

HANNA GOLD ADVANTAGE

Howard Hanna's Relocation & Business Development Department offers an innovative member benefit program to local and national Corporations, Universities, Hospitals, etc and we would like to include PENNSYLVANIA CHIEF'S OF POLICE ASSOCIATION on our growing list of Companies who presently have the Hanna Gold Advantage Program...

- This exclusive, affinity program offers various real estate, mortgage, and closing discounts and various retail services to your member whether they are moving around the corner or moving across the country.
- The Hanna Gold Advantage program is free of charge and is administered by Howard Hanna's Relocation & Business Development Department, so there is no expense on your part.
- PENNSYLVANIA CHIEF'S OF POLICE ASSOCIATION BENEFITS:
 - The Hanna Gold Advantage program strengthens the member benefits package and can be used as a recruiting and retention tool. This highlights PENNSYLVANIA CHIEF'S OF POLICE ASSOCIATION efforts to provide cutting edge services for their valued member.

For member under relocation program who decide to change housing status from renter to homeowner, the Hanna Gold Advantage benefits will provide an additional relocation benefit to PENNSYLVANIA CHIEF'S OF POLICE ASSOCIATION member.

- Registration is free. Howard Hanna will provide the following methods of registration:
 - PENNSYLVANIA CHIEF'S OF POLICE ASSOCIATION INTRANET REGISTRATION FORM
 - www.hannagoldadvantage.com REGISTRATION FORM
 - 800 TOLL FREE NUMBER

- Howard Hanna will provide the member with marketing brochures, posters, mailings, etc. at time of initial rollout, on-going during the new hire orientation programs, in newsletters, etc.
- This is a NATIONWIDE PROGRAM
 - Locally, Howard Hanna has #1 market share to provide quality relocation & real estate services and will be available at benefits fairs, provide lunch & learn buyer and seller seminars, etc. to promote the program.
 - Nationally, Howard Hanna's Relocation & Business Development Department places PENNSYLVANIA CHIEF'S OF POLICE ASSOCIATION member with the member requested Broker or a network of Brokers who specialize in quality service and are member of the Leading Real Estate Companies of the World. A Broker network with nearly: **700 Member firms**
\$252 Billion Sales Volume - 10,000 Communities Serviced - 90,000 Sales Associates

In 2018, Howard Hanna's Relocation & Business Development Department serviced ~ over 12,000 selling and listing opportunities, resulting in over 3,000 sales with a volume in excess of \$7.5M (combined *Pennsylvania, Ohio, West Virginia, New York, Maryland, Virginia, North Carolina and Michigan operations*).



HANNA GOLD ADVANTAGE - MENU OF BENEFITS

The Hanna Gold Advantage Program provides the following menu of member benefits...

- ✓ Commission discount on home purchase **
- ✓ Commission discount on home sale **
- ✓ Free consultation with a Howard Hanna mortgage professional
- ✓ Discount toward closing costs on first mortgage or refinancing when transacted through Hanna Financial for Mortgage, Title & Escrow.
- ✓ Hanna Home Pros discounts with various Retail Partners (i.e., Moving Services, Carpeting, Guardian Protection Services, etc.)
- ✓ Relocation Services – community profiles and comparisons, customized school and cost of living reports, newcomer kits, etc.
- ✓ Executive Link – concierge services program for members new to the city.
- ✓ Competitive rates on a full line of Insurance Services through Hanna Financial Insurance.

** The commission discount must be with a Realtor or Sales Associate assigned by Howard Hanna's Relocation & Business Development Department.

Additionally, Some Corporations use the Hanna Gold Advantage Program as a discount to the member and a way to provide additional funds to a non-profit organization. (For example: the commission discount could be tailored with payment to the member and payment to a non-profit organization or foundation).

**SAMPLE - Hanna Gold Advantage Program –
NATIONWIDE MEMBER BENEFITS**

HOME PURCHASE - CASH REWARD TO THE MEMBER IN AN AMOUNT EQUAL TO 10% OF THE GROSS COMMISSION
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EXAMPLE OF CASH REWARD

When a PENNSYLVANIA CHIEF'S OF POLICE ASSOCIATION member registers with Howard Hanna Relocation & Business Development for the program and uses Hanna Financial for Mortgage, Title & Escrow:

Purchase Price:	\$150,000
If the commission rate is 7%, the member receives 10% of \$10,500	\$ 1,050
Member uses Hanna Financial for Mortgage, Title & Escrow	\$ 400
Total Hanna Gold Advantage Reward - HOME PURCHASE . . .	\$ 1,450

EXAMPLE OF CASH REWARD

When an PENNSYLVANIA CHIEF'S OF POLICE ASSOCIATION member registers with Howard Hanna Relocation & Business Development, for the program and **does not** use Hanna Financial for Mortgage, Title & Escrow:

Purchase Price:	\$150,000
If the commission rate is 7%, the member receives 10% of \$10,500	\$ 1,050

**Total savings to the member on Home Purchase, Mortgage and Closing:
\$1,050**

**HOME SALE - CASH REWARD TO THE MEMBER
IN AN AMOUNT EQUAL TO 10% OF THE GROSS COMMISSION**

EXAMPLE OF CASH REWARD

When a PENNSYLVANIA CHIEF'S OF POLICE ASSOCIATION member's registers with Howard Hanna Relocation & Business Development for the program and closes:

Purchase Price: \$150,000

If the commission rate is 7%, the member receives 10% of \$10,500 \$ 1,050

Total Hanna Gold Advantage Benefit - HOME SALE \$ 1,050

Free consultation with a mortgage professional on best mortgage rates

\$400 CREDIT TOWARDS CLOSING COSTS When a PENNSYLVANIA CHIEF'S OF POLICE ASSOCIATION Member uses Hanna Financial for Mortgage, Title & Escrow on first mortgage or refinancing.

Excellent Rates on Various **INSURANCE PRODUCTS** with Hanna Financial Insurance. To Include: Homeowners, Auto, Life, Mortgage Protection, Etc.

Excellent rates and corporate priority moving services, and decorating services with our **HANNA HOME PROS** and various retail services.

HANNA GOLD ADVANTAGE - PARTICIPATING COMPANIES

THE FOLLOWING NATIONAL COMPANIES CURRENTLY PARTICIPATE IN THE HANNA GOLD ADVANTAGE PROGRAM

UPMC Health Systems	55,000 members
Children's Hospital	3,500 members
Hamot Medical Center	2,400 members
Forum Health	5,000 members
Pietragallo, Bosick & Gordon	109 members
Lender's Service, Inc.	750 members
Respironic	600 members
University Hospitals Health System	20,000 members
Stark Van Lines	75 members
Pittsburgh Pirates Baseball Club	700 members
Guardian Protection Services	1,000 members
Tollgrade Communications, Inc	1,000 members
Pinnacle Health Systems	900 members
Cleveland Clinic	30,000 members
Astorino	350 members
Urban Design	225 members
Mercyhurst University	350 members
Children's Hospital of the King's Daughters	1,200 members
Zoll Medical	3,000 members

Robert Morris University	1,200 members
Carlow University	250 members
Eriez Magnetics	1,600 members
Point Park University	850 members
CVS Caremark	1,650 members
Westinghouse	5,000 members
The Plastek Group	1,400 members
Millcreek Health System	2,100 members
La Roche College	750 members
Presbyterian SeniorCare	500 members
KDKA	500 members
Highmark	2,000 members
Bruster's Real Ice Cream	300 members
Eat N' Park	9,000 members
Oberg Industries	1,100 members
Hershey Medical Center	8,000 members
Giant Eagle	12,000 members
Sheetz	5,000 members
Leedsworld	3,000 members
RJ Lee Group	450 members
Lancaster General Health	2,500 members
ANSYS	2,000 members
Brunner Works	800 members
Duolingo	100 members
First National Bank	3,000 members



