

AT HOME REAL ESTATE

compensation overview

Hello and welcome to the At Home Real Estate compensation overview. During this overview we will define the vocabulary used in discussing the plan and then review titles and compensation methods. Our compensation plan was developed by myself, Pat Glenn, founder and CEO, and with the help of one of the countries leading compensation plan development specialists. This plan is complicated, and we realize that you may want to watch this overview several times to grasp all of the information, however, it is the complexity of the plan that allows for much greater income opportunity for our associates.

The At Home Business Model was built upon one fundamental idea; the idea that your rewards will be determined by the way you do your job multiplied by the number of people you serve. Our business model gives you the opportunity to not only do your job more effectively, but also benefit from positively impacting others in the process.

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Bonus Volume

The basis upon which all bonuses are paid.

Equals 92% of gross commission

All of the bonus volume is shared among associates

Key Concepts

Key Concepts

To understand the At Home Compensation Plan, you first need to understand some of the key concepts involved.

Bonus Volume is the basis upon which all bonuses are paid. It is the gross commission less 2% that goes to your broker, and 6% which goes to the company. The remaining 92% is the bonus volume for the transaction. Associates are encouraged to become brokers, and therefore recapture the 2% broker-hosting bonus for themselves as well as any associates whose license they choose to host.

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= Team Bonus Volume

Personal Bonus Volume

Your total bonus volume during the 26 Rolling Week Period

Team Bonus Volume

Your bonus volume combined with the bonus volume of every person on your team during the 26 Rolling Week Period

Key Concepts

Personal Bonus Volume is the bonus volume you have earned in a Rolling 26 Week Period through your personal transactions.

Your **Team Bonus Volume** is most important, as it has much to do with determining your title. It includes your personal bonus volume and the bonus volume of your team. Your team is defined as the associates you have personally sponsored, as well as everyone they have sponsored, and so on and so forth. There are no limits to the size of your team.

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26 Rolling Weeks

The timeframe in which bonus volumes are calculated

Includes only the 26 most recent weeks

52 Weeks per Year

26 Rolling Week Period

Key Concepts

The **26 Rolling Week Period** is the time frame upon which personal bonus volume and team bonus volume are calculated. As a new week begins, the totals from the oldest week are no longer included, using only the most recent 26 weeks.

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Leg

A person that you sponsored, plus their entire team.

Key Concepts

A **leg** includes an associate that you have personally sponsored, and their entire team.

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1-Star Associate

Commission Rate: 72%

requirements:

Team Bonus Volume: \$5,000 - \$10,000

Title Status

Titles are important for distinguishing associates in terms of their compensation, but also reflect the effort one has made while building their business. As you will see, your title status determines your income in several ways.

Associate - All At Home agents begin at the title of associate, earning a 70% commission split. For every \$5000 in team bonus volume earned, the Associate receives an additional star and their commission split increases by 2%. These stars or titles can be earned very quickly in the beginning stages of building your business.

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1-Star Leader

Commission Rate: 82%

requirements:

- 1 sponsored 1-star Associate or above
- Team Bonus Volume: \$35,000 - \$45,000



Associate

Title Status

Leader - Once you begin sponsoring agents into the company, you can earn the status of a Leader. To earn additional stars as a leader, your team bonus volume must increase by \$10,000 and you must sponsor one new associate. Once a leader earns their second star, their team bonus volume must become more diversified. At least 70% of their team bonus volume must now come from a source other than themselves or one leg. For each additional leader star earned, this team bonus requirement drops by an additional 10%. In turn, a leader's commission rate also increases by 2% for each additional star earned.

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Senior Executive Director

Commission Rate: 90%

requirements:

- At least 50% of your TBV is not from yourself or one leg
- 15 sponsored 1-star associates or above
- At least one ED or two SMD
- Team Bonus Volume: at least \$600,000



Associate



Leader



Marketing Director



Senior Marketing Director



Executive Director

Title Status

Director titles offer the highest level of income opportunity, with all Directors earning a 90% commission split. All directors also have the same requirement, that 50% of the team bonus volume is from a source other than themselves or one leg. To qualify for **Marketing Director**, agents must sponsor at least 6 associates into the company and have at least \$75k in team bonus volume.

To reach the title of **Senior Marketing Director**, an agent would need 8 personally enrolled 1 star associates or above with at least 1 of those associates qualified to at least a marketing director level and a team bonus volume of at least \$150k.

To qualify for the **Executive Director** title, an agent would need 10 personally enrolled 1 star associates or above with at least 1 of those associates qualified to at least a senior marketing director level or two associates qualified as Marketing Directors, and a team bonus volume of at least \$300k.

To qualify for the **Senior Executive Director** title, an agent would need 15 personally enrolled 1 star associates or above with at least 1 of those associates qualified to at least an Executive Director level or 2 Senior marketing directors, and a team bonus volume over \$600k.

As you remember from the Overview, At Home Associates have 5 ways to get paid! We are going to review all five again in more depth, with examples for your complete comprehension.

Personal sales commission is the ordinary method of compensation in real estate.

Let's say you sell a \$300,000 home at 3% commission. The gross commission is \$9,000. 8% comes off the top, and the remaining 92%, or \$8,280 is your personal bonus volume.

Now, your commission is determined by your title. For example, when you start as an Associate, you earn 70% of your personal bonus volume for the transaction. In this case, you would earn \$5,000 at 70% commission, and then, as a 1-Star Associate, earn an additional \$3,280 at 72% commission.

By the end of this transaction, you are a 1-Star Associate with a total team bonus volume of \$5,861.60. Once you earn a higher commission level, it never decreases.

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The **Sponsor Bonus** is the easiest to calculate. On all sales from associates you personally sponsor, you will earn 2% of their personal bonus volume for the transaction. For example, if the person you sponsor sells a \$300,000 house, their PBV is \$8,280. You earn 2%, or \$165.60... it's that easy!

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Management Bonuses can be thought of as the bonus earned because of a difference of title. You can earn management bonuses from virtually every person on your team, depending on the status of the titles between the associates on your down-line.

For example: An associate sells a \$300k house and makes a commission at two different splits. You are a Marketing Director making 90% commission, and your enrollee is an Associate earning 70% and 72% during the same transaction. That is a difference of 20% and 18%, and that is the amount of their PBV that you will capture. You would earn 1,590.40 in management bonuses.

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This plan was designed to give associates the ability to build long term sustainable cash flow so that they may be rewarded for years to come and far surpass their traditional real estate colleagues..

Finally, this overview has touched on the basic plan concepts. However, for additional questions or for further explanations of the compensation plan, please contact us from our website at www.athomebroker.com

We look forward to working with you to help make your dreams become a reality!

NOTES TO READER:

1. This overview of the compensation plan is not a full representation of the compensation plan an all of its features. It is an overview for the basic comprehension of interested associates.
2. The terms "Personal Bonus Volume" and "Team Bonus Volume" may be used interchangeably with the proper terms "26-Week Personal Bonus Volume" and "26-Weeks Team Bonus Volume," respectively.