

The ONE Street Company

ONE team.
ONE goal.
ONE.

WE ARE REAL PEOPLE
DOING REAL ESTATE.

Hustle
& Flow

Welcome
Guide
2023

Manifesto	05
Our Story	06
Culture	07
Values	08
What We Do	09
What You Get	11
Support	12
Power House	13
Marketing	14
Agent Resources	20
What we are Proud of	21

Contents

Hello.
Sup.
Halo.
Hola.
Marhabaan.
Namaskaar.
Yeoboseyo.
Hei.

//04

Welcome to the Squad!

You're here because you are either interested in joining the team or you have already been brought into the fold and are getting properly acquainted with our materials.

Wherever you are on this journey, get ready to bring the hustle and we'll do the rest!

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Welcome
Guide
2023

//05

More than a Name

The 'ONE' in our company name was born out of an ideal and a catalyzing experience.

The ONE Street Company as a name and firm is not only an extension of myself but an outward expression of where I've come from and where I'm going. In its humble beginnings, it was a team of ONE with ONE idea, having met ONE partner that ultimately gave me ONE shot. That ONE chance led to an exclusive opportunity. And here we are now-- operating with multiple locations, top talent, and a growing list of accolades. Make no mistake, it took grit, hustle, and perseverance. From all that I have gained a sharp edge and a daily gratitude.

Ya know, this business...what we do and who we serve...it means something to me and I think we are all rooted in that. As a company, we don't just look at our business as something to clock in and out of. No! It's a living lifestyle. If work is where you spend 80% of your time, then you better love what you do and come ready to grind. All of us here have a fire in our bellies that we can't ignore -- we are compelled to create and leave the world a better place than how we found it. We are ONE family unified in ONE goal. We are a family of entrepreneurs catalyzing CHANGE for our clients and ourselves! Together we have built a company culture that translates to transformation and success.

Our
Manifesto

- President | Founder, Samer Kuraishi

A handwritten signature in white ink that reads "Samer Kuraishi". The signature is fluid and cursive, with a large, stylized 'S' and 'K'.

Our Story

//06

What Drives Us

AND CONNECTS US

Long ago, Samer Kuraishi saw a new way to do business that truly put the client first. He invested in an online presence (Zillow before it was ZILLOW!) and online leads so he could reach the client directly and in real time.

The business started to boom. But ONE Street was really born when Samer and a growing team of passionate, diverse professionals got together and built an ethos centered on intuition -- following a gut feeling instead doing things the old, archaic industry way. It became clear that it was about finding ways to add value -- to better the consumer experience.

With such an easy barrier to entry we are constantly pushing the envelope to ensure best in class service and the development of our agents. We look for and continue to hire, likable people who share the same work ethics and philosophy. The rest is history and an evolving legacy.

Company Culture

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Welcome
Guide
2023

HONESTY

TRANSPARENCY IS THE
GATEWAY TO TRUST AND
STEPPING UP AS A HERO

PASSION

WE LOVE A GOOD
CHALLENGE AND THRIVE
UNDER PRESSURE

SUPPORT

NO ONE IS ON AN ISLAND
UNTO THEMSELVES

PLACEMAKING

WE ARE TREND SETTERS,
TASTEMAKERS, ROLE MODELS AND
CHANGE AGENTS OF POTENTIALITY

There are a lot of terrible and dishonest real estate professionals out there. Whether jaded, careless, or outright underhanded, they give the industry a bad name. ONE Street is hell bent on being above reproach. We are straight with our clients and we don't focus on the money. Instead, we focus on putting the client first and crafting deals that are truly in the clients' best interest.

We take our real estate game and our business ethics seriously. When faced with a challenge, we run at it...we don't run away. Our reputation is everything so, from this perspective, ONE Street is a community leader. Success, trust, and reputation can only be gained through honesty and we are always committed to banding together for support...no one goes at things alone. We are ONE family with ONE mission.

Moreover, we are a family bonded together in entrepreneurial spirit and constant innovation. We are a multi-culti office hailing from all kinds of backgrounds and industries. This is our special sauce.

//07

Hustle | Innovation | Family | Service | Legacy

Our Values

What we Do

Hustle
& Flow

Welcome
Guide
2023



COMMERCIAL & RESIDENTIAL REAL ESTATE

From inquiry to close, we represent our buyers and sellers and make it our mission to not only get our clients what they want, but to do so with exceptional, best-in-class service. We don't have clients, we have brand evangelists and we have 1,280+ 5 star reviews to show for it.



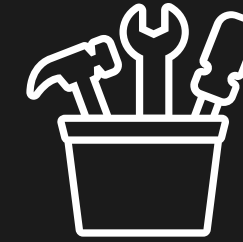
COMMERCIAL & RESIDENTIAL DEVELOPMENT

We have a steady pulse on what's coming, what's going, and what can be maximized. We are CBE certified and can consult on any project of any budget. If it's on a piece of land, we know what to do with it!



ASSET MANAGEMENT

We have the teams, the tools, and the tech to serve our property owning clients efficiently. By having a highly vetted team in-house we are not only quick and effective, but we have saved people time, stress, and money in the process!



REPAIR & RENOVATIONS

We add value to sellers' homes and take the stress off of buyers. We have plans, partnerships, and services in place to not only build homes from the ground up, but a system where an inspection gone bad is not left to die. Everything is holistically addressed, nurtured, and saved.

What we Do, con'td.

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& Flow

Welcome
Guide
2023



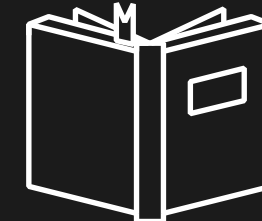
SALES TRAINING FOR AGENTS

From sales mentoring to everyday-support, we dedicate the time and energy in all our agents. Our extensive background means you now have the tools and resources to crush it. You are part of an exclusive operation now, and with it comes an investment in your leveling up.



MARKET ANALYSIS & TECH INNOVATION

We are growing our data & analytics teams to not only see new perspectives faster, but to also focus and hone our time and energy. Covid has taught us that taking risks and pivoting quickly is the difference between sinking and swimming. Look forward to more tech and remote services.



HOMEBUYER EDUCATION

We have programs and sponsorships available for homebuyers that are 6 weeks to 12 months+ away from buying a home. Client didn't get approved for a loan? No problem. Our partners can cultivate and transform that lead so the consumer comes back to you when ready.



PHILANTHROPIC GIVING // ONE LOVE

We care a LOT about the world we live in and the communities we serve. We have programs and giveback initiatives that allow us to donate to various animal, children, environmental, and human rights causes. Whether through charitable giving or active participation, we believe in the power of giving.

What you Get

We source and cultivate everything for you so you can hit the ground running. We've done the hard work, heavy lifting, and research so that you get the best of us served on a platter. Essentially, we are giving to you our hard-won connections and toolkit so you can crush it at scale. All you have to do is come with the hustle!

Access unlike Others



LEADS & TRAININGS



TEAMS & SUPPORT



MARKETING & MATERIALS

SUPPORT

// Team Leader Support
// ONE Academy Training Support
// Training / Support (2 Bi Monthly Trainings) / Team Meeting (1 monthly)
// ISA Department // Nurtures Past Leads and Brings Fresh Leads in Daily
// Vetted and Trusted CRM Provided Follow Up Boss (FUB)
// Transaction Coordinators with coverage from 9am to 10pm M - Friday and 10 to 10pm Saturday and Sunday
// Agents on Demand & Agent Runner Services
// Back of the house system (Brokermint) and documents review for file completion and compliance with RE commissions
// BrokerMint // E-sign Platform // Contract Database
// Off-market Access
// Lender // Title Partners
// In House Media Dept
// Email Platform Provided - GSuite - ONE Street Email

Welcome
Guide
2023



HIGH STANDARDS //
YOU WILL ONLY WORK WITH THE BEST //

POWER HOUSE

Welcome
Guide
2023

// Partnerships for ALL to benefit from
Showing Team, Samson Solutions,
Instant Offers, Testimonial Tree,
ZOCCAM, Cardinal Nest
// Education classes, challenges,
masterminds, training in-person and
online with Samson University
// No E&O insurance for ALL Agents
// Cardinal Title Group is in house
// Free Property Listing Website for ALL
Listed Properties
// Free Personal Agent Branded Website

//13



MARKETING

//14

RESOURCES AT YOUR DISPOSAL

// KVCORE - listing machine creates a single property website for every listing
// SkySlope – transaction management platform
// Free Technical and training support for agents
// Free social media: Free Facebook ad for every listing + for every open house
// Listing Presentations and Buyer & Seller Guides
// Educational classes, Coaching and branding videos for agents
// Marketing Platform Provided - My Marketing Matters // Print Center
// Social Media Services Provided

PRINT CENTER

// Full – Service, In – House Print Center with free options, great pricing, quick turnarounds, and endless opportunities at your disposal
// 24 to 48-hour turnaround
// Full Mail service – addressed with postage, taken to post office, and mailed
// Staffed days, nights, and weekends
// Graphic design with hundreds of templates for use
// Free training in-person and video

New Members: 300 free postcards for every new member to send to sphere of influence

Welcome
Guide
2023

// We've crafted a diverse, highly capable team that meets all challenges head on

We pride ourselves in our team because we see diversity as a strength. With different backgrounds, we have forged together toward ONE common goal — to make Real Estate accessible and a catalyst for empowerment.

OFFICE LOCATION BENEFITS

- // Can conduct closings in any of the offices
- // Can host clients, utilize conference rooms, and/or drop-in desks at all offices
- // Opens you up to training opportunities in all locations
- // Can attend the training + education in all locations
- // Full management and broker support at all times in all offices
- // In-house Concierge services help you work more efficiently



34 LOCATIONS IN THE DMV + MAIN ONE STREET OFFICES IN BETHESDA & WASHINGTON DC
// DC // MD // VA //

Welcome
Guide
2023

An
Exclusive
Offering



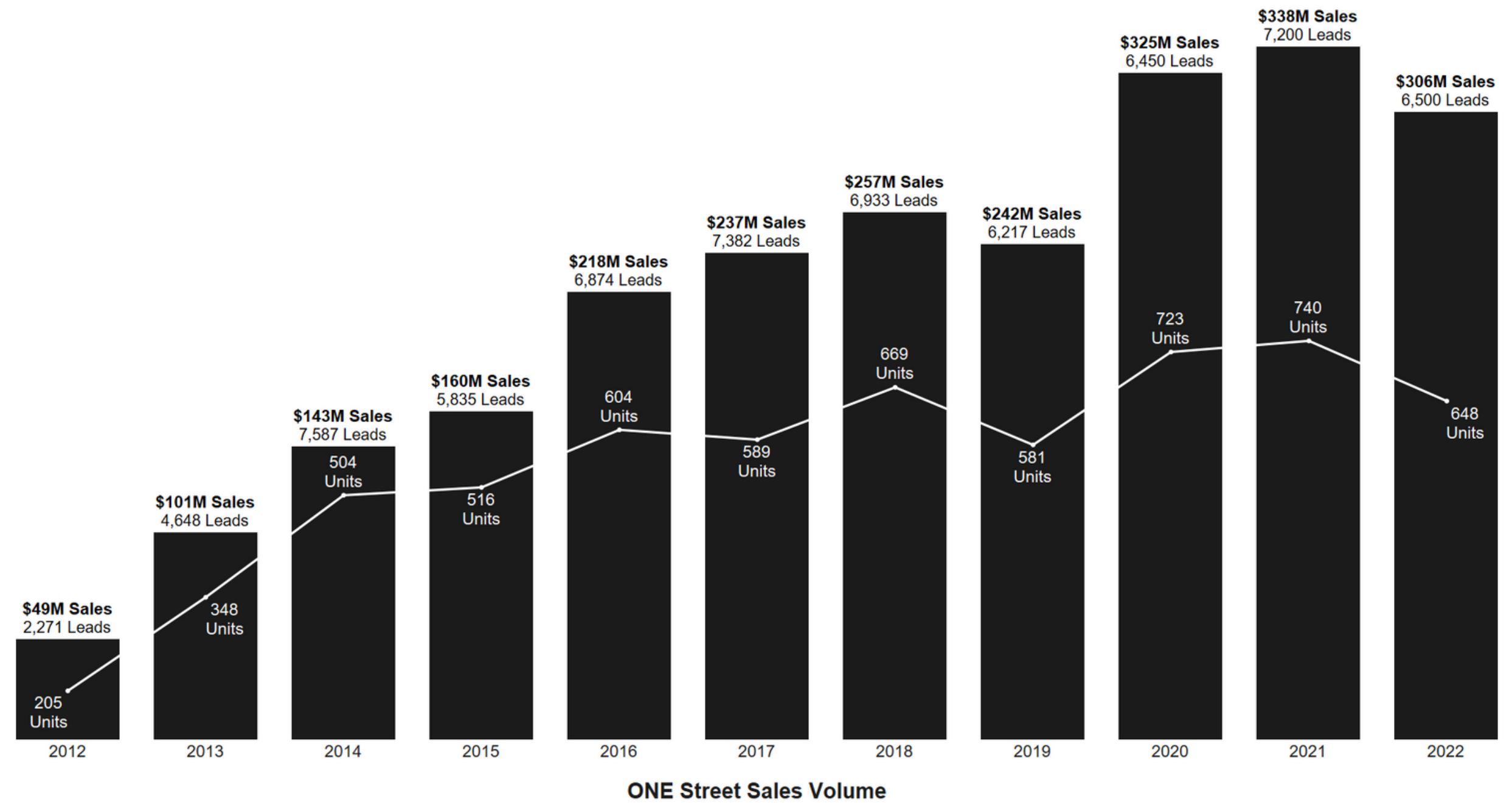
ONE | STREET **Flex Program**

Flex is an exclusive program from Zillow that makes it easier for service-oriented agents, brokers, and teams to grow their business by providing live connections and property tour requests in real time. This new and innovative program (which was only awarded to only 1200 teams nationally) allocates live buyers by phone using an intelligent matching algorithm. This process better provides more connections to top-performing agents and increases conversion. All in, it is a way to serve and transform the homebuying journey.

We strive to build the largest, most trusted and vibrant home-related marketplace, and part of that is working with the best real estate professionals in the industry. Providing connections to service-oriented professionals moves us closer to this goal by increasing the likelihood that home shoppers have a greater experience each time they connect with an agent through our platform.

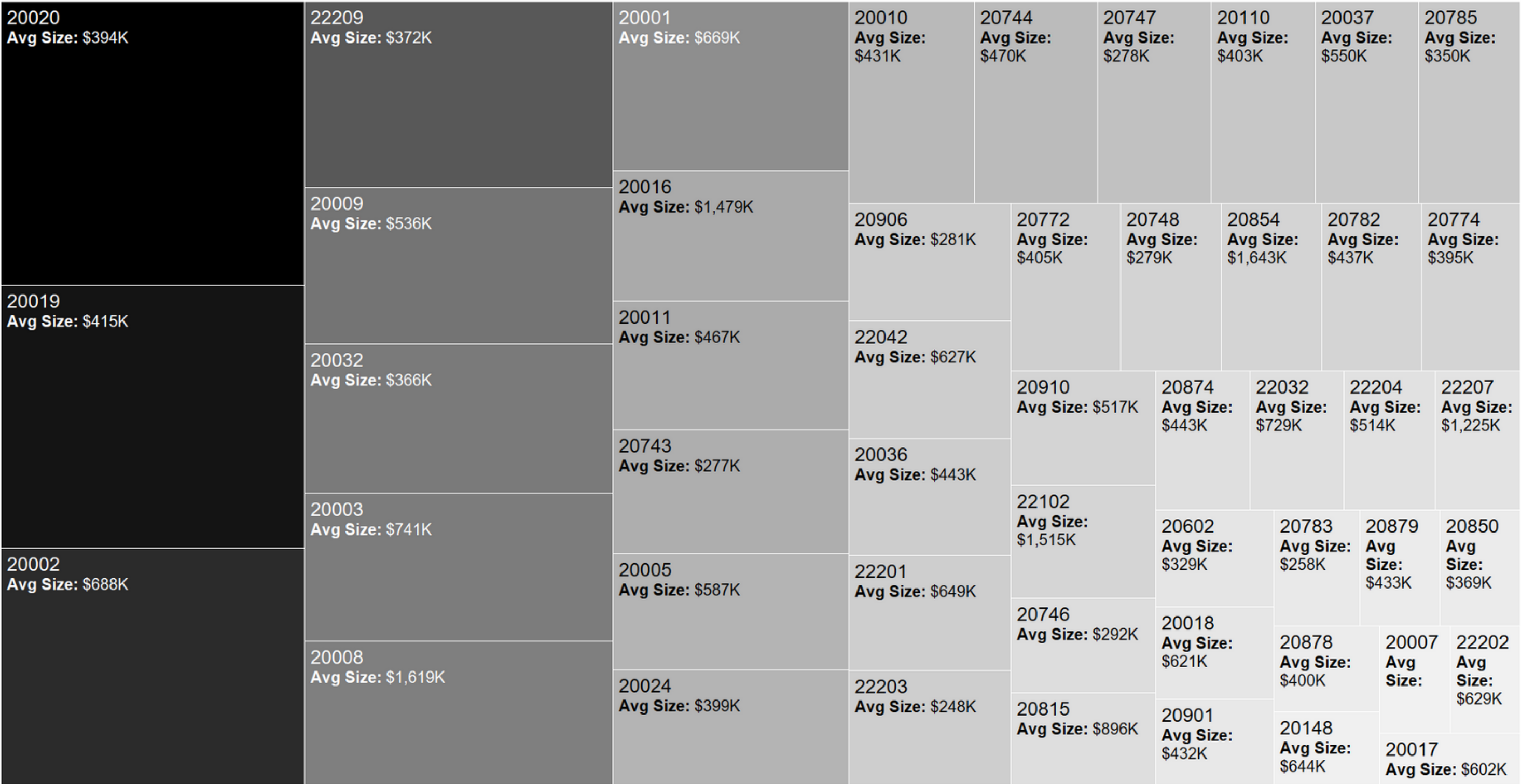
Numbers
Don't Lie!

ONE | STREET Flex Program



//17

The Goods.



FLEX Leads from 200+ Zip Codes
(top 49 zip codes included in illustration)

//18

- Our Partnership includes over 217+ Zip Codes in the DMV
- \$300M+ million of online lead inquiries monthly
- \$2.5M+ in gross commission of FLEX sales in 2021
- \$500,000 average FLEX transaction size in 2021
- Average online lead inquiries over \$500K+
- Targeting 350% more live transfers by years end
- More than 560% increase in FLEX sales volume year over year

Are You Licensed in 3 States?

DC // MD // VA

If you are, you are ahead of the curve and we look for candidates with that kind of breadth. Not currently but open to getting there? That's a great place to start as well.

Do you Tech?

DATA // CRM'S // SOCIAL

This is more than just nurturing active clients and re-engaging leads that have gone cold....it's about having pride in how you show up and assuring a quality product in both experience and design. You are positioning yourself as a local expert. A refreshing storyteller, champion of your own business unit, and fast acting hero to your clients.

//19

Do You have a Customer-First Mindset?

Agents who are motivated by their clients will treat each opportunity like gold and invest in the customer experience from the first call until closing. They can see the benefit of the transaction as well as the long-term benefit of gaining a client for life.

Ready-Made or
Ready to Learn

Flex Training

Agent Resources

//20

LEADS & NETWORKS

- Zillow FLEX Growth Partnership
- An abundance of Zillow Leads and Non-Flex leads (MD // DC // VA)
- Off Market Access
- Lender & Title Partners
- Commercial Division Referral Program
- Asset Management Services & Referral Program

TECH & ADMIN

- Vetted and Trusted CRM Provided
- Back of the House System
- Marketing Platform Provided
- Data // Metrics Department
- Social Media Services Provided
- In House Media Dept Featuring // Photo, Video, and 3D Offerings
- Google Docs & Templates
- Brokermint
- Slack // KvCore // Testimonial Tree // Cardinal Nest // ZOCCAM // Samson University // Print Center

SUPPORT & TEAMS

- Team Leaders
- Transaction Coordinators Monday through Sunday 9 AM - 10 PM
- Agents on Demand
- Agent Runner
- Monthly // Bi-Weekly Meeting Support
- Inside Sales Department (ISA)
- Data // Metrics Department
- Two Collaborative Retail Spaces + Prime Locations

Things We Are Proud of

ACCOLADES + MEDIA

REAL TRENDS
WALL STREET JOURNAL

#1 Team 9 yrs in a row in units and volume

COMPANY RECORDS

Sold over \$2B+ in sales and over
5,500 units in last 10 yrs // \$1B+
in sales since 2020

2023 expected market growth of 20%

Over \$500M+ in Commercial
Development Deals

ZILLOW + GOOGLE REVIEWS

Highest rated teams, nationally with
1,800+ 5 star reviews

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Welcome
Guide
2023

ONE STREET MAIN

DC Office



1725 I ST NW #125 WASHINGTON, DC 20006

ONE STREET MAIN

Bethesda Office

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Welcome
Guide
2023



5021 WILSON LN BETHESDA, MD 20814

Convenient Grace Street Coffee



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Welcome
Guide
2023

Let's Go!

Have more Questions?

Is there anything we didn't cover?
We are only a text // call // email //
DM // PM away.

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ONE
STREET

SAMSON
PROPERTIES

