Notes for Recruiting Presentation

# The History

* Two real estate pioneers came together to create the most innovative franchise system in the history of real estate.
* Designed from the ground up to be a national franchise.
* Designed for greater efficiency.
* Optimized for agents and brokers alike.
* Created to address ongoing issues in real estate.
* Sellstate’s model is designed to empower agents.

# The Founders – Arthur Darmanin, Sellstate Chief Executive Officer

* Over 35 years experience in real estate.
* Managed his first real estate brokerage 2 years into his career.
* As an independent broker, built the largest brokerage in his market area.
* Member of the executive team of one of the largest real estate companies in North America, managing thousands of agents and brokerages.
* Member of O.R.E.A. Faculty of Education.
* Co-founder and CEO of Sellstate.

# The Founders – Neil Cresswell, Sellstate President

* Over 25 years experience in real estate.
* Carried an average inventory of 200+ non-REO listings.
* Single-handedly outperformed entire brokerages.
* National Trainer.
* Regional Franchisor of one of the largest Franchises in North America.
* Co-founder and President of Sellstate.

# The Best of All Models

* There are three models for real estate offices.
* The first is a dependent office. This is a broker focused model where the associate is dependent on the office and largely replaceable. Many traditional real estate offices operate under this system. Everything is about the broker, including the branding, control and often, the associate ends up overpaying management through unfavorable commission splits. For the associate this is often a low risk/low reward system.
* The second model is the independent model. Under this system the associates are very independent from the office and have more of a landlord/tenant relationship with the company. This is typical of 100% commission models. In these instances, the operation of the office is often associate focused with little regard for the office. For the associates this is typically a high risk/high reward system.
* The third model is the interdependent model. This model is typically used by companies that are growth focused. The business is run in such a way that both the broker and the associate will benefit. The company vision is shared between the broker and the associates and creates a much stronger culture and relationship. For the associates this is often a low risk/high reward system.
* Sellstate follows a variation on the interdependent model. This allows us to incorporate the best of all models while adding monthly income through the AAD Program to further strengthen the relationship/partnership environment.
* We are extremely team focused where we empower both the broker and associate in a manner which is mutually beneficial. Together we work towards building a better office and better culture. This is a low risk/high reward system for the associates.

# C.P. Technology (Centralized Processing)

* Because Sellstate was designed as a national franchise from day 1 they were able to bring forward some tremendous innovations.
* One of these innovations is what we call C.P. Technology or Centralized Processing.
* C.P. Technology is an extremely efficient way to handle a lot of the backend operations that typically bog down a real estate brokerage. All of our commissions are disbursed by Sellstate Corporate’s highly skilled, full time accounting team.
* This ensures that there is a quick turn around with commissions. There is also a second set of eyes reviewing all of the transactions to help eliminate any potential errors from the process.
* The best part is, the commissions are direct deposited to your bank account.
* Any AAD funds coming your way are also directly deposited into your account.
* At the end of the year, you can be assured that your 1099 will be received in a timely fashion.
* This system ultimately saves you time as you don’t have to worry about coming back to the office to pick up your commission check.
* This system also provides you freedom. You can literally be away on vacation and have commissions and AAD disbursements deposited into your bank account.

# Attracting Top Agents

* Sellstate has created the most innovative model the real estate industry has ever seen.
* Designed to align our company with the best of the best in the industry.
* Aggressive commission structure.
* 5% to the sponsor through the Agent Asset Development (AAD) Program.
* High powered culture and office environments.

# Agent Asset Development (AAD) Program – Freedom

* Nothing like it in the industry.
* Only passive income program based on high transactional commission.
* Earn additional income.
* 5% sponsoring bonus. Very simple, no complex formula’s to figure out what you will make. If you sponsor someone who earns $100,000 in commissions this year, you’ll make $5,000 through AAD without having to get out of bed. This program is not tied into the profitability of the office.
* You can sponsor an agent to any Sellstate office.
* This program provides you with financial independence.

# Agent Asset Development (AAD) Program – Security

* The AAD Program was designed to provide you with peace of mind.
* Less than 5% of all real estate agents carry disability insurance. What happens if something happens that prevents you from working for the next few months?
* This extra money can be used for things like health insurance.
* This can help agents stabilize your income. Earn income even in months where you don’t have a closing.
* Agents can sponsor real estate agents to any Sellstate office.

# Agent Asset Development (AAD) Program – Retirement

* Many months have seen the payout average exceed $1,000.
* The program is vested.
* You can finally have a retirement plan.
* Enjoy the rewards from your career.

# Sellstate Power Suite – The Power to Control Your Business from Anywhere in the World

* With Sellstate Power Suite, we introduce a technological system that allows you full control of your business from anywhere in the world.
* Sellstate’s Power Suite has several tools built in that allows you to automate many aspects of your business.

# Sellstate Power Suite – Mobile Responsive Websites

* Every day it becomes more and more important to have a website that displays and functions just as well on mobile as it does desktop or laptop.
* Many websites do not display properly on mobile.
* With the Sellstate Power Suite mobile responsive Fusion Themes your website will automatically readjust itself based on the screen size visiting the site. What this means is that regardless of the device or size of the device, your site will always look and function as intended. Best of all, these sites maintain full functionality, even when viewed on a smartphone.

# Sellstate Power Suite – Apps

* The Sellstate Power Suite is the most complete tool set offering over 30 tools directly designed to assist you with your business.
* This is technology that will bring your business to the next level.
* We have estimated, that at the very least, this system will bring a minimum of 4 additional transactions to your business.
* Sellstate feels so strongly about what the Sellstate Power Suite can do for your business that they introduced it as part of the value proposition with no added cost to agents.
* Every Sellstate Advisor receives access to the Sellstate Power Suite.

# Sellstate Power Suite – App Breakdown

* The Manage Leads app allows you to easily manage all of your leads in one place. One click of a drop down menu lets you perform multiple tasks with ease.
* Your Sellstate Power Suite comes preloaded with email drip campaigns. You may use them as is, create your own or edit them for the perfect message. Automate follow up and stay in constant contact with your clients by having Power Suite do all the work for you. Set it up once and let it do its thing.
* Custom enhance your listings on your website and on Homes.com easily through this amazing system. Highlight your open houses, virtual tours and set the featured listing(s) on the front of your website.
* The Sellstate Power Suite provides you with a full IDX website of your own. To be clear, this is not a webpage on the office or corporate site but rather a full website of your own. This site is turnkey and ready to go and will feed all of the listings from your MLS. At the same time, your site is extremely customizable allowing you to have it represent you and your business in very specific ways. As mentioned previously, your site will automatically respond to any device to ensure the perfect viewing experience.
* Creating the perfect listing or buyer presentations can be done in minutes using the intuitive, step by step system. Separate yourself for your competitors by arriving at a listing presentation with a professional, all-inclusive presentation. Separate yourself from your competition when dealing with buyers by providing them with a very impressing full buyer tour package.
* Everyone says that they are an “expert in the area” but how many ever prove it to clients? Prove that you are the best area expert by providing your client with a powerful visual representation of the area demographics.
* The Sellstate Power Suite affords you the ability to create professional print material perfect for representing yourself, your client or farming an area. Incredible templates easily walk you through creating the perfect marketing piece. This is professional level quality, without the overbearing costs typically associated with having custom marketing created for you.
* Create the perfect flyer, brochure, postcard or property card in minutes. Choose from over thirty (30) designs and arrive on a listing presentation with marketing material in hand. It’s so quick and easy to use that you may want to allow your client to choose their preferred brochure.
* Control social broadcasts and social wall settings quick and easily. Quickly share your information on your listings to your social networks from within the Sellstate Power Suite.
* Manage all of your social network feeds from one place. Move Facebook friends into your CRM easily with the Social Networking app.
* Take advantage of your enhanced listings on Homes.com by managing your profile and listings from within the Sellstate Power Suite. Enhance your public profile or answer questions on Homes.com to boost your image with the public right from your dashboard. Receive notifications when new questions are asked so that you can be first to respond.
* Be aware of how users are interacting with your site. Through the Business Intelligence reports you are able to see how your website is performing. This allows you to further customize and enhance your site to cater to the needs and wants of visitors.

# Power Suite Marketing Studios

* Four hundred and thirty (430) available designs come pre-loaded in the system for you to choose and customize.
* When your projected is finished, save it as a PDF, publish it to the web, email it to a client, share it on your favorite social network or send it to a professional printer right from within the system for your convenience.
* Unbelievably convenient way to have triple A quality material created and distributed on your behalf.

# Power Suite Zillow Enhancements – Results View

* When looking at where people search for homes online, there are a few sites that come to the top of the list regardless of where you are. People are not going to real estate company, brokerage or even agent websites to do all of their searching. Instead, the mass majority of people use sites that they feel are “neutral” or “unbiased” such as Zillow, Homes.com, Trulia and Realtor.com.
* With Sellstate, we went directly to the source of all those leads to capture them on the spot and feed the information directly to our Real Estate Advisors.
* One of the great challenges with Zillow, is that often times the information is inaccurate or outdated. This is because Zillow does not have an automatic IDX feed to their site. Instead Zillow relies on the users to keep all of their listing information up to date. As you can imagine, this leads to a giant mess.
* Through the Sellstate Power Suite, your listings are automatically uploaded to Zillow and updated regularly. No need for you to manage it!
* In addition to ensuring that your listings are present and accurately displayed, the Sellstate logo also appears on every photo, building and strengthening the brand amongst the community.

# Power Suite Zillow Enhancements – Detailed View

* With listings on Zillow, there are typically 3 agents listed who may be contacted for further information. These are people who paid to be there by buying various zip codes.
* With the Sellstate Power Suite, through our strategic alliance with Zillow, you will always be the first placement on every one of your listings. No need to pay or “purchase zip codes” to get the leads you deserve!
* See the Sellstate watermark on every photo associated with your listings.

# Power Suite Homes.com Enhancements – Results View

* Homes.com works differently than Zillow. Homes.com does have an IDX feed meaning your listings will appear on the site. Unfortunately, in order to claim any potential leads from this site, you are required to either buy zip codes or pay for enhancements.
* Through our strategic alliance with Homes.com, all of your listings are automatically enhanced for you on Homes.com!
* Appear at the top of the search results list!
* Have the Sellstate logo appear in the search results for better branding and exposure.
* Have the ability to have custom video tours automatically created for your listings.

# Power Suite Homes.com Enhancements – Detailed View

* Have the ability to upload over seventy (70) photos of your property!
* See enhanced Sellstate branding on all of your listings.
* Get additional views, including a custom video tour.
* You are the only agent listed on your listings.
* You now automatically receive all of your hard earned leads without the need to pay or “purchase zip codes”!

# Sellstate Power Suite Consumer Reach

* The evidence is there for how important online presence is.
* Think of capturing online leads like fishing. You have two choices. First, you could go to an open area of ocean and drop a net, then run some bait and hope that fish come to you. Or, you could find out where there’s a school of fish and drop a giant net on them. Sellstate’s online approach is the latter. We know where all the consumers are, so we go directly to the source to capture leads!
* Through the Sellstate Power Suite your listings have a custom enhanced, monthly consumer reach of over 100,000,000 viewers!

# Sellstate.com

* Mobile browsing is working towards surpassing desktop browsing. Mobile includes smartphones and tablets. We control these devices with our fingers. Laptops are now coming with touch screens and even those who are “anti-touch” quickly find themselves in the habit of touching their screens as it is intuitive and instinctive.
* Sellstate.com is the first Touch Optimized corporate website in real estate!
* Known as “The Sellstate Hub” it allows users to easily navigate to anywhere within Sellstate’s online ecosystem quickly and intuitively.
* This site is completely designed around user experience.
* While many real estate sites still don’t even consider mobile, we are not only mobile friendly, but are already focused on touch. There is nothing like it in the industry.

# Higher Education

* Education is a top priority for us.
* We are constantly modifying and improving our available training programs.
* Our training is focused on increasing business for our Advisors.
* Programs for new agents all the way up to industry top producers and 7th level business practices.
* Online libraries available at SellstateSource.com.

# Sellstate Source

* SellstateSource.com is an ever evolving online resource center that offers a variety of topics.
* The site is easily laid out with redundant navigation for a smooth user experience.
* As part of Sellstate’s mobile cloud, the self-structuring compilation of educational material is also conveniently accessible on mobile devices through an optimized, intuitive interface.

# The Sellstate Industry Leaders Conference

* This is an invite only conference that is exclusively for the top performers.
* The programs were custom designed specifically to elevate top producers to nation leading levels of performance.
* Designed and taught by a team of industry experts, there is nothing like it in the industry.

# Corporate Support

* Sellstate is committed and dedicated to supporting all of its members. A top mandate of Sellstate’s executive team is to continuously refine and enhance ways for its members to increase their business.
* Sellstate continuously works on technological enhancements and strategies to ensure that we are always at the cutting edge of technology.
* Sellstate works tirelessly on educational programs and leadership systems to ensure the best of education. This is an ongoing process as it is important to always have relevant educational material.
* In addition to the online resource center and office level coaching and education, Sellstate hosts multiple conferences throughout the year designed to enhance the business of its members. These conferences tailor specifically to various groups to ensure a focused approach.
* Through the Agent Asset Development Program, Sellstate has setup a system in which associates are able to have extra funds to invest in their business, cover during slower periods or put towards important things like health care, disability insurance or retirement.
* By designing such a revolutionary interdependent business model, Sellstate is able to better support their Advisors by empowering them to be able to operate and grow their business without an overbearing set of rules, regulations, fees or unfair commission splits.

# Broker Support

* Within our company we have a dedicated team to ensure that your business is properly supported. We have excellent leadership within the office and an administrative assistant that is second to none.
* Our weekly office meetings are designed to be educational, informative and productive. While we don’t force anyone to attend, we know that if you come once, you will continue to partake as each week we strive to bring forward vital information that will enhance your business.
* While you will have the necessary freedom to run your business as you see fit, it is also important for you to realize that we are here to support you with deals when necessary. Through myself as well as the entire leadership team you will never find yourself in a position of need with no one able to assist.
* Another thing that we pride ourselves on here is our coaching. You can rest assured that regardless of your level of production, you will receive the proper coaching to help you further refine and improve both your business and quality of life.
* There is lots of technology available out in the marketplace. What further separates us is that we take the time to provide training on the technology that is available so that you will be able to use it and apply it to your business effectively.

# Office Image

* Our office uses a specific layout to efficiently maximize space while limiting square footage. This provides the best possible work environment for you.
* Technology is displayed throughout the office. When you bring a client in, they will be able to see that you are up to date and working with great technology and tools to help them through their purchase or sales process as efficiently as possible.
* Multiple client rooms to make sure that you are never in a position where you cannot meet a client.
* Our open business area allows you to come in and use any of the computers to take care of tasks quickly without the need to bring in and power up your laptop. This is also a great area for networking with your fellow Sellstate Advisors. Many deals come from open business area networking.
* Private and semiprivate offices are available.
* We have a spectacular administrative assistant.
* This is an environment that agents are proud of.

# Culture of Success

* A strong culture does not happen by accident.
* We have a culture of leadership and teamwork.
* Involvement within the community.
* Top agents want to work with top agents.
* A learning based culture built upon mastering the process of real estate.

# Aggressive Fee Structure

* At Sellstate we believe that you work hard for your commission and deserve to be compensated accordingly.
* Corporately, Sellstate takes a very small 2% off the top of every deal to go towards building and expanding the brand, supporting the business and bringing us more tools and technology like the Sellstate Power Suite.
* Our cost per transaction is a very reasonable $[insert amount]
* Your monthly investment into your business will be $[insert amount]. This includes your use of the office, the coaching and education, as well as technology such as the Sellstate Power Suite.
* Finally there is a small annual investment of $165.38 which is paid June 1st. We do not prorate this, so you owe nothing today. This payment goes to Corporate and may only increase by a maximum of 5% each year so you can take comfort in knowing that at no point will this number suddenly jump to an outrageous amount.

# The Sellstate Pioneer Growth Model – Leverage Your Business Through the Leadership of Others

* Designed to provide a powerful launch to a new franchise or to boost an existing one.
* A proven model creating a high powered team and leadership environment.
* Attracts the top agents in the industry to participate in office leadership.
* Supports a culture of high production and agent participation.
* Creates a support system for franchise owners and their offices.
* Empowers industry leaders to take their careers to the next levels.

# The Sellstate Pioneer Growth Model – The Perfect Catalyst for Your Business

* This system is the perfect catalyst for the business.
* This opportunity is reserved for very few leaders in the industry who will share in our vision.
* The way it works is as follows: As the owner of the business I retain 70% of the profits from the business.
* I pass along the remaining 30% of profits to our Pioneers.
* There will be 6 Pioneers, who will each receive 5% of the profits of the business.
* In addition to being the right leader and top performer, a requirement of each Pioneer is to bring 5 people to the company with them.
* This instantly increases the size, credibility and revenues of the office. By building quickly and through tremendous leadership, we are able to increase revenues and profits which will be shared amongst the Pioneers.

# The Winning Formula

* Aggressive commission structure.
* 5% Passive income through AAD.
* Best technology including Sellstate Power Suite, C.P. Technology, etc.
* Strongest lead generation through Sellstate Power Suite.
* Excellent office environment.
* Excellent office culture.
* Excellent training and support.
* Top agents attracting top agents.