

# AT HOME REAL ESTATE

## company introduction & overview

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Welcome to At Home Real Estate, the innovative real estate company that offers more opportunities than an ordinary brokerage. I'm Pat Glenn, founder and CEO of At Home Real Estate. During this overview, I will explain how At Home is setting benchmarks for the industry and why so many sales associates are joining our company.

At Home Real Estate has opportunities for every type of real estate associate...

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- Have you just earned your license and looking for a place to start?
- Are you satisfied with the support and resources supplied by your current company? Are you paying too much for what you're getting?
- Are you part-time looking for more income opportunity?
- Would you like to earn money with your license without having to sell?
- Are you a licensed broker with a desire to manage your own team, but without outrageous startup costs?
- Are you an experienced associate looking for independence and opportunities for financial growth unheard of in an ordinary brokerage?

No matter where you stand now, At Home Real Estate provides the opportunities to help you reach your desired career destination.

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What if while along your path...

- ...you are unable to continue working?
- ...a family crisis demands your attention?
- ...you simply run out of steam or burn out?
- ...market fluctuations hurt your business?
- ...there are gaps in your personal production?
- ...the unexpected occurs?

Residual Income will help you to get through the tough financial times that can occur during those What ifs encountered along the way.

visit us online at [www.athomebroker.com](http://www.athomebroker.com)

Let's take a look at why At Home Real Estate is different than other brokerages...



In a **traditional company**, the broker pays a tremendous amount of money to maintain an office and provide agents with a moderate amount of resources. These costs are passed onto the associate in the form of a lower commission split or desk fees. The environment created within these companies is generally one of little information sharing or cooperation between the associates.

**Profit Sharing Companies** have emerged and grown rapidly over the past few years with their agent-centric business models. However, these models create income-barriers for their associates potential because of commission caps and limited sponsorship levels.

At Home Real Estate offers a revolutionary approach to building your business in the real estate industry by allowing you to generate an income that isn't solely dependent on your personal production. With At Home you can build teams by sponsoring associates into the company.



1. Once you Sponsor an Associate,
2. It's then the responsibility of At Home to provide the training, support, systems, and resources to help them to be successful quickly.
3. As the associates you sponsor build their teams, your team and your passive income grow as well.

Instead of directly competing, as with most companies, associates within At Home Real Estate collaborate to build long-term residual cash flow. This collaboration amongst our associates creates a vast multi-level support network which means that help is always easy to find.

With At Home, you have the ability to build your team nationwide, enabling you to take full advantage of your local and long distance circle of influence. The team you build has value and therefore you have the ability to sell the business you have created. With At Home, you are truly building a business for yourself but not by yourself.



One of the most limiting factors to growth and profitability is an office. Therefore, the At Home business model operates with or without them.


With At Home RE, associates can choose to work from home, rent office space or flex space from one of our affiliates, or run your own office as an additional profit center. However, the choice is always yours.



Existing brokerages can take advantage of our **Business Builder System** which shows you how to take your existing office and turn it from a liability to a profit producing asset.

Existing brokerages also have the opportunity to become an At Home affiliate; utilizing our business systems while maintaining their own identity.

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**Transaction Management**

Coordinates with all parties to ensure a smooth transaction:

- Review contracts for omissions and ensure deadlines are met
- Correspond with title, mortgages, inspectors and others
- Allows more time for other business, family & leisure

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Systems

At Home Real Estate firmly believes in success through systems. Strong systems improve efficiency, allowing our associates to deliver the highest levels of customer service in the industry.

With our Transaction Management system, your personal transaction manager will coordinate with all parties to ensure a seamless process from contract to closing. Phone calls, faxes and paperwork are now the responsibility of your Transaction Manager, allowing you to focus on growing your business, spending time with family, or just enjoying more personal free time.

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**800 Phone System**

- Designates a unique extension to your listed properties.
- Use this feature to provide general information about the property.
- Captures the phone numbers of your prospects
- Use this same system to prerecorded showing instruction



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Systems

### Lead Capturing

All of our signs features a toll free 1-800 number with a unique extension for each property. When a prospect calls this number, they hear prerecorded information about the property 24 hours a day. Night and day, this system automatically captures the phone number of the prospect and delivers it to your cell phone, email, or anywhere you choose, ensuring you never miss a potential sale again.

### Automated Showing Instructions

Utilizing the 800 system technology, cooperating brokers can access prerecorded showing instructions 24 hours a day, ensuring that a potential showing is never missed. The contact information for the associate showing the property is delivered to the listing associate allowing for timely follow-up and feedback.

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**Internet Leads**

Internet Leads have become ever-more popular in recent years.

Our affiliate has a large reserve of leads from the internet for At Home Associates



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**Internet leads** have become an ever growing source of business for Associates in the past few years with over 70% of buyers starting their home searches online. The opportunity to receive quality leads from your company can make or break the career of a newer associate. At Home Real Estate has formed an affiliation with one of the predominant online lead-generation entities so that our associates may take advantage of this growing trend and increase their personal production.

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Associate Virtual Workstation

Online, **athomebroker.com** provides a **Virtual Workstation** where associates can access all the tools and information needed to facilitate a transaction.

Imagine the Virtual Workstation as an advance collaborative tool, where our Associates share their knowledge. Almost every page of the Virtual Workstation can be edited by our associates, even you! As we speak, our associates are contributing information to what may someday become the largest real estate related knowledge data-base the industry has ever seen.

In addition, the Virtual Workstation offers a large number of forms and contracts needed for transactions. These pdf files can auto-populate entire packets so that listings and contracts can be filled out on the computer in a fraction of the time it takes to hand-write information over multiple pages and documents. Associate's can fill out these forms and email them to customers or save the completed documents on their computer. They are clean, professional and all found in one place.

## Education & Growth

At Home Real Estate provides comprehensive and up-to-date education for associates of all experience levels.

### Project Success Mentorship Program

Project Success is a mentorship program that allows our experienced associates to mentor new or struggling associates through their first few transactions.

In exchange for their knowledge and assistance, the mentor will receive a percentage of the associate's commission for these transactions.

### Online Education

Online Tutorials and Video On Demand allow you to learn at your pace, 24 hours a day, from the comfort of your own home. Regular live training sessions are also held regionally to allow for a higher level of personal interaction.

### Coaching Program

Take your career to a new level with our business coaching program. Work individually or in groups with one of our professional coaches to help you realize your full potential.

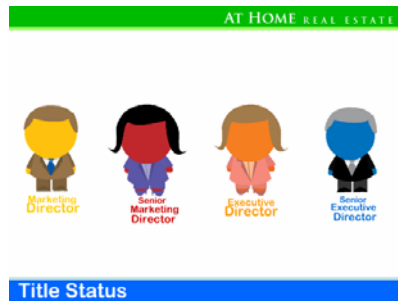
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## Titles

At Home associates are paid by title status. Everyone begins as an associate, gaining stars as their team bonus volume grows. Once you begin sponsoring associates into the company, building your team, you are eligible to earn Leadership titles. Finally, director titles can be reached offering the highest levels of income opportunity and recognition.

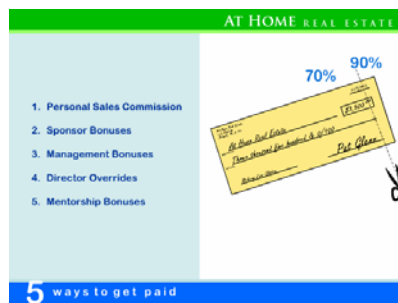
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There are five ways to get paid with At Home Real Estate.

**Personal sale commission** is the ordinary method for compensation in real estate. Associates make a commission from the sale and then split that with their Broker. At Home Real Estate associates earn anywhere from 70% to 90% of their personal bonus volume, depending on their title status.

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With the First-Level **Sponsor Bonus**, you will earn 2% of the bonus volume from the associates you personally sponsor.

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1. Personal Sales Commission
2. Sponsor Bonuses
3. Management Bonuses
4. Director Overrides
5. Mentorship Bonuses

5 ways to get paid

### Management Bonuses

In addition to the Sponsor Bonus, Associates can also earn up to 20% of their entire team's bonus volume. This is determined by the difference between your title and the titles of the associates on your team.

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1. Personal Sales Commission
2. Sponsor Bonuses
3. Management Bonuses
4. Director Overrides
5. Mentorship Bonuses

5 ways to get paid

### Director Overrides

The top four titles are eligible to receive up to 8% in additional override bonuses on the bonus volume of their entire team's production.

As your team grows, so does your income, without limits.

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1. Personal Sales Commission
2. Sponsor Bonuses
3. Management Bonuses
4. Director Overrides
5. Mentorship Bonuses

5 ways to get paid

### Mentorship Bonuses

Experienced associates can mentor incoming associates and receive 20% of the incoming associate's commission for each sale.

The **At Home Referral Network** suits the needs of many real estate licensees who do not plan on working with buyers and sellers, but still wish to take full advantage of the income opportunities that their license can produce.

### Referring Business

Associates of the Referral Network can refer buyers and sellers to practicing real estate associates in exchange for a referral fee.

### Building Teams

Unlike other referral companies, the At Home Referral Network allows its associates to build teams nationwide and collect residual income just like all other At Home associates.

### New Licensees

The Referral Network allows new licensees, that currently do not have the resources to get started in the business, to build a financial foundation for their future real estate success.

### Retirees

The Referral Network also allows associates who no longer want to practice real estate to continue to profit from their influence in the industry long after retirement.

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AT HOME Referral Network

- Refer Business
- Build Teams
- New Licensees
- Retirees

Here's why so many Associates across the country are joining At Home Real Estate:

### **Office Overhead v. Home Office**

With At Home our Associates can choose to work from home instead of paying for all the overhead of an office.

### **Commission Split v. Profit Sharing**

At Home associates have multiple ways to earn money, instead of being on a traditional office split.

**Income Barriers v. Stable Cash Flow Unlike other companies, At home** associates do not have caps on what they can earn nor do they have limits on the number of sponsorship levels they can earn from.

### **Limited Support v. Multi-level Support Network**

Our multi-level support network means that you never have to rely on one busy broker or office manager to help you when your in need.

### **Personal Production Income v. Team Residual Income**

At Home offers the opportunity to build sustainable income instead of having to do it all yourself. As your team grows so does your income potential.

### **Cut-throat Office Environment v. Collaborative Team Culture**

At Home associates have reason to help each other because the success of one associate contributes to the success of the team...

### **Complex Office Procedures v. Efficiency through Systems**

At Home has created efficiency through systems and technologies to replace complex office procedures. Unfortunately, most real estate companies still live in the dark ages....

As you can see, At Home Real Estate offers a revolutionary approach to building your business in the real estate industry by allowing you to generate an income that isn't solely dependent on your personal production. At Home Real Estate is the end of the ordinary real estate brokerage and the beginning of the Real Estate Revolution!

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So you may be asking yourself now, "How do I join this Real Estate Revolution?"

Well, Simply ask the person who told you about At Home Real Estate or go online to [www.AtHomeBroker.com](http://www.AtHomeBroker.com)

Our easy online enrollment process takes only a few minutes so you can be up and on your way to success right away!

visit us online at [www.athomebroker.com](http://www.athomebroker.com)