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Newly-licensed Agents

How much will this new business cost to get me started?

<u>All fees associated with pre-licensing.</u>	
60 classroom hours of credit in Real Estate Principles.	\$279.00 +/- \$20 Fees may vary.
30 classroom hours of credit in Law of Agency.	\$139.00 +/- \$20 Fees may vary.
30 classroom hours of credit in Law of Contracts.	\$139.00 +/- \$20 Fees may vary.
30 classroom hours of credit in an elective core real estate course.	\$139.00 +/- \$20 Fees may vary.
60 classroom hours of credit in core courses or in related courses acceptable to TREC to be completed within a year of licensure.	\$279.00 +/- \$20 Fees may vary.
TREC Evaluation of Education Documents	\$30.00 (good for 1 year)
<u>Fees for Inactive Salesperson License.</u>	
Application fee*	\$94.50
Recovery Trust Account*	\$10.00 (one-time fee)
Exam Fee (register after receiving CIB from TREC)	\$59.00
Fingerprints from <i>FAST Print Pass</i>	\$44.20
Once you join our company...	
800 INFOHOMELINE Details	\$45.00/month
Business Cards (1000 count)	\$68.00 (approx.)
Personalized Name Badge	Free or \$15.00 for replacement
Initiation fees for MLS and Local Boards	\$100.00
Annual BCSAR Membership Dues**	\$445.00 (due in Dec.)
MLS Dues	\$41.42/month (as of 2008)
Errors and Omissions Insurance	\$25.00/month
Technology Fee	\$30.00/month
* Non-refundable.	
** Prorated from the date of application.	

What kind of new agent training does EQ provide?

Equity Real Estate's program is one-of-a-kind in ideology and methodology. The training is innovative, intense, and progressive. We begin with a Training Program that is designed to get you off to a quick start and equip you with all of the information and tools that you need to begin achieving success. Once your initial training is complete, our staff is available to you when you need them with on ongoing and periodic meetings, training and information that will continue to assist you in every stage of your business.

Our comprehensive Training Program includes:

- Advanced Training
- Coaching Series
- In-office Training
- National Trainers
- Workshops and Seminars
- Mandatory Education
- Technology Training

Coaching Sessions

Whether on the playing field or on the job, a good coach can make all the difference in the world.

The Agent Coaching Series is simply a must -- invaluable information mixed with practical advice! Through our role-playing, presentation, break-out sessions and examples, Keith will walk you through how to use a combination of different strategies to build your business. This includes topics such as your "Book of Business" or Sphere of Influence, advertising and handling ad calls, working with "For Sale by Owners" and expired listings, and marketing. During this coaching, Keith also provides a session on how to create an effective listing presentation. You will be working hand-in-hand with your broker—the very best coach you can have—throughout your training.

Our comprehensive training program gives you all of the guidance you'll need to get off to a great start. We'll provide the expertise; you bring the motivation. It's a powerful combination!

EQ Success Series Training Program

This is a 90-day training program during which we will give you the tools you need to succeed!

You will learn:

- How to find buyers and sellers
- Skills that will enable you to conduct outstanding presentations
- Buyer agency made easy
- Complex mortgage financing
- Techniques for preparing a competitive market analysis
- How to service relocation clients and become an "A" team member
- How to set goals for your career
- How to develop a business plan that makes sense for you
- How to organize your business
- How to utilize the most innovative real estate software programs
- How to utilize Equity's proven systems and tools

Mentoring for Newly Licensed Agents

Newly licensed agents are enrolled in the EQ Mentor Program which provides assistance from an experienced agent in the following activities at no cost:

- Career goal assessment
- Listing appointments and listing agreements
- CMA
- Buyer Broker Appointments and Business Relationship Agreements

- Mortgage placements
- Floor time
- Open House
- FSBO
- Expired Listings
- Showing a home
- Agreement of Sale
- Negotiations
- Processing the paperwork
- Settlement
- Any question, no matter how large or small

National Trainer

At EQ, we recognize the need for ongoing training. Our agents benefit from the experience of national trainers. Whether you are a relatively new agent in the business or a seasoned professional, these national training programs serve to "energize" careers and take business to the next level. We respond to the needs of our agents by providing the type of advanced training they are seeking to help them continue to grow and expand their business.

Workshops and Seminars

One of the great things about a career in real estate is that it is fast-paced and ever-changing. There are always new challenges and opportunities to learn.

Our "newer" agents benefit from workshops and seminars on topics such as:

- Contracts
- The Process: Contract to Closing
- Inspections
- Negotiating
- Objection Handling
- Prospecting and Lead Follow-up
- Scripts and Skills
- Pre-qualifying the appointment
- Listing Presentation
- Price Reductions
- Setting Seller Expectations
- Review of building rapport and working past clients and your center of influence

These workshops and seminars are provided by professionals and leaders of our team.

What tools, systems and resources does EQ offer?

Technology

Our technologically state-of-the-art offices are tied together by T1 lines, providing instantaneous communications among PCs and servers that are all connected to the Internet. Voicemail, immediate Internet connectivity, conference calling, email, and electronic downloading of important documents from our website allows us all to be more productive.

800 INFO-HOMELINE

What It Does:

- Records 100% of the calls to your listings with Caller ID (name and phone number).
- Pages you with leads directly from the system.
- E-mails you with information in calls.
- Displays a report for your homeowner on the marketing activity/interest in their home.
- Directly connects interested buyers to you.

- Displays your profile on the internet via equitybcs.com, realtor.com, etc.
- Automatically updates your HOMELINE listing information.

What It Means for You:

- Participation in the most progressive and integrated marketing system in the Bryan/College Station area.
- Increases your potential personal earnings.
- Access to the hottest prospects in the market.
- Directly connects interested buyers to you.
- Progress reports of the property's marketing activity are available at all times.
- Leads are sent directly to you.
- "Real Time Response" assures you will contact your buyers before you competition does.
- Use of your e-mail address and virtual number for all your business and personal needs.

With the HOMELINE system, which is now augmented by our exclusive marketing systems, consumers can dial 000-HOME for information on listings 24 hours a day, 7 days a week, 365 days a year. It offers an "Everywhere, Every Day, Until It's Sold" advertising program to all of our home sellers in our "Buyer's Guide" and WORLDWIDE exposure on the Internet: equitybcs.com, realtor.com, harmonhomes.com among many many others!

TourFactory.com Virtual Tours

We have assembled a powerful set of Internet marketing tools designed to give you an edge in the marketplace. Thousands of agents have discovered how powerful these tools are - and their buyers and sellers love them for it!

What You Get:

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| <ul style="list-style-type: none"> • Dynamic Viewer that Supports:
Still photos, 180° Panoramic Photos, and 360° Panoramic Photos • Listing Marketing Materials • Flyer Templates • Postcard Templates • CD Tour • EasyGlide Panoramic Viewer • Easy Tab Navigation • Create & Edit Tours via Web • FREE Photo Updates On Live Tours • Map Locator • Mortgage Calculator • E-mailable Tour • Agent Inventory Page • Lead Bank • Printable Tour Packet | <ul style="list-style-type: none"> • Sponsored Tour Option • Direct Link to Your Web Site • Virtual Tour Statistics • Automatic Weekly Seller's Report • IDX-Compliant Tour Option • Mobile Phone Tour • Your Personal Header • Many Color Choices • Guided Tutorial Featuring FastTrack • Use Your Own Photos • Professional Photographers Available • Toll-Free Customer Service • Open House Announcement • Free Background Music • Professional Narration Available • Realtor.com Distribution Available • Largest Free National Distribution Network |
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Why It Works:

- 84% of buyers look on the internet before contacting real estate professionals, according to www.realtor.com (the public website of the National Association of Realtors).
- 93% of home buyers are turning to the internet to look for homes, and 72% drove by or looked at a home that they viewed online, according to Realty Times reporting on the NAR 2003 Profile of Home Buyers and Sellers.

- "...of survey respondents who used the Internet in their home search, 47% said virtual tours were very important to a listing. Statistics from REALTOR.COM show that listings with virtual tours get clicked on 40% more than listings without virtual tours." -- Susan Barber in the Business Development section of RISMedia's Real Estate magazine (May 2006)
- If there's any lingering doubt about how the Internet is transforming the way people buy and sell homes, here's eye-widening proof: Marnie Azadian and her husband just moved from Scottsdale, Ariz., into a \$410,000 home in Tulsa that they bought 100% over the Internet. They never visited Tulsa, where Marnie had accepted a job. They never opened the front door, or a kitchen drawer. Never drove around the neighborhood. "I did have some moments of 'Oh my gosh, what did we just do?'" says Azadian, 57, but no regrets about the house they'd fallen in love with from a virtual tour." Read the full story at Home Shoppers Do Their Hunting Online - USA Today (Feb 2007)
- GOOD PHOTOS and VIRTUAL TOURS..."It's everything," says Trish Woolwine, a broker with Fridrich & Clark about posting good Internet photos. Last year she sold a house to a California couple, sight unseen, based solely on the Web photos. "People see the houses on the Internet, and a lot of them have told me if there aren't a lot of pictures they just pass that one over and go to the next. You have to compete, and you need to have the best pictures you can -- and as many as you can -- and just really showcase that property." If yours don't make the grade, potential buyers may never knock on the door. When the home looks photogenic and the professional-looking photos are posted online, sellers will reap an important benefit: Eliminating people who aren't serious about buying. And that means you don't have to pack up the family and leave every time someone wants to check out your digs. - Curb Appeal Moves to the Internet - The Nashville Tennessean - 05/20/07
- "The days of lackluster photos snapped by realtors may be numbered. Despite digital cameras, a growing number of real-estate agents are hiring professional photographers to showcase properties online, according to Ann Bosley, a real-estate broker and president of the Canadian Real Estate Association."....."Since Mr. Silver began using professional photography two years ago, his sales have gone up by about 25 per cent, he says. "I don't even put out a listing without the professional photos."....."I think you get what you pay for," says Sylvia Therrien, a real-estate agent who sells multi-million-dollar properties.

What are the additional incentives?

Our Brokers-in-Charge/Office Managers spend time with both new and experienced agents to assist in business development. If you are a new agent, your manager will work with you one-on-one and in small group sessions each week to make sure you gain a sound working knowledge of the business. This will enable you to provide the highest quality services to your buyer and seller clients.

Many of the managers also work closely with experienced agents and facilitate such activities as "brainstorming" sessions and sharing "best practices" in small group sessions that result in a win/win for all agents.

Our managers are full-time and non-competing, and they have enjoyed a successful career in real estate themselves. They know how to build a business and will provide solid guidance. They are there when you need them! This in-office support will help to maintain the momentum of the EQ Success Series Training Program with emphasis on:

- Business building activities
- Positive work habits

- EQ systems and marketing tools
- Equity Real Estate University
- On-going support to build your career

Referrals

We provide generous incentives to those agents who help us grow by inviting other agents to consider a career at Equity Real Estate. You can take advantage of these incentives, too.

Referrals are a key part of the real estate business. Placing referrals is an excellent way to earn extra income and offer a valuable service to friends, family, neighbors and business associates. Equity Referral Associates Group now make it possible for real estate licensees who are not actively working in the real estate profession to have an organization in which to hold their license and send referrals. Associates in this Group do not engage in the real estate transaction, they only send buyer or seller referrals to Equity Real Estate, REALTORS® or through the firm's affiliation with RELO®, the nationwide broker-to-broker relocation network. Alumni members may request a specific Equity sales associate. The referral fee is 25% off the top of the total commission on the referred side.

Referral Fee Example:

\$200,000 sale price x 3.00% = \$6,000

Referral fee is 25% of \$6,000 = \$1,500

Referral Associate split is 80% of the 25% referral fee, or \$1,200

Equity Referral Associates Group, Inc. split is 20% of the referral fee, or \$300

Fee Structure:

\$100 Annual Fee

\$20 Fee to transfer license from TREC

No local, state or national association dues

No Errors & Omissions Insurance

Incentive Commission Split Plan

Profit Sharing Plan

How much can I potentially earn in my new career?

One of the most appealing aspects of a career in real estate is the unlimited income potential. Though each company has its own compensation plan, one popular method is to start associates on a favorable commission split until the agent reaches a certain income level. Then at the higher income level, the agent enters a bonus situation with a higher split percentage.

Here is an example of how you would get paid on a 60/40 split:

- You sell a home for \$100,000 and charge a 7% commission.
- \$7,000 is the total commission.
- \$3,500 goes to the company that sells the property and \$3,500 goes to the company that lists the property.
- If you are on a 60/40 split, you receive \$2,100 (60% of \$3,500) minus any other fees your company may charge. (Some companies charge transaction or franchise fees. Equity does NOT.)
- You get paid the \$2,100 when the transaction officially closes.
- This is just for ONE transaction! Imagine the possibilities...

Equity's Incentive Commission Split Plan

- Equity offers a highly competitive plan -- highest and best graduated commission splits in the business.
- For new sales associates, the progressive split begins at 50% of gross commissions. The more you earn, the higher your split.

- Additional incentives are extended to seasoned agents.
- Equity does not charge its sales associates franchise or monthly agent desk fees.

Equity's Profit Sharing Plan

- Equity distributes a portion of its profits annually to sales associates that help us recruit other associates.
- Our profit sharing plan is designed to say "thank you" to sales associates who help the company to grow.
- It is open to any Equity Real Estate sales associate or employee.
- The profit share comes from the company's money. It DOES NOT come from the associate's commission.
- When a new associate is referred to the company, the referring associate will receive 5% of the company's part of the commission on sales made by the referred association.
- Profit Share Bonus will be paid on the first two years of production of any recruited sales associate.

Will I be a good fit at Equity?

Equity Real Estate Sales Division was created for exceptional people--people with the character, leadership and sales skills it takes to reach the highest levels of success. It was created for real estate professionals who are seeking to reach the pinnacle of their professional at the HIGHEST level. We hope you will consider becoming a valuable member of this exclusive team, and we invite you to learn more about our company and the exciting opportunities that may await you with Equity Real Estate Sales Division.

Agent Profiler

Our Agent Profiler is a free assessment tool. It will take approximately 5-10 minutes. During that time, you will be asked to answer a series of questions. This online tool will evaluate your answers to see if you have what it takes to sell real estate and to be successful in a real estate career.

10 Advantages of Becoming a Sales Associate

There are many differences between a typical agent and an Equity Trained Sales Associate. And if you recognize those differences, EQ will be a perfect home for you.

At EQ, our Sales Associates are a select group of real estate professionals with the experience, knowledge and skills to provide the best possible customer service—the true "Selling Professional" of the industry with the tools to make the real estate industry a success.

- **Advantage #1: Inspiration**

You'll be inspired to succeed when you're surrounded by Top Producers. You golf better when you play with good golfers. You sing better when you sing with a choir. And you can sell more real estate when you're surrounded by great Sells People. Imagine how much your production can grow when you raise the bar by promoting yourself from "agent" to "Professional Sales Person."

- **Advantage #2: Freedom**

There's nothing like the feeling of being in charge of your own destiny. At EQ, you are free to creatively build your business to suit your needs. Our company is designed to support your efforts, while allowing you the flexibility to run your own business. It's the best of both worlds. You'll always feel like you're in charge of your own destiny, but you'll never feel like you are going it alone.

- **Advantage #3: Credibility**

People will think even more highly of you when you hand them a business card from Equity Real Estate. We are perceived to be more experienced, better negotiators, highly skilled and able to sell homes faster. And our Professional Selling Team benefits from this reputation of excellence. With the added credibility of our name and reputation, you'll establish more trusting relationships easier and faster than ever. After all, there is no greater sales tool than a name and logo that stand for integrity, character, trust and experience.

- **Advantage #4: Unsurpassed Support**

Freedom doesn't mean being left alone to fend for yourself. At EQ, we offer you top-notch support from a team of the best support staff in the business. We're there when you need us. Not only will you have higher quality and smoother transactions, you'll have the peace of mind that both you and your client are protected.

- **Advantage #5: Strength**

Being in charge of your own destiny doesn't mean you have to go it alone. We surround you with some of the area's best and brightest support staff and assistance programs in the industry. You are never more than a phone call or a few steps away from help and more. For those times when you need helping hands, we are ready and available.

- **Advantage #6: Powerful Network**

We all know one of the top reasons listings sell is networking. And, of course, networking with the EQ Professional Selling Team of the highest individual productivity is the most efficient. You are never far from the power of the team and our strong network of professionals, properties and potential homebuyers. And, through our International Referral Directory, our superstar retreat, periodic meetings and networking events, we give you countless opportunities to tap into that network.

- **Advantage #7: Training & Events**

No matter what stage you are in your Real Estate career, we give you multiple avenues to better yourself, develop new and improved skills, or learn from those around you. Whether you want to advance your skills, learn new prospecting techniques, or tap into the entrepreneurial spirit that has made EQ the market leader, we provide opportunities for you to gain that new edge.

- **Advantage #8: The Value of Our Brand**

An "Equity Real Estate" Agent is perceived to be more than just an "Agent" by both our customers and the industry-at-large. It is our perception. We are perceived to be more experienced, better negotiators, highly skilled and able to sell homes faster. We believe there is no greater sales tool than the Professional Salesperson that stands for integrity, character, trust and experience. And our Associate's benefit from this reputation of excellence.

- **Advantage #9: United Marketing Efforts**

You'll personally benefit from our strong, united marketing efforts.

- **Advantage #10: Cutting-Edge Technology**

Equity Real Estate is on the cutting edge of technology, so hopefully you can enjoy more free time with your family when you work more efficiently. Our MLS systems, EquityBCS.com, combined with your own personal EQ site, will give you and your listings broad exposure on the World Wide Web, and help you connect with new and existing clients.

Would Equity be a good fit for you?

Equity Real Estate Services Inc. is a diversified, full-service company, experienced and knowledgeable in all aspects of the real estate industry and capable of serving every community and price range. Ours is a goal-oriented company -- we believe our people are our most valuable resource. They are regarded with respect and dignity but will be objectively measured by the quality of their performance.

We believe in management by example; our management team is capable, aggressive, creative and committed to the growth of our people as individuals. We believe strong leadership is essential and must be applied with sensitivity and mutual trust as sound business practice warrants. We believe that quality of service requires a commitment to life-long learning and excellence in training and education.

We believe a strong sense of personal accountability for honesty, reliability and fairness is crucial for everyone from owners to management to every member of the team. Each of us IS the company. We

believe in being the best and are proud of our reputation as a successful, growth-oriented company and the leader in real estate.

Principles by Which We Do Business

We recognize that our company is made up of partnerships between its agents, staff, management and clients. In these partnerships, we will work together to accomplish the very best results for all.

Equity Real Estate wants to empower agents and employees to continue to bring the company to new levels of accomplishment through quality, integrity, innovation and a passion for excellence--the hallmarks of the company's success. Technology and market forces are ever changing. We will pay attention to these changes and be innovative to ensure that we remain at the cutting edge. Our integrity, both personal and corporate, is fundamental to our business practice. Without integrity, we cannot adequately address our associates' needs. We are a learning-based organization. Education and its application is an ongoing process. It is all part of creating a "Personal Best" culture within our organization.

These principles enable us to be the architects of change. This, in turn, allows us to provide the very best service to our partners. This extensive array of services brings value for all clients and additional opportunities for agents of the firm. All of this is complemented by providing a highly supportive environment to allow agents to maximize their service effectiveness and personal productivity. Technology is maximized, and education and mentoring are important components. Under committed local ownership, the organization enjoys a very spirited and familial atmosphere that is conducive to the success of everyone who participates.

Equity Real Estate Services' strong, sustained growth promises continued opportunities throughout the area. Whether buying, selling, or maintaining a home; transferring employees; looking for an office building for your business or one to call home for your real estate career, EQ is the place to be.

Our Purpose

Our primary purpose is to serve out partner associates. By serving them well, we create value for all.

We have a responsibility to our community. As individuals and as a corporation, we strive toward meeting out social responsibilities. Our responsibilities extend to all of our people: agents, staff and management. We give all of them an opportunity to fulfill their personal and professional goals. In addition, we are committed to maintaining our corporate identity. The commitment establishes long-term goals that permit us to meet all of our responsibilities and, at the same time, operate profitably.

Our Vision

We want to grow and maintain a team of self-motivated and dedicated people who perform their duties and responsibilities in such a superior manner that our firm will always be the company in the Bryan/College Station that satisfies the real estate needs of our customers.