



*Together, we can truly make a difference!*

# What does PCS Mean?

## PCS

p·c·s \ pee-see-s \

*acronym, noun, verb, swear word*

1. a military move also known as a permanent change *(of)* station
2. closely follows Murphy's Law...  
*"Anything that can go wrong will go wrong"* which is how the term came to be used as a swear word

# Did you know...?

**21%** of all U.S. home buyers and **22%** of sellers are military or veteran.



# The Problem(s)





# The Solution

Military and veteran families ***helping each other*** with our biggest relocation needs through trusted advice and reviews.



# Search & Submit Reviews

## Explore Community Reviews

Get real advice from service members, veterans, and spouses **just like you.**

Norfolk, VA



What are you looking for?



Search

Area Info

Off-Base Neighborhoods

Base/Post Housing

REALTORS®

Mortgage Lenders


Moving Companies

Schools

Apartments



# Off-Base Neighborhoods



Woods of Tabb ☆

**A**  
7 reviews

☆ Add to Favorites Review Now!

Grades **Reviews** Map Features Street Photos

**Member Reviews**  
7 military member reviews

**MTree | Renter | Air Force Spouse - 12 PCS's** Overall Assessment **A**  
Last time here - 2017

Family friendly. Dog friendly. Only 5 minutes to Langley Nasa gate. 10 min to I-64. Small communities surround with the bigger amenities (movies, restaurants, shopping) only 10 minutes away. Well-kept yards and houses.

Social Atmosphere	<b>B</b>
Common Areas & Amenities	<b>A</b>
Jogger & Pedestrian Friendly	<b>A</b>
Homeowner's Association	<b>A</b>
Family Friendly	<b>A</b>
Parking Availability	<b>A</b>
Safety & Security	<b>A</b>

**Schools** by GreatSchools.org

All within 5 Miles

**Tabb Elementary ...**  
School  
public, PK-5  
Yorktown, VA  
**9** out of 10  
GreatSchools.org

**Poquoson High Sc...**  
School  
public, 9-12  
Poquoson, VA  
**8** out of 10  
GreatSchools.org

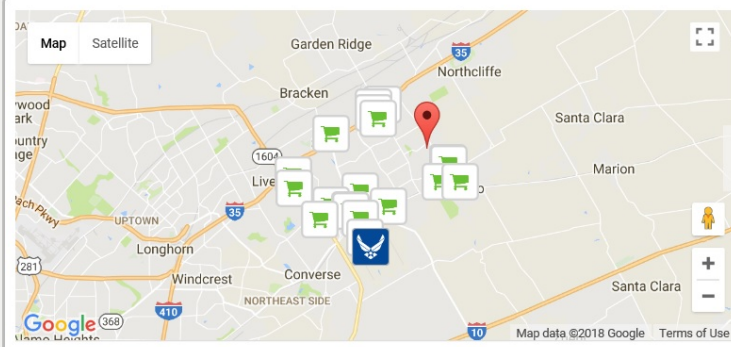
**Tabb High School**  
School  
public, 9-12  
Yorktown, VA  
**7** out of 10  
GreatSchools.org

**Summit Christian...**  
School  
private, 7-12  
Yorktown, VA  
NR no rating  
GreatSchools.org

**Emmanuel Luthera...**  
School  
private, PK-6  
Hampton, VA  
NR no rating  
GreatSchools.org

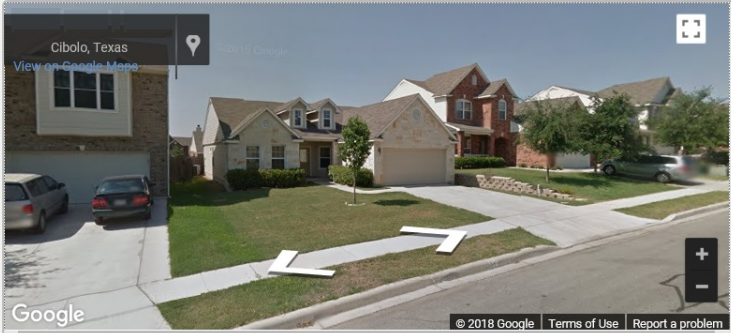
« < 1 2 3 4 5 > »

Grades Reviews **Map** Features Street Photos



**Google Commute Times**  
JBSA - Randolph AFB 6.1 mi | 17 mins


Grades Reviews Map **Street** Photos




Cibola, Texas  
View on Google Maps


Google © 2018 Google Terms of Use Report a problem

# Base Housing





**Main Base** 

E-1 to E-9 and O-4 to O-6  
Hunt Military Communities  
Joint Base Langley-Eustis



7 reviews

 Add to Favorites

 Review Now!

Grades   Reviews   Map   Features   Photos   Contact   Floorplans

**Average Grades for Main Base**  
Based on 7 military member reviews

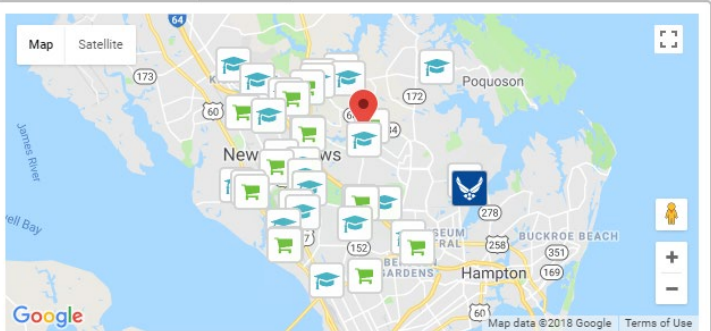
Common Areas & Amenities	B
Family Friendly	A
Jogger & Pedestrian Friendly	B
Parking Availability	B
Safety & Security	A
Social Atmosphere	B
Staff Quality & Responsiveness	B
Unit Quality & Maintenance	B

Ann M Williamson | Air Force - Spouse - 9 PCS'es
 Overall Assessment **B**

Last time here - 2017

The area is fine. Great for walking, running, biking even with little kids. There is a park across from our house. Easy access to main services, we can walk to the commissary and the hospital (if needed). The house itself is old. The basement floods with heavy rains, the attic insulation has fallen out, the plumbing is delicate. All to be expected with historic housing but getting maintenance out to fix some of these things has been trying. Overall, it's fine, cheaper than living off base with no commute.

Grades   Reviews   Map   Features   Photos   Contact   Floorplans



Points of interest within 5 miles of Main Base

☐ 0 Military Installations

☒ 20 Schools

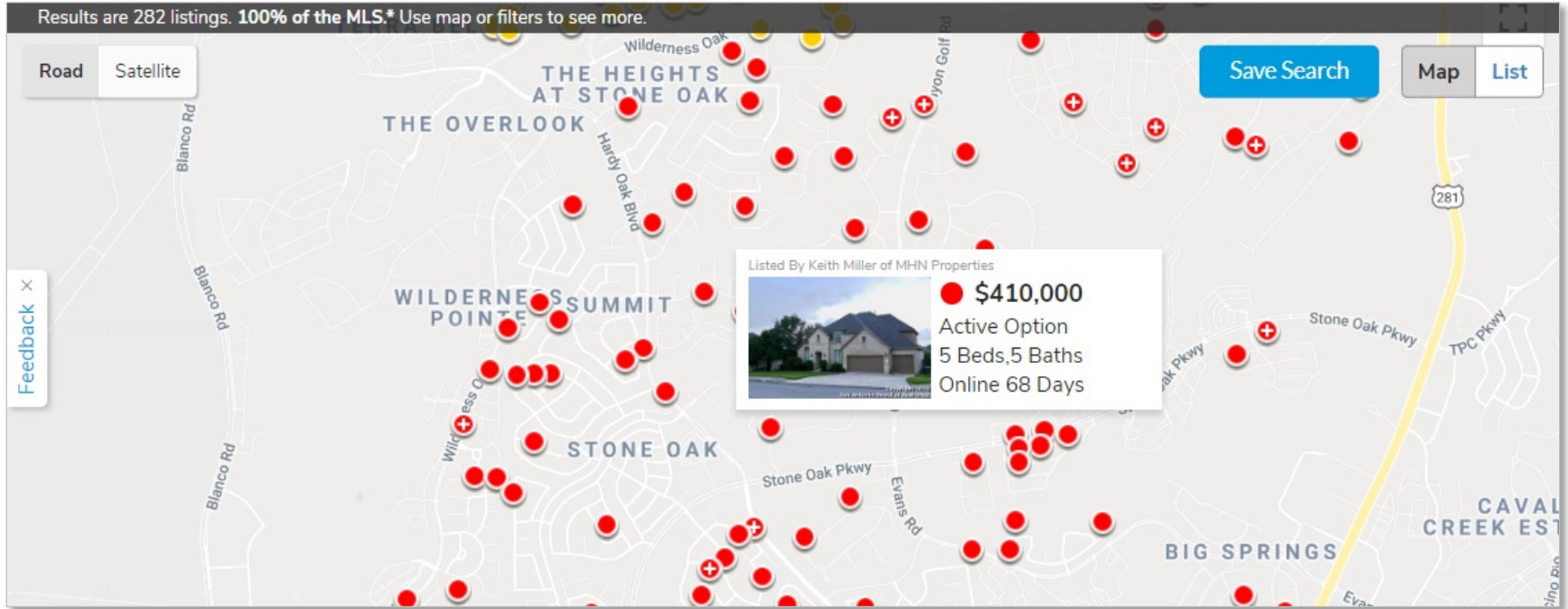
☒ 20 Grocery Stores

☐ 20 Medical Facilities

☐ 20 Public Transit




## MLS Home Listings Nationwide *(via HomeScout)*



Listed By Juan-Michael Tijerina of Phillips & Associate...


- \$320,000 New

1115 Calico Spg  
San Antonio, TX  
3 Beds | 3 Baths | 2,843 SqFt  
Online 6 Days |  24



Listed By Michael Ashmore of Reliance Residential Re.


- \$264,000 New

603 Lightstone Dr  
San Antonio, TX  
4 Beds | 3 Baths | 2,426 SqFt  
Online 6 Days |  14



Listed By Claudia Nolen of Phyllis Browning Company


- \$685,000 New

21919 Rugged Hls  
San Antonio, TX  
3 Beds | 4 Baths | 2,987 SqFt  
Online 7 Days |  25



Listed By Alma Muzquiz of RE/MAX Preferred, REALT.


- \$350,000 Price Change

19711 Sunset Mdw  
San Antonio, TX  
4 Beds | 4 Baths | 3,059 SqFt  
Online 8 Days |  20




Listed By Lonnie Lynn of The Lynn Group, LLC

- \$299,500 Active Option

1314 Burning Arrow  
San Antonio, TX  
4 Beds | 3 Baths | 2,807 SqFt  
Online 12 Days |  24


# Real Estate Professionals

## Real Estate Agents



**Kate Christofides** ❤️  
Century 21 New Millennium  
Represents: Buyers, Sellers, Renters, Landlords

**A+**  
54 reviews




All REALTORS® on our site provide **20% Cash Back** from commissions on home sales.  
(In states where permitted by law.)

Info Areas Served **Grades** Reviews Contact

**Average Grades for Kate**  
Based on 54 military member reviews

Attentiveness to YOUR Needs ?	A+
Marketing Strategy (Sellers Only)	A+
Market & Pricing Knowledge	A+
Negotiating Skills	A+
Personal Character ?	A+
Professional Skills ?	A+
Time Management & Availability ?	A+

## Mortgage Lenders



**Caliber Home Loans** ❤️  
Team Lead - Rick Elmendorf  
Works With: VA, FHA, USDA, Jumbo, Conventional

**A+**  
13 reviews

About Experience Grades **Reviews** Contact

**Member Reviews**  
13 military member reviews

**Michael.donnely.calvary** | Buyer | O-3 - Army Overall Assessment **A**  
Closing Date - May 2019  
Rick's team was amazing. I highly recommend them. Outstanding service. Incredibly  
More ▾

**Harley** | Buyer | O-5 - Army Overall Assessment **A**  
Closing Date - May 2017  
Rick did an outstanding job. He went above and beyond!!! He walked us through this  
More ▾

**fleant76** | Buyer | O-3 - Navy Overall Assessment **A**  
Closing Date - April 2017  
I have worked with Rick Elmendorf and his team on the purchase of two homes, and one re-  
More ▾

**Michael Elliott** | Buyer | O-6 - Army Overall Assessment **A**  
Closing Date - February 2019  
Rick Elmendorf and his team are a class act! He worked with me for over 4 years until we  
More ▾



# Give-Backs to Client for \$350,000 Home

**\$2,100** rebate on  
REALTOR® commissions.



*\*In states where allowed by law & based on 3% commission.*

**\$1,750** mortgage  
discount!



*\*50 basis points.*

# Marketing to the Military Community

**Less than 1%** of active military clients cite professional designations as a factor for choosing an agent to work with.



Source – 2016 Veterans & Active Military Home Buyers and Sellers Profile



# Marketing to the Military Community

**51%** of active military cite reputation, honesty, and trustworthiness as ***the most important*** factors when choosing an agent to work with.


The screenshot displays the profile of Kate Christofides, a Century 21 New Millennium agent. Her profile includes a photo, a heart icon, and a list of services: Buyers, Sellers, Renters, and Landlords. A large green 'A+' rating is prominently displayed, accompanied by a note that it is based on 54 reviews. Below this, a tabbed interface shows the 'Grades' section, which lists various skills and their corresponding ratings, all of which are 'A+'. A tooltip for 'Negotiating Skills' provides additional context: 'Work Ethic, Integrity, Respectfulness, Reliability?'.


Average Grades for Kate	
Based on 54 military member reviews	
Attentiveness to YOUR Needs ?	A+
Marketing Strategy ( <i>Sellers Only</i> )	A+
Market & Pricing Knowledge	A+
Negotiating Skills	A+
Work Ethic, Integrity, Respectfulness, Reliability?	
Personal Character ?	A+
Professional Skills ?	A+
Time Management & Availability ?	A+






Source – 2016 Veterans & Active Military Home Buyers and Sellers Profile

# By the People We Trust the Most

Typical review platforms allow unknown and unverified users to leave reviews...



 **Daja M.**  
Oceanside, CA  
👤 0 friends  
★ 6 reviews

-  [Share review](#)
-  [Embed review](#)
-  [Compliment](#)
-  [Send message](#)
-  [Follow Daja M.](#)

★ ★ ★ ★ ★ 9/20/2016

Rude management at south Mesa 2 office they want to get attitude and talk down on u like they paying ur rent, flys in every room and drawer in house loud barking dogs, no ac & hot in houses even in winter and summer gets up to the 100's, housing and maintenance walk in ur house with out knocking best bet it to live off base, Lincoln housing also discriminates against African Americans. Worst experience in my life & nothing but problems with Lincoln since day 1. Not to mention the mold growing in my bathroom.

# By the People We Trust the Most

Professionals and businesses featured on PCSgrades are the most reputable and highest-rated based on feedback from the people our community trusts the most...***our fellow military members, veterans, and spouses.***

**Judy Goldick**   
Regal Realty and Property Management  
Represents: Buyers, Sellers, Renters, Landlords

**A**  
5 reviews

Info Areas Served Grades **Reviews** Contact

### Individual Member Reviews

5 military member reviews

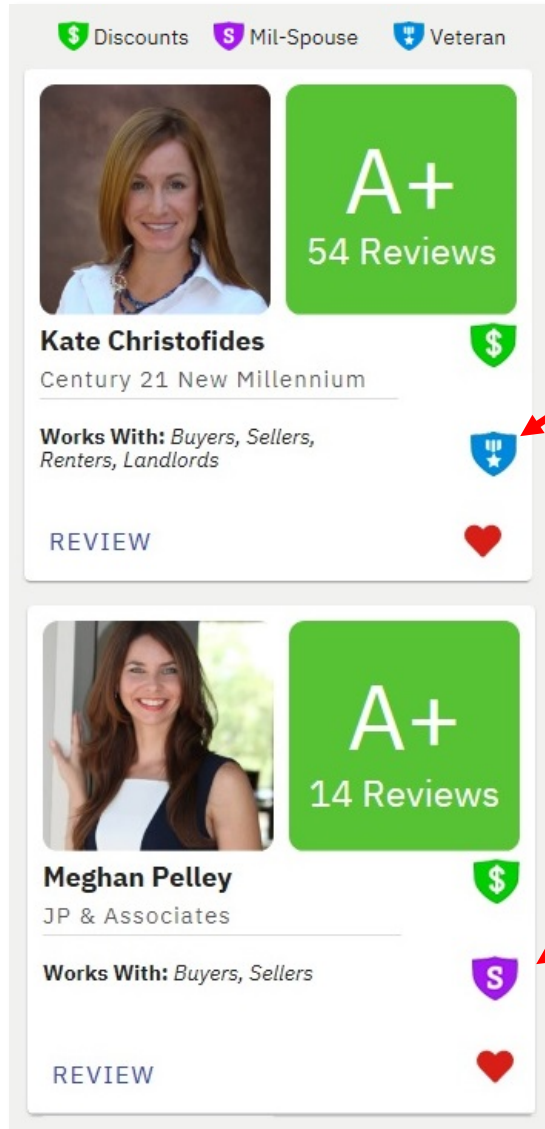
**eugenechance** | Buyer | **E-9 - Army** | Overall Assessment **A**  
Closing Date - October 2017  
Regal Realty was excellent in helping my family and I relocate from Washington state to Cibolo.  
More ▼

**Oneyda** | Buyer | **Air Force - Spouse - 3 PCS'es** | Overall Assessment **A**  
Closing Date - November 2016  
She was very patient with us and our needs. IT took some time but got a great deal at the end  
More ▼


**Moose42091** | Buyer | **E-5 - Army** | Overall Assessment **A**  
Closing Date - February 2016  
Judy was very helpful. She was dedicated and very involved throughout the whole process.  
More ▼



# Veteran and Spouse Badges



*While a military background is not required, those professionals with a veteran or spouse background are identified by badges.*





[AREA GUIDES](#)
[PCS/RELOCATION](#)
[HOUSING RESOURCES](#)
[MILSPOUSE](#)
[MILITARY & VETERAN LIFE](#)



**MOVING TO COLORADO SPRINGS? WHAT MILITARY FAMILIES...**

Posted by PCSgrades | Nov 11, 2016 | 4 | ★★★★★






"Thanks to everyone who shared their advice and reviews on PCSgrades, we found a great neighborhood and the perfect home for our growing family!"

**Jenah Wleczorek**  
Army Spouse, 4 PCSes

[Join PCSgrades Today](#)

**AREA GUIDES** Popular




**MOVING TO SAN ANTONIO? WHAT MILITARY FAMILIES NEED TO KNOW**

by PCSgrades | Dec 8, 2016 | 4 | ★★★★★

By Carla Olivo, Marine Spouse Welcome

**PCS/RELOCATION** Popular




**UNACCOMPANIED ORDERS – TO GO OR TO STAY?**

by PCSgrades | Apr 6, 2016 | 23 | ★★★★★

By Rebecca Alwine, Army Spouse  
"Honey, I have news," is how the

**MILSPOUSE** Popular



**CAN I FOLLOW MY SERVICE MEMBER WITH UNACCOMPANIED ORDERS?**

by PCSgrades | Aug 28, 2017 | 2 | ★★★★★

By Lizann Lightfoot, Military Spouse For

# Area Guides

## MOVING TO FORT BENNING? WHAT MILITARY FAMILIES NEED TO KNOW

May 24, 2017 | 0 ●



Fort Benning is one of the most iconic Army installations as it's the home of the Maneuver Center of Excellence. In fact, the majority of the Army's soldiers have been to Fort Benning for either Basic Training or a military school at some point or another. So if you haven't been stationed here before, lighten up buttercup cause it was only a matter of time before you [PCsed](#) to this location!

**Built by Military Spouses**

### LOCAL CUISINE

There's a lot to love about the food scene near Fort Benning, but you cannot throw a stone without hitting a BBQ joint around here. Welcome to the South, right?! This is truly a cuisine that I'm going to miss when I PCS. Aside from BBQ, there are plenty of different options in the neighboring military towns. Most people venture to Uptown Columbus to get their grub on. Uptown (not downtown!) is considered the heart of Columbus and has undergone some significant renovation in the last 10 years. There's always a new restaurant popping up!



### AREA ATTRACTIONS

If you're looking to get away or explore for a little bit, there's plenty within a short drive from Fort Benning!

#### CALLAWAY GARDENS (45 MIN AWAY):

There is so much to do here; zip-lining, water sports, golfing, hiking, etc. There's always a big event going on, but if you go to just one, I'd highly recommend Fantasy in Lights during the holidays. It's the Southeast's largest holiday lighting event.

#### ATLANTA (1.5 HOURS AWAY):

You could easily take a day trip to Atlanta, but make sure to avoid the rush hour if you're heading up on a Friday night or any week day. It may very well keep you stranded for an additional 1-2 hours. The Hartsfield-Jackson Atlanta International airport is at the base of Atlanta. You only have to drive an hour to access one of the country's largest airports.



#### DESTIN, FL (4 HOURS AWAY):

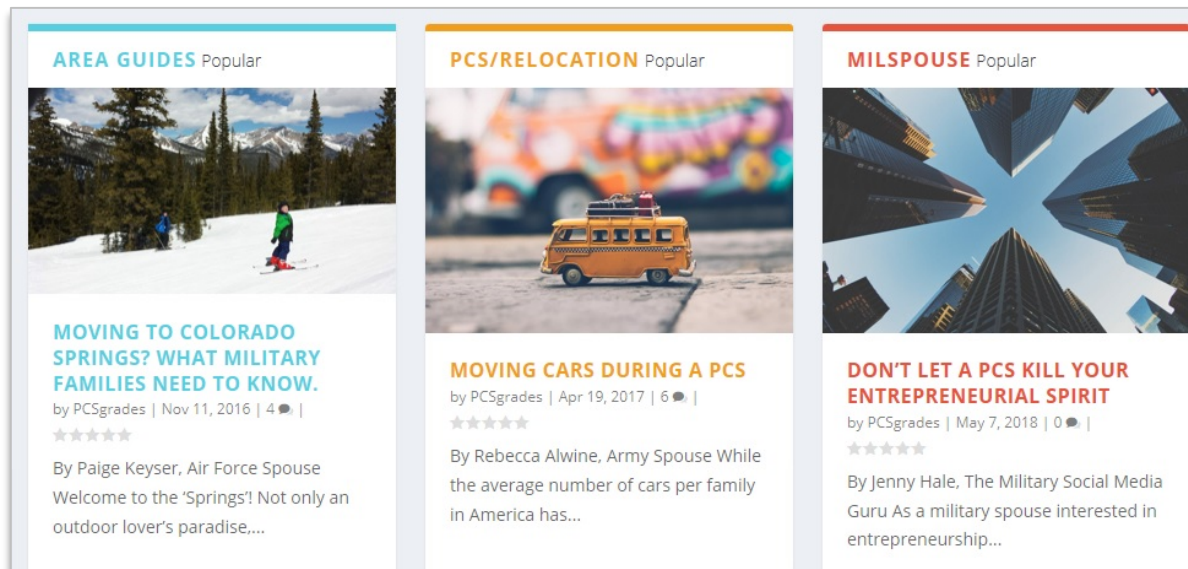
Beautiful white sand beaches await you here! Destin is very popular because there is a MWR recreation area with lodging that is a great deal for service members and their families. It fills up fast, so make a reservation months in advance if possible.



# Area Guides

PCSgrades has completed or is working on area guides (and other long-form content) that geographically cover...

- 76% of U.S. based active duty service members
- 99% of U.S. based active duty Marines
- 24% of all veterans



- Per DMDC, Sep 2016 – 1,124,136 CONUS active duty, 147,953 CONUS marines, 183,501 active duty marines
- Per VA estimate – 19,602,316 veterans



# Date Night, Out and About, & Bucket Lists

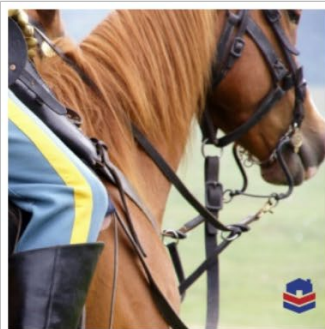


## Date Night Fort Gordon

Posted on *September 23, 2017*

By Audrey Smith, Navy Wife Welcome to Georgia! My mantra as a military wife is "When in Rome, do as the Romans do." Wherever my husband and I end up, we want the full experience of the region, as we absorb the culture. In this case, we wanted a taste of the South. You may [...]

*Built by Military Spouses*



## Out and About Fort Hood - Fall Edition

Posted on *September 13, 2017*

By Jenah Wieczorek, Army Spouse The kids are back in school. The weather SHOULD cool down at some point, and the Great Place is buzzing with family-friendly activities. Here are some ideas to get out and about. Check out these Fort Hood fall events. AROUND(ish) TOWN SEPTEMBER Movies on the Lawn:Sing! - September 16th from 7:30pm-10:30pm [...]



## Your Hawaii Bucket List

Posted on *August 20, 2017*

There is NOTHING quite like being stationed in Hawaii. It's a once in a lifetime opportunity that many military families can only dream about! While many save for years to afford a week long vacation to the islands, you get to spend three (give or take) years in paradise! And get paid for it! Here [...]

# Expert, First Person, & Crowd-Sourced Content

*Built by Military Spouses*



## **The Added Challenge of PCSing with an Exceptional Family Member**

Posted on May 18, 2017

By Rebecca Alwine, PCSgrades Blogger Affiliate There are SO many challenges that come with a military move. From making new friends to finding schools to what you should pack yourself, it can be overwhelming. Luckily, with the growth of the internet



## **Buying Lunch for Movers – Yea or Nay?**

Posted on April 25, 2017

By D'Antrese McNeil, PCSgrades Blogger Affiliate It's the infamous PCS, and that means preparing your home for the movers to come and invade. I'm kidding! Come and pack up your home and carry them to your next adventure. If you're not brave enough



## **Must Ask Questions For Your Prospective Mortgage Lender**

Posted on January 29, 2017

By Amy Stuhr Paterson Getting a home loan can be a complicated proposition with its own unique vocabulary and crazy acronyms! "Points"... "closing costs"... "ARM (Adjustable rate mortgage)"... "APR (Annual percentage rate)"... It's almost as bad as the



## **Moving OCONUS: A Guide For Military Families Part 3**

Posted on March 14, 2017

Part 3 – Returning Home! By Stacey Faris Through a three-part series, Moving OCONUS: Before, During and After, PCSgrades is here to help you to navigate the ins and outs of an OCONUS move from the minute your spouse walks in and yells



## **8 Reasons Military Families Love Base Housing**

Posted on October 8, 2016

Collaboration by our amazing Facebook community! When a military family is facing a PCS move, one of the biggest decisions they make will be to live on their new installation, or in a neighborhood off base. This decision can be difficult as families weed through base housing websites and Facebook groups. But these forums might [...]

# Downloads & Printables





## VA Home Loan Secrets

by  THE ELMENDORF TEAM  
REAL ESTATE TEAM THE VA - FORT BELLEVILLE, IL - 60007

A practical guide to getting the most out of your VA Benefits with little known Myths, Tricks and Tips!

 **PCSgrades**

Proud Partners With  
  
Armed Forces Insurance

### PCS Checklist

#### 3-6 Months Before Your Move - Or as Soon as you Know You're Moving!

- ☐ Attend Relocation Briefing
- ☐ Start your list/binder/plan
- ☐ If you own your current home, decide if you will sell or lease it
  - ☐ Find a trusted REALTOR® based on reviews by fellow military families and receive a 20% commission rebate (where allowed by law) at [PCSgrades.com](https://www.pcsgrades.com)
- ☐ Start your housing research at your new installation! If you don't have hard orders, you probably have an idea of where you might end up.
  - ☐ Decide whether you will live on-base/post or off by reading trusted reviews and advice from fellow military families for off-base neighborhoods on-base housing, schools, and apartments at [PCSgrades.com](https://www.pcsgrades.com)
  - ☐ Consider childcare arrangements at your new installation
  - ☐ If deciding to live on-base/post, apply for on-base/post housing
  - ☐ If deciding to live off base/post, decide whether you will [rent or buy](#)
  - ☐ If you're planning to buy, find a trusted REALTOR® based on reviews by fellow military families and receive a 20% commission rebate (where allowed by law) at [PCSgrades.com](https://www.pcsgrades.com)
- ☐ Set your budget for the PCS move and determine if you need to start saving
- ☐ Read PCS orders very carefully - make sure they are correct!
- ☐ Decide whether you will have military movers handle your move or whether you will do a full or partial PPM/ DITY (reference our "PPM/DITY Checklist")
- ☐ Schedule an appointment at your base transportation office or visit [Move.mil](https://www.move.mil) to begin
- ☐ Make doctor and dentist appointments for all family members at your new installation. It will take some time to get into a new office when you arrive so do it on this end.
- ☐ Schedule animal appointments so they are up to date. It will take you some time to find a provider you like at your new location and this way there is no rush.
- ☐ Review your insurance policies (renters, auto, etc.) and ensure you're properly covered for your move. Visit our partners at [Armed Forces Insurance](https://www.armedforcesinsurance.com).
- ☐ Make inventory of valuable items, take photos/videos of the items and get any antique or collectible items appraised
- ☐ [Start purging](#) and organizing! Yard sales and Facebook pages are the best place to list those items that you are not taking with you and make some extra money. Consider donating the rest to a local shelter, loan closet, or the base thrift store.
- ☐ Pay it forward for our fellow military families and review your current off-base neighborhood or base housing at [PCSgrades.com](https://www.pcsgrades.com)

Together, we can truly make a difference!

 **PCSgrades**

22

A soldier in a camouflage uniform is holding a young child with blonde hair and a pink bow. The child is pointing her finger. The image is faded and serves as a background for the text.

# Why Work With PCSgrades



A smiling woman with long dark hair, wearing a light blue button-down shirt and grey pinstriped pants, is holding a black tablet. She is standing outdoors next to a large red and white 'FOR SALE' sign. The background shows a house and some landscaping.

# Did you know...?

- 1) Military buyers are incentivized to live off base due to tax free housing allowances that are only realized when they do.
- 2) Active military are often easier to qualify because of their (*nearly*) economy-proof, predictable income and the VA loan.
- 3) **100%** of military sellers surveyed, listed their home with a real estate agent compared to **91%** for all others.
- 4) On average all buyers view 10 homes during the search process, but it only takes 8 weeks for active military buyers versus 10 weeks for all others.
- 5) Active military buyers spend more on home purchases.

# PCSgrades Founder & CEO – *Todd Ernst*



- 1993 Air Force Academy graduate
- 22.5 years as officer and pilot flying the T-38, B-1, & U-2
- Veteran of Operations Iraqi and Enduring Freedom
- Successfully led 5-year effort to change U.S. Public Law on survival benefits for families of Guardsmen & Reservists
- Licensed real estate broker since 2007
- Co-founder of EC Ventures 2005-2008 – commercial real estate investments and property management and residential investment, development, and construction
- Founder of PCSgrades



# Century 21 New Millennium – *Equity Partner*



Todd Hetherington - CEO

**DOD Services is (*equity*) partnered with Century 21 New Millennium.**

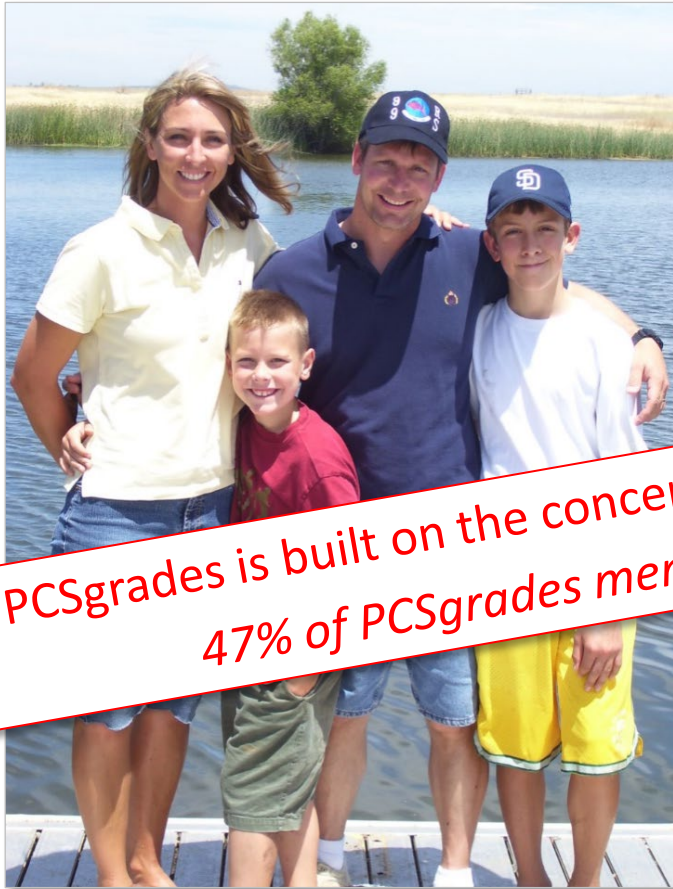
- #1 Century 21 firm worldwide, 5 times – 2013 thru 2017
- #3 D.C. Metro area residential real estate firm by sales volume
- \$2.9B annual sales volume, 900+ agents & 20+ offices

## **Proven success with the biggest mortgage affinity programs.**

- 2018 – Century 21 NM processed 5,390 affinity leads, closing 1,773 transactions
- 2016 – Navy FCU's RealtyPlus Achievement in Member Service (AIMS) Award
- 2013 – Winner, Cartus® Broker Network Masters Cup (Finalist: 2011, 2012, 2013, 2014, 2017)
- 2013 – USAA's Diamond Mortgage Award for outstanding performance



# By & For Military Families



PCSgrades is built on the concept of **By and For Military & Veteran Families.**  
47% of PCSgrades members volunteer for our focus groups.





# A Few Strategic Relationships

## TASK & PURPOSE



Armed Forces  
Insurance




**Military Spouse  
Advocacy Network**  
Strong Spouses. Stronger Families.



**CALIBER**  
HOME LOANS



# Funneling Leads



[Grades & Reviews](#)
[Home Listings](#)
[Rent vs. Own](#)
[Rebates & Discounts](#)
[More](#)
[+ Sign Up](#)
[Login](#)

## Take the **Guess Work** Out of **Your** Next PCS


Get real advice from veterans and spouses just like you.

☒ [Area Guides](#)  
☒ [Realtor Reviews](#)  
☒ [Base Housing Reviews](#)  
☒ [Neighborhood Reviews](#)

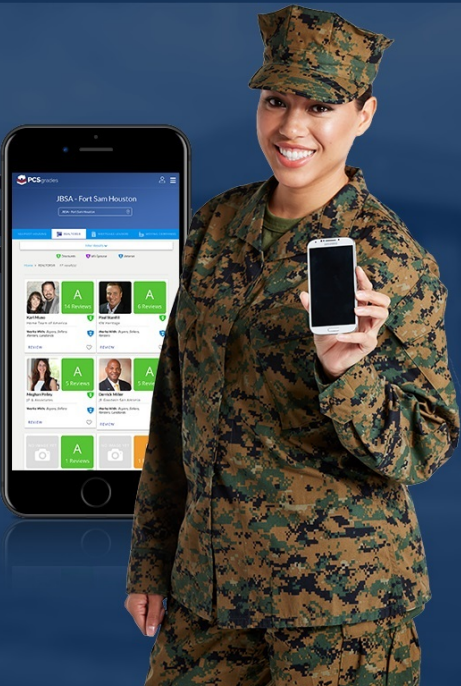
☒ [Cashback & Rebates](#)  
☒ [School Info](#)  
☒ [Moving Company Reviews](#)  
☒ [Blog & Expert Content](#)

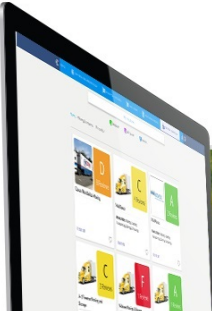
[Join PCSgrades Today for \*\*Free\*\*](#)

Signup Today for your **FREE** Guide to Getting a Home Loan!




Armed Forces Insurance



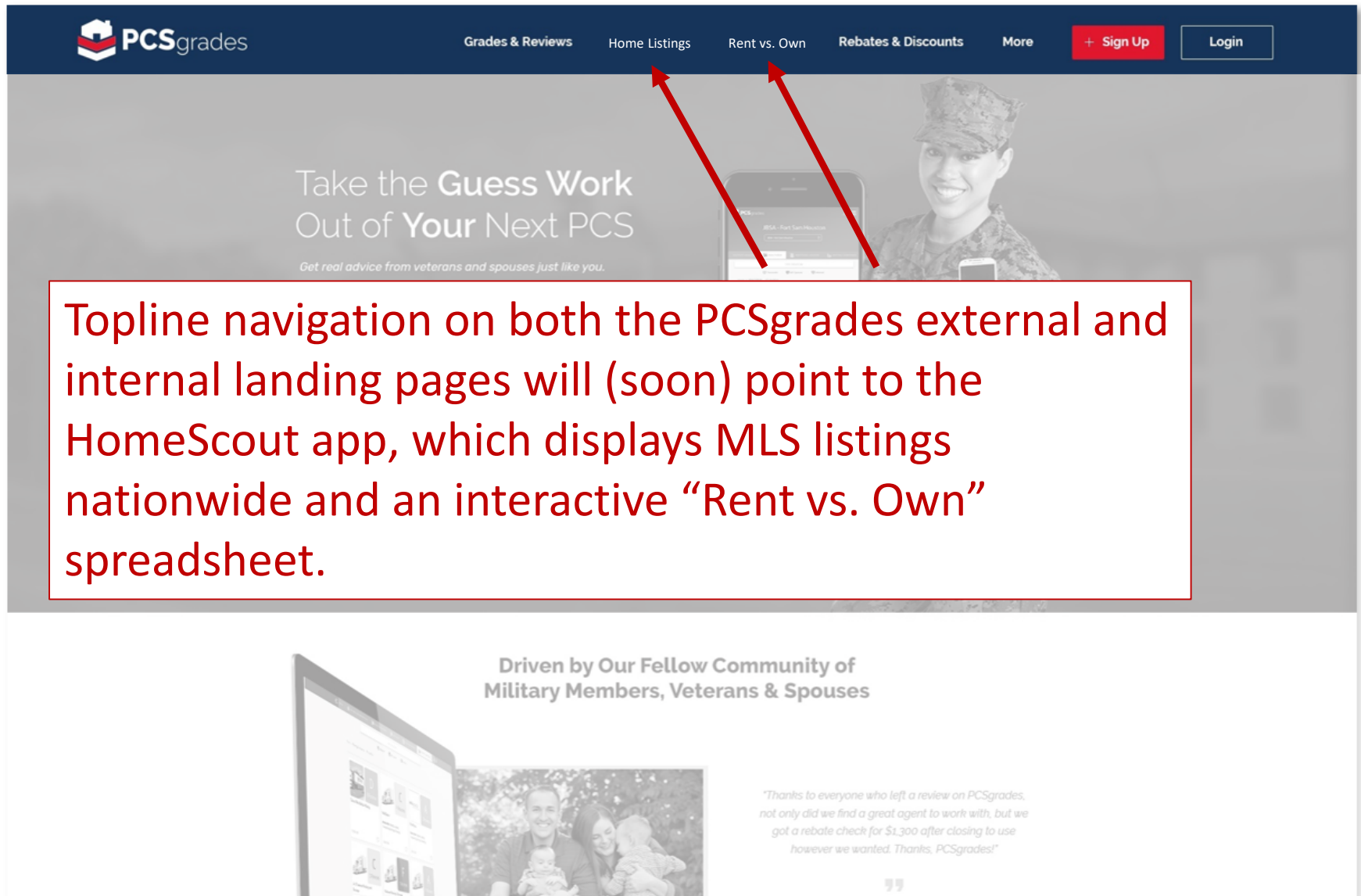


### Driven by Our Fellow Community of Military Members, Veterans & Spouses



*"Thanks to everyone who left a review on PCSgrades, not only did we find a great agent to work with, but we got a rebate check for \$1,300 after closing to use however we wanted. Thanks, PCSgrades!"*

”





# PCSgrades.com REALTOR Profile

PCSgrades members are able to view agent profiles. They can click the **“Refer Me”** button or view the agent’s **“Contact”** tab to connect with agents on their own outside of PCSgrades.

The screenshot displays the profile of Kate Christofides, a Century 21 New Millennium agent. The profile includes a photo, name, company, and a list of services (Buyers, Sellers, Renters, Landlords). A large green 'A+' rating is shown with 54 reviews. Below the rating are two buttons: 'Refer Me' (blue) and 'Remove Favorite' (dark blue). A red button labeled 'Review Now!' is also present. A yellow banner states: 'All REALTORS® on our site provide 20% Cash Back from commissions on home sales. (In states where permitted by law.)'. The profile has tabs for 'Info', 'Areas Served', 'Grades', 'Reviews', and 'Contact'. The 'Grades' tab is selected, showing 'Average Grades for Kate' based on 54 military member reviews. The grades are as follows:

Category	Grade
Attentiveness to YOUR Needs ?	A+
Marketing Strategy (Sellers Only)	A+
Market & Pricing Knowledge	A+
Negotiating Skills	A+
Personal Character ?	A+
Professional Skills ?	A+
Time Management & Availability ?	A+

Two red arrows point to the 'Refer Me' button and the 'Contact' tab.

# PCSgrades.com Concierge Requests

PCSgrades members can opt into the PCSgrades concierge service to place them with a real estate agent.

## Find Me A REALTOR



### Want us to find you a REALTOR?

All agents we connect you with agree to:

1. Provide a 20% commission rebate on home sales and purchases (*where allowed by law*)
2. Be reviewed by you on PCSgrades.com

LET'S GET STARTED!



### Want us to find a REALTOR for you?

All agents we connect you with will provide a 20% commission rebate on home sales & purchases (*where allowed by law*).

LET'S GET STARTED

Step One

Step Two

Step Three

### I'm using this service because

- ☐ Not enough REALTOR® reviews
- ☐ I want you to select the REALTOR® for me

### I'm looking to

- ☐ Buy
- ☐ Sell
- ☐ Rent

### Connect Me With

- ☐ 1 Real Estate Agent
- ☐ 2 Real Estate Agents

### Phone Number

Phone Number

### Email

member@gmail.com

Next

# Identifying Leads Through User Activity

Member Name	Member Email	Next Move	Member Is Spouse	Status	Rank	Branch	Vendor Location	Event Data	Vendor Type	Event Name	Event Creation
Jamey Wolbert	wolb2@	Jul-19	TRUE	Active Duty	O-4	Air Force		area: JBSA - Randolph AFB		viewed base housing	1/30/2019
Jamey Wolbert	wolb2@	Jul-19	TRUE	Active Duty	O-4	Air Force	Randolph Air Force Base		OnBaseHousing	viewed profile	1/30/2019
Jamey Wolbert	wolb2@	Jul-19	TRUE	Active Duty	O-4	Air Force		area: JBSA - Randolph AFB		viewed neighborhoods	1/30/2019
Jamey Wolbert	wolb2@	Jul-19	TRUE	Active Duty	O-4	Air Force	Schertz, TX		Neighborhood	viewed profile	1/30/2019
Andrea Azeem	ahowe@	2-3 years	TRUE	Active Duty	E-4	Army		area: Fort Stewart		viewed area info	1/30/2019
Andrea Azeem	ahowe@	2-3 years	TRUE	Active Duty	E-4	Army	Fort Stewart		OnBaseHousing	viewed profile	1/30/2019
Andrea Azeem	ahowe@	2-3 years	TRUE	Active Duty	E-4	Army	Fort Stewart		OnBaseHousing	reviewed vendor	1/30/2019
Andrea Azeem	ahowe@	2-3 years	TRUE	Active Duty	E-4	Army	Fort Stewart		OnBaseHousing	viewed profile	1/30/2019
Andrea Azeem	ahowe@	2-3 years	TRUE	Active Duty	E-4	Army		area: Fort Stewart		viewed base housing	1/30/2019
Aoife White	aoifebl@	Sep-19	TRUE	Active Duty	W-2	Air Force		area: Hanscom AFB		viewed neighborhoods	1/30/2019
Aoife White	aoifebl@	Sep-19	TRUE	Active Duty	W-2	Air Force		area: Hanscom AFB		viewed area info	1/30/2019
Aoife White	aoifebl@	Sep-19	TRUE	Active Duty	W-2	Air Force		area: Los Angeles, CA		viewed area info	1/30/2019
Aoife White	aoifebl@	Sep-19	TRUE	Active Duty	W-2	Air Force		area: Los Angeles AFB		viewed area info	1/30/2019
Aoife White	aoifebl@	Sep-19	TRUE	Active Duty	W-2	Air Force		area: Los Angeles AFB		viewed neighborhoods	1/30/2019
Aoife White	aoifebl@	Sep-19	TRUE	Active Duty	W-2	Air Force	Hermosa Beach, CA		Neighborhood	viewed profile	1/30/2019

PCSgrades tracks user site activity and matches it to info supplied by registered members, such as “Next Move” date, “Rank” and other key information...to identify potential warm leads.

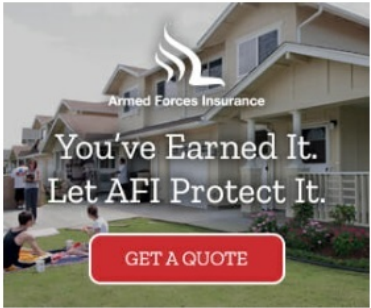
# Identifying Leads Through User Activity

PCSgrades is increasingly realizing leads from outside sources, such as national mortgage lenders like Caliber Home Loans who provide clients to PCSgrades for placement in the PCSgrades agent network.

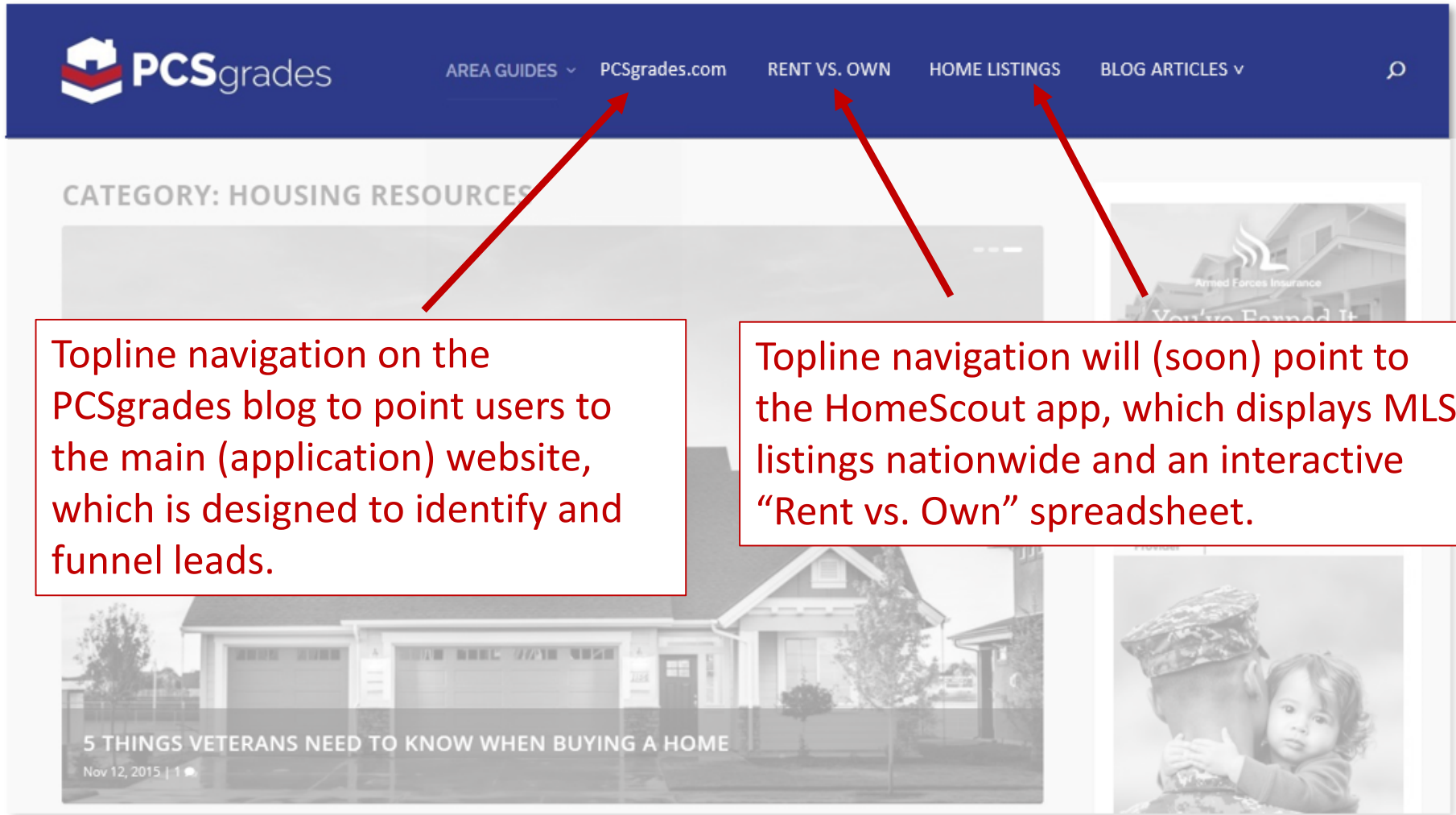




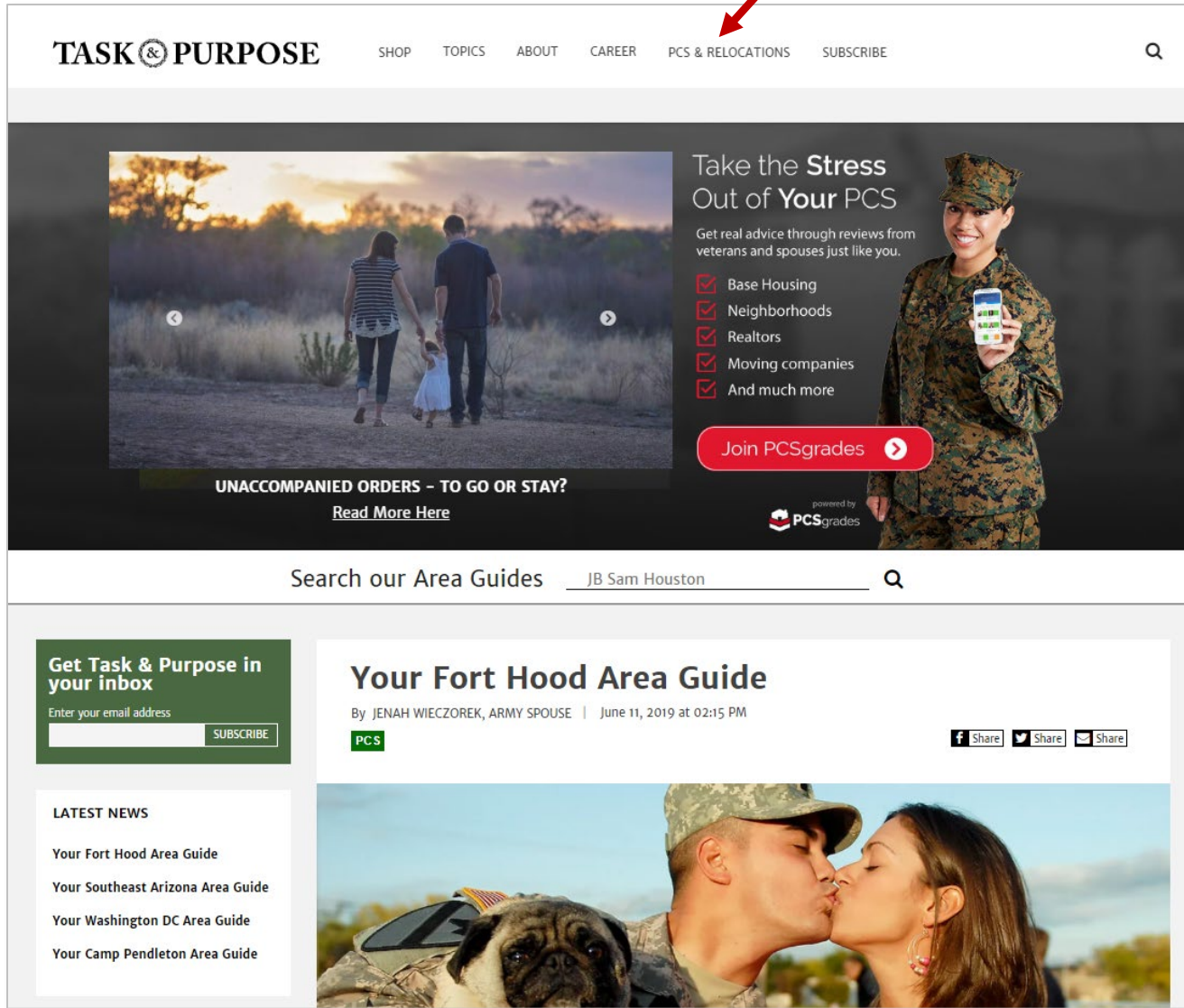
## CATEGORY: HOUSING RESOURCES



# PCSgrades Blog



# Task & Purpose



**TASK & PURPOSE** SHOP TOPICS ABOUT CAREER **PCS & RELOCATIONS** SUBSCRIBE

Take the **Stress** Out of **Your PCS**

Get real advice through reviews from veterans and spouses just like you.

- ✓ Base Housing
- ✓ Neighborhoods
- ✓ Realtors
- ✓ Moving companies
- ✓ And much more

Join PCSgrades

UNACCOMPANIED ORDERS - TO GO OR STAY?  
[Read More Here](#)

powered by **PCSgrades**

Search our Area Guides JB Sam Houston

**Get Task & Purpose in your inbox**  
Enter your email address  **SUBSCRIBE**


**Latest News**

- Your Fort Hood Area Guide
- Your Southeast Arizona Area Guide
- Your Washington DC Area Guide
- Your Camp Pendleton Area Guide

**Your Fort Hood Area Guide**  
By JENAH WIECZOREK, ARMY SPOUSE | June 11, 2019 at 02:15 PM

**PCS**

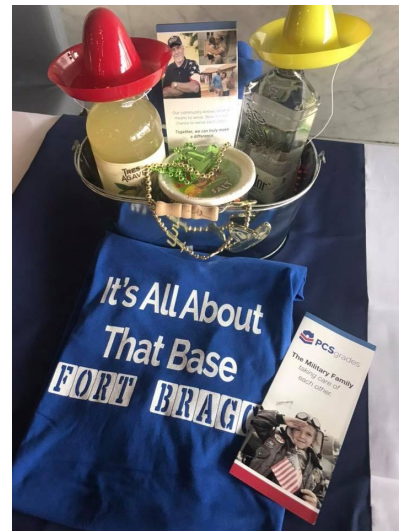
Share Share Share



PCSgrades recently started a partnership with the #3 military media company, Task & Purpose to provide exclusive content for PCS & Relocations.




# Event Attendance & Sponsorships





# Sample Marketing Materials



PCSgrades

HomeScout

FIND YOUR  
**DREAM** HOME

Search Home Listings  
Nationwide and get up to  
**\$4,400 or more cash back**  
from military friendly realtors.

**SEARCH NOW**

Based on \$400,000 sales price, 3% REALTOR commission, 50 basis points lender discount, and where allowed by law. HomeScout® is a real estate service of HBM II, Inc.



PCSgrades

**DE-STRESS** YOUR PCS

Get **Real Advice** From Veterans  
& Spouses **Just Like You**

**JOIN US TODAY**



**JOIN TODAY**

**DE-STRESS** YOUR PCS

**Real Advice** From Veterans  
& Spouses **Just Like You**

PCSgrades



HomeScout

FIND YOUR  
**DREAM** HOME

**Real MLS Home Listings,**  
**Military Friendly Realtors**

HomeScout® is a real estate service of HBM II, Inc.

PCSgrades

A real estate agent, a woman with brown hair tied back, wearing a tan blazer, smiles at the camera while holding a dark folder. In the background, a family consisting of a man, a woman, and a child are walking towards the camera on a lawn in front of a large, light-colored house. A red "FOR SALE" sign is partially visible in the bottom left corner.

# Rebate Program

# PCSgrades Rebate Program

## FAQ -

*I'm not a discount REALTOR. I provide the same high quality service to all my clients and my services are well worth a full commission, so why would I rebate some of my commission back to military and veteran clients...?*

## Short Answer -

*Not only are rebates a great way to show support for military families, but they help offset significant financial disadvantages incurred due to frequent job-required moves.*



# Did you know...?

- 1) On average, military families move seven times more often than civilian families (approximately every 2 to 3 years).
- 2) Unlike typical civilian families who have the flexibility to choose when they want to move, most often military families must move because their job requires them to, ***creating several financial disadvantages.***
- 3) **86%** of active duty families cite PCS costs as the #1 reason for incurring unexpected expenses as a result of the military lifestyle, including expenses directly related to “relocating”.
- 4) **78%** of active duty families are paying some out-of-pocket cost beyond their allotted housing allowance (BAH).



# PCSgrades Rebate Program

When negotiating better sales contract terms through a REALTOR...

- **Only 31%** of active military buyers and sellers are able to do so
- **47%** of clients who have never served, are able to do so

When asking to negotiate a real estate agent's commission and fees...

- **Only 12.5%** of active military clients are able to do so
- **75%** of clients who have never served, are able to do so

Source – 2016 Veterans & Active Military Home Buyers and Sellers Profile

# Comparable Rebate Programs


Other similar programs demand as much as **37-42%** or more of the gross Broker's commission.

PCSgrades asks for 35% broken down as follows...

- 20% is rebated back to the military or veteran family  
*(where allowed by law)*
- 15% is kept as a referral fee by PCSgrades

# Comparable Rebate Programs

PCSgrades REALTOR Commission Rebates back to Military & Veteran Families typically meet or beat all others.\*

Home Sales Price	 PCSgrades	NAVY FEDERAL Credit Union	USAA
\$145,000	\$870	\$775	\$650
\$220,000	\$1,320	\$1,200	\$950
\$345,000	\$2,070	\$1,900	\$1,250
\$520,000	\$3,120	\$2,875	\$2,500
\$950,000	\$5,700	\$5,050	\$5,500

*\*Typical rebate in states where allowed by law.*

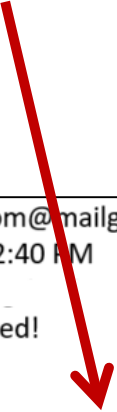


# Interactive Review Process



# Interactive Review Process

Participating vendors are notified when they receive new reviews.



**From:** no-reply=pcsgrades.com@mailgun.org [mailto:no-reply=pcsgrades.com@mailgun.org] **On Behalf Of** no-reply@pcsgrades.com  
**Sent:** Monday, May 9, 2016 2:40 PM  
**To:** dpiatek@  
**Subject:** You've been Reviewed!

Congratulations...you received a new review from one of your former military clients on PCSgrades!

Login and check out your latest review.

Congrats!!

The PCSgrades Team

# Interactive Review Process

Vendors can click on a reviewer's username to open a messaging system to say "Thanks" or to begin a dialogue.

### Member Reviews

4 military member reviews

<a href="#">bchisenhall</a>   Buyer   Navy Spouse - 2 PCS'es	Overall Assessment <b>A</b>
Closing Date - April 2016	
David always had an answer ready when we needed help understanding something related to the loan. Good work, great guy and very smooth transaction!	
Application & Approval Process	<b>A</b>
	<b>A</b>
	<b>A</b>
	<b>A</b>
	<b>A</b>

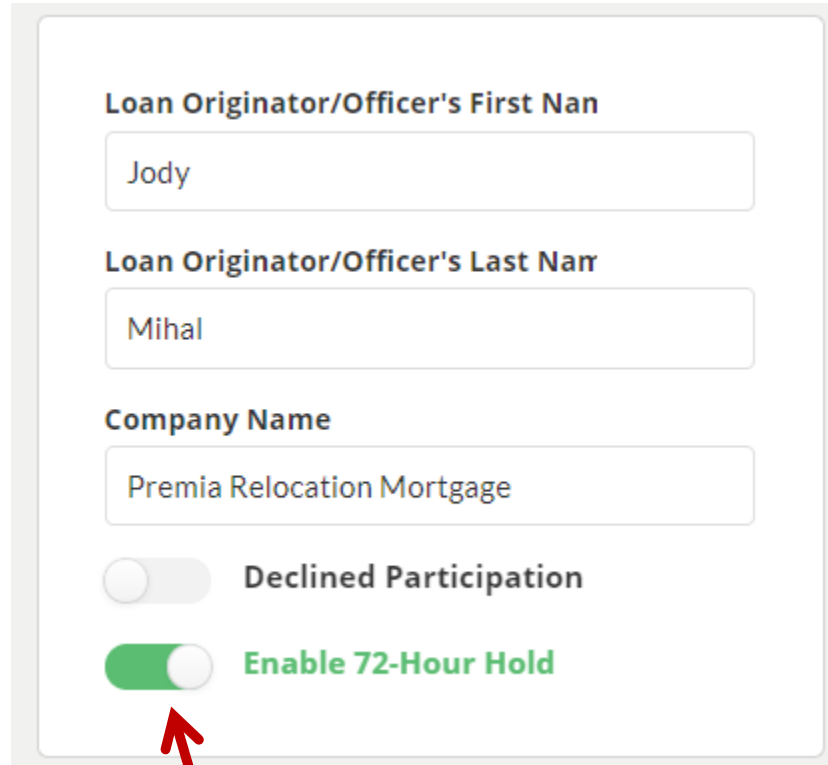
To: bchisenhall

Subject

You can now use this space to write open comments to this reviewer and ask further questions. Once the dialogue is started, the two parties can decide if they want to exchange personal contact info OR they can continue to communicate anonymously through the PCSgrades messaging system.

[Send](#) [Cancel](#)

# Interactive Review Process



Loan Originator/Officer's First Name

Jody

Loan Originator/Officer's Last Name

Mihal

Company Name

Premia Relocation Mortgage

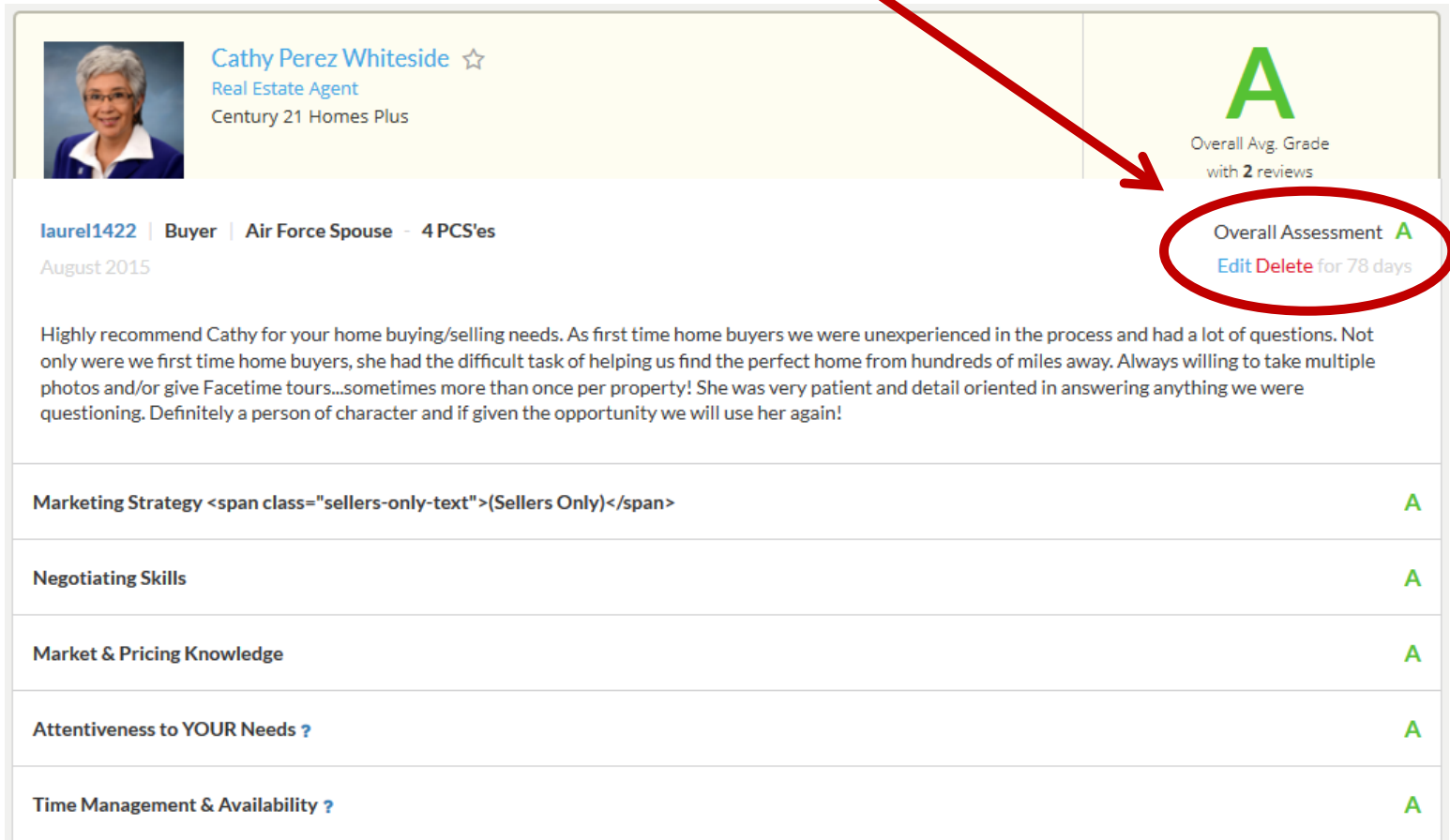
☐ Declined Participation

☒ Enable 72-Hour Hold

Reviews with an overall grade of “C” or below are not be published for 72 hours for upgraded profiles.

# Interactive Review Process

Reviewers have a 90-day countdown clock to edit or delete their own reviews.



**Cathy Perez Whiteside** ☆  
Real Estate Agent  
Century 21 Homes Plus

**A**  
Overall Avg. Grade  
with 2 reviews

**laurel1422** | Buyer | Air Force Spouse - 4 PCS'es  
August 2015

Overall Assessment **A**  
[Edit](#) [Delete](#) for 78 days

Highly recommend Cathy for your home buying/selling needs. As first time home buyers we were unexperienced in the process and had a lot of questions. Not only were we first time home buyers, she had the difficult task of helping us find the perfect home from hundreds of miles away. Always willing to take multiple photos and/or give Facetime tours...sometimes more than once per property! She was very patient and detail oriented in answering anything we were questioning. Definitely a person of character and if given the opportunity we will use her again!

Marketing Strategy <small>&lt;span class="sellers-only-text"&gt;(Sellers Only)&lt;/span&gt;</small>	<b>A</b>
Negotiating Skills	<b>A</b>
Market & Pricing Knowledge	<b>A</b>
Attentiveness to YOUR Needs ?	<b>A</b>
Time Management & Availability ?	<b>A</b>



# Interactive Review Process

Agents can provide their own open comments next to the reviewers open comments.



Member Reviews	
4 military member reviews	
<b>bchisenhall</b>   Buyer   Navy Spouse - 2 PCS'es Closing Date - April 2016  David always had an answer ready when we needed help understanding something related to the loan. Good work, great guy and very smooth transaction!	Overall Assessment <b>A</b>
<hr/> <div>LINCOLN MILITARY HOUSING <small>Every Mission Begins at Home®</small></div> <p>This is where participating companies can leave their own open comments in response to individual reviews. This can be used to thank a reviewer for their positive comments OR it can be used to provide different perspectives and opinions as a professional rebuttal to negative reviews.</p>	
Application & Approval Process	<b>A</b>
Familiarity with the Military ?	<b>A</b>
Duration of Loan Processing ?	<b>A</b>
Customer Service ?	<b>A</b>
Cost of the Loan ?	<b>A</b>