

# The Most Impactful Training Systems In Real Estate

Good agents are born;  
great agents are trained.

EXIT Realty believes that good agents are born and great agents are trained. To that end, we've created MIND-SET Training Systems coupled with a variety of hands-on workshops, spaced learning and web-based programs to appeal to the way you learn best. Topics include:

- **FIELD DAY – Work smarter, not harder**  
*Day two consists of actual prospecting at the doors*
- **LISTING PRESENTATION CAMP**
- **POWER PROSPECTING CAMP**

- **PERFORMANCE TRAINING**
- **PERSONALITY PROFILES 101 & 102**
- AND MANY MORE**

For course descriptions, trainer profiles and more information visit: [www.exitrealty.com/training](http://www.exitrealty.com/training)



# The EXIT Formula: A Powerful Idea

There's nothing more powerful than an idea whose time has come; in real estate that idea is EXIT.

- Steve Morris  
Founder & Chairman

EXIT Realty Corp. International has a unique ingredient; one that is revolutionizing the real estate industry. Known as the EXIT Formula, this extraordinary earnings generator has been specifically engineered to enhance the return on invested time for brokers and salespeople alike.

Thanks to this proven Formula and business model, EXIT's trajectory has been set to include the opening of 3,600 franchises in North America with over 100,000 sales representatives by the year 2020.

Here's how EXIT's Formula of single-level residuals works:

EXIT agent John introduces Mary to his broker and she is recruited as a salesperson, which is called sponsoring at EXIT. As Mary's transactions close, John receives an amount equivalent to 10% of Mary's gross production as a special bonus paid from EXIT's head office and deducted from the broker's portion of the commission (to a maximum of \$10,000 per year per recruit).

Not only is EXIT's Formula perpetual, but it's also portable. You can sponsor recruits into any EXIT office across North America.

For more information visit: [exitrealty.com/join](http://exitrealty.com/join)



#### 10% SPONSORING BONUS

Equivalent to 10% of the gross commissions earned by each person recruited by an EXIT Associate, payable to the sponsor via EXIT's head office, not deducted from the recruit.

#### 7% RETIREMENT RESIDUALS

Sponsoring Bonuses convert to 7% Retirement Residuals when an EXIT Associate takes a break from real estate or retires. Retirement residuals can be enhanced by continuing to sponsor people into EXIT.

#### 5% BENEFICIARY BENEFITS

An EXIT Associate's Retirement Residuals convert to 5% Beneficiary Benefits, which provide security for their pre-determined beneficiary for as long as their recruits stay with EXIT and generate sales.



# Imagine All of This

## When You Join EXIT Realty

EXIT provides the most advanced systems and tools designed specifically to take you to the top!

- Tami Bonnell  
CEO



### DETAILED WELCOME PACKAGE

When you join the company, EXIT Realty will send you an associate welcome package containing resources and materials to get you out of the gate quickly. It also contains a special gift, *Born To Be Exceptional*, and *Accelerated Farming; The Advertising System That Never Fails*, books written by Founder & Chairman, Steve Morris.

### EXIT'S RESOURCE CENTER (RC)

Much more than a warehouse of marketing and administrative resources, the RC is the private member's area of [exitrealty.com](http://exitrealty.com) accessible only to our associates. In this information hub, associates can access all of EXIT's technology resources as well as fresh content, best practices, and training resources. Associates can also view their own production and the production of the people they've sponsored.

### MEMO

MEMO (Managing EXIT's Momentum Online) is EXIT Realty's central database and the secure, online engine behind our unique business model, The EXIT Formula. MEMO tracks every EXIT listing and transaction, every closing, every region, brokerage and agent and every sponsorship (through retirement and death) across the continent. MEMO feeds appropriate information to the Resource Center, [exitrealty.com](http://exitrealty.com) and select third party sources to ensure data integrity.

### ANCILLARY NETWORK

The aim of EXIT's Ancillary Network is to provide EXIT associates with an exclusive selection of companies whose products and services can help to

maximize your business. Our Premier Partners and Approved Suppliers are carefully reviewed and selected based on credibility in their industry, special pricing and/or unique offers as well as their ability to fill a niche for EXIT.

### THE EXIT ACHIEVER

The EXIT Achiever is the exclusive corporate publication of EXIT Realty Corp. International. This comprehensive branding, listing, sponsoring and social media tool is made available to all EXIT associates as a multi-functional promotional piece that crosses all marketing borders.

### EXIT PROMO SHOP & EXIT PROMO SHOP PRINT

EXIT Promo Shop provides a huge selection of more than 4,000 marketing pieces to help you find, get and keep clients as well as sponsor agents. This powerful promotional tool makes it easy to create customized flyers, brochures, postcards and other marketing materials demanded by sellers and appreciated by buyers. EXIT Promo Shop also combines an exceptional contact management system with top tier online and offline drip marketing campaigns. EXIT Promo Shop Print contains a selection of marketing pieces and is free to all associates.

### EXPERT MARKETING SUITE™

With EXIT Realty's Expert Marketing Suite™, you have the technology you need to maximize your listing's exposure and generate and capture leads. Included as a benefit of your EXIT membership at no additional cost, this suite includes a customizable, branded and unbranded virtual tour which is syndicated to popular real estate portals, a downloadable flyer, a custom website created exclusively for every eligible EXIT Realty listing with its own unique web

address, a photo gallery, virtual tour and lead generation technology built-in, and more. EXIT Realty has also provided a marketing video to show prospective sellers how this technology will position their home above the competition. Every EXIT associate has access to our Expert Marketing Suite™ when their brokerage has completed the MLS paperwork to allow us to import IDX data.

### SMART SIGN™ GEOLOCATION LEAD GENERATION TECHNOLOGY

Included in EXIT Realty's Expert Marketing Suite™, all EXIT associates have access to our Smart Sign™ geolocation lead generation technology. Interested buyers can text EXIT to 85377 in front of any EXIT listing and instantly receive property information on their smartphone. The listing agent receives the lead on his or her mobile device. It's all possible when the brokerage has completed the MLS paperwork to allow us to pull IDX data.

### MOBILE BUSINESS CARDS™

Get your contact information directly into the palm of a prospect's hand by using EXIT's Mobile Business Card™ technology. Choose a vanity code which prospects can text to 85377 to receive your Mobile Business Card™ on their smartphone. The system notifies you when someone has requested your MBC and delivers their mobile number right to your phone. Your Mobile Business Card™ is included as a benefit of your EXIT membership at no additional cost.

### FREE MONTHLY TECHINARS, WEBINARS AND CONFERENCE CALLS

Free training is provided by way of monthly agent webinars and techninars hosted by a variety of EXIT's top-producing trainers and leaders. These valuable

sessions provide best practices, tips and techniques. Recordings are available on-demand in the Media Library section of the Resource Center.

### EXITREALTY.COM

EXIT Realty's corporate website features a comprehensive and easy-to-use home search. Leads generated from [exitrealty.com](http://exitrealty.com) on EXIT listings are emailed directly to the listing agent. Leads on properties listed by other companies are emailed to an EXIT brokerage determined by our detailed algorithm as the best one able to help the customer. No additional fees are charged by EXIT Realty Corp. International on any leads generated from [exitrealty.com](http://exitrealty.com). Also, all of EXIT's technology is accessible on any mobile device.

### FREE SUPPORT

A support representative can be reached Monday to Friday, 10 hours a day, by live chat through the RC, by phone or by email to answer questions and provide training on all of EXIT's programs, tools, resources, and technology.

### BEYOND REAL ESTATE

A portion of every transaction fee received by EXIT Realty Corp. International is pledged to its non-profit organization of choice, and to-date \$3.5 million has been pledged to Habitat for Humanity. In addition EXIT Realty recognizes that a person's emotional, physical and spiritual well-being are keys to their overall quality of life. To this end the company's Focus on Good Health initiative includes a series of articles, tips and tools promoting wellness at work and home. Visit [www.exitrealty.com/beyond](http://www.exitrealty.com/beyond) to find out more.

# Leadership

## Committed To Your Growth

Founded in 1996 by Chairman, Steve Morris, EXIT Realty Corp. International is at the forefront of a new paradigm that has changed the landscape of the real estate industry. Joining Morris at the helm is CEO, Tami Bonnell and COO, Erika Gileo and together they head up an unrivalled leadership team, strategically situated across the continent to help regions, brokerages and associates achieve their highest potential.

When you become a part of EXIT Realty, you join an organization with an on-going commitment to create the most highly trained and skilled professionals in real estate. Unmatched sales training designed to remove and eliminate inhibitions and anxieties, state-of-the-art technology for the real world as well as a unique, empathy-oriented, single-level residual Formula fostering an environment of "hand-me-down wisdom," are the tools you need to position yourself for absolute success.



- Steve Morris  
Founder & Chairman