Purgatory Church - St. Children's Hospital - Boys Town - Salvation Army - Congregational Church of S. Dartmouth - Friends of Nativity Prep. - Big Broth Sister - Buzzard's Bay Rowling Club - YMCA of New Bedford - Canton High School Boosters - Canton Youth Soccer - Canton Recre Department - Canton Little League - Atzheimers Association - Boston Healthcare for the Homeless - St. Vincent's Society - My Bro Keeper - Av.

| Canton Little League - Atzheimers Association - Boston Healthcare for the Homeless - St. Vincent's Society - My Bro Keeper - Av.
| Grey Canton Little League - Atzheimers Association - Boston Healthcare for the Homeless - St. Vincent's Society - My Bro Keeper - Av.
| Foot St. Vincent's Society - My Bro Keeper - Av. | Foot St. Vincent's Society - British Sp. Vincent's Society - Society - Broth St. Vincent's Society - Greater Boston College High School Progress College - Coyle Cassidy Families in Nied - Norwell Historical Society - Norwell Historical Commission - Norwell Educ Foundation - Hanover Cultural Council - Hanover Clay Commission - Marshfield - Make your Mark Scholarship Foundation - Attributes

ers' Guild • Talking Information Center/Radio for the Blind in Marshfield • Make your Mark Scholarship Foundation • Attlebord Council of Churches • Attlebord/Taunton Food Bank • Mattapoisett Bike Path Committee • Mattapoisett July 4th Road Race • Heppe Committee • Child and Family Services Board • YMCA of the South Coast • Scholarship Committee • Marion Garden Club Bedford Symphony Orchestra • Citizens Council • Wareham Events Committee • Onset Bay Association • Womens Keel Boat Assoc • Hanover Council on Aging • Hanover Food Pantry • Dorchester House Food Pantry • Codman Square Health Center Food Pant Mark's Area Main Streets • Shawn D. Patterson Memorial • Scholarship Road Race • Quincy Medical Center • Plymouth Center for Arts • The Coalition for Buzzards Bay • Leukemia & Lymphoma Society • Hingham Nursery School • Town of Canton c/o FPS • EB Su Our Troops • Cape Abilities • Food for the Poor Inc • Phi Beta PSI Sorority • Abington Firefighters • New Bedford Preservation S • Onset Fireworks Fund • Boy Scouts of America • Canton Athletic Boosters • Make Your Mark Foundation • South Shore Committee • Old Colony Hospice • Mass Housing and Shelter • St. Mary's Education Fund • VFW • 2009 Children's Christmas











INVOLVEMENT IN OUR INDUSTRY

Jack Conway & Co. is proud to subscribe to the Realtor Code of Ethics.

REALTOR®

All of our agents are Realtors, and many of our managers and associates hold leadership positions with the Massachusetts Association of Realtors and their local Associations



CONWAY REGIONAL VP PETER RUFFINI MEETS WITH LT. GOV. TIM MURRAY AT THE STATE HOUSE







CONWAY PROVIDES THOUSANDS OF DOLLARS IN PRODUCTIVITY TOOLS AT NO COST TO YOU AND WITH NO FRANCHISE FEES.

THE FOLLOWING ARE JUST SOME OF THE BENEFITS INCLUDED:

- State-of-the-Art Office Equipment
- Jackconway.com and Virtual Office: Customers find all listings and you can access tools and information from home or office
- Global Web presence on numerous sites
- Toolkit CMA for professional market analysis presentations
- Unbeatable Training Programs for new and seasoned associates
- Marketing Department staffed with professional designers and writers



In their OWN WORDS.

•



"WHEN JACK CONWAY
ESTABLISHED THIS COMPANY IN
1956, HE SET THE STANDARD FOR
HONESTY AND INTEGRITY IN THE
REAL ESTATE INDUSTRY. I CAN
HONESTLY SAY THAT OUR AGENTS,
MANAGERS AND ADMINISTRATORS
CONTINUE TO MEET THAT
STANDARD EVERY DAY, EVERY
WEEK AND EVERY YEAR. I AM SO
PROUD TO CALL MYSELF A JACK
CONWAY REALTOR."

- BETH VAN DER VEER, CONWAY-MATTAPOISETT



Conway agent 10+ years

"JACK CONWAY & CO. PROVIDES US WITH THE MOST UP-TO-DATE AND CUTTING EDGE TECHNOLOGY TO HELP OUR CUSTOMERS IN THIS FAST-MOVING WORLD. THE NEW WEB SITE, UPDATED CMA AND SOCIAL MEDIA STRATEGIES KEEP US AHEAD OF THE COMPETITION."

- FRAN CURRAN,
CONWAY-SO.BOSTON





"After doing some research and meeting with Conway executives and agents, I can honestly say that I was ecstatic about joining this company. The tools we receive in terms of technology, marketing, relocation and financial services are incredible."

Lisa Scourtas, Swampscott agent



In their OWN WORDS.

"Management has formed groups that enable agents to share our ideas and successes, and discuss where and how we can improve. Not only does this help us as individuals, but as a company. The CEO listens, and whenever possible, she changes or develops new programs and systems. She makes us feel as though our opinions matter."

Lois Baho, Westwood agent



"As a two-time companywide top seller and lister, I have to say that I work very hard — but the support I get from Jack Conway & Co. is crucial to my success. Like every agent, I have access to top management whenever an issue arises, and I meet frequently with our marketing department to create customized prospecting pieces that generate new business for me. Nothing would make me want to go anywhere else."

Tia Zaferakis, South Boston agent



IT'S TIME TO TAKE
THE NEXT STEP
IN YOUR REAL ESTATE CAREER
AND JOIN THE CONWAY FAMILY.

FOR MORE INFORMATION, CONTACT CHRIS HARADEN, DIRECTOR OF AGENT SERVICES 781.871.0080 x 335 CHARADEN@JACKCONWAY.COM

