



# BOOK OF BENEFITS

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# WELCOME TO THE EXIT BRAND



- 1 The unmatched and revolutionary EXIT formula.
- 2 Mobile Business Card™ and geolocation technology Smart Signs™.
- 3 Live online interactive coaching.
- 4 Brokerage and regional-level recognition and awards.
- 5 Access to EXIT's approved supplier program.
- 6 Mentorship from a diverse team of experts.
- 7 Access to multiplatform Client Relationship Manager (CRM).
- 8 Presentation tool kit.



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# WHAT AGENTS WANT



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# OUR PEOPLE

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HAPPY

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FRIENDLY

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ENTHUSIASTIC

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EMPOWERING

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INSPIRING

## MISSION STATEMENT

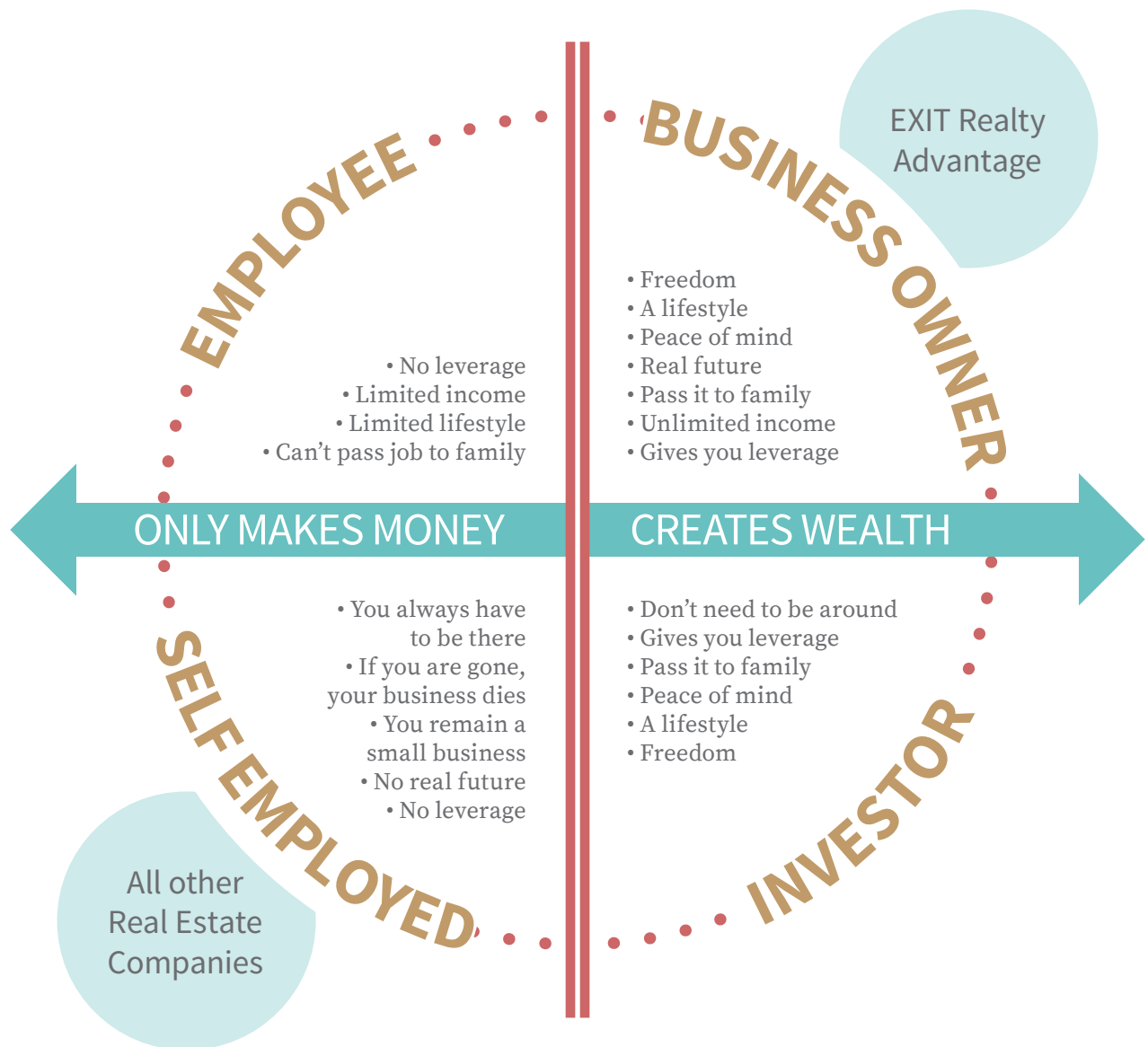
We believe in helping people achieve their goals through honesty, education, loyalty, and dedication. We are here to serve our community, and be thought leaders in the Real Estate Industry.



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# THE ROBERT KIYOSAKI QUADRANT



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# EXIT REALTY ADVANTAGE PHILANTHROPY

WE RESOLUTELY BELIEVE THAT  
GIVING IS THE KEY TO HAPPINESS.



Through a Dollar-for-Dollar Matching Program, EXIT Realty has pledged a total of 3.5 Million Dollars to-date.



PinkTie.org is to benefit local organizations, with a focus on research, education and cures to diseases such as breast cancer, pediatric cancer, autism and more.



To empower volunteers to serve their communities, meet humanitarian needs, encourage peace and promote international understanding through Lions clubs.

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We aspire to heal our community through donations, fundraisers, service, and awareness so those that suffer in New York can get the help they need.  
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# VALUE BREAKDOWN

## OUR ADVANTAGE TOOLKIT PROVIDES REAL VALUE TO YOUR BUSINESS.

We offer plenty of free business building tools to put you in a position to succeed. We help you develop skills, reinforce concepts learned in training, and provide guidance when desired.

### VIP MARKETING TOOLS

Working advertising content wording	\$100 value
Mobile apps and proprietary software	\$250 value
Paper and electronic marketing templates	\$500 value
EXIT Promoshop	\$500 value
Fully customized listing presentation sheets	\$700 value
Fully customized buyer presentation sheets	\$700 value
Zillow and paid leads	\$1,500 value
Google PPC and Facebook advertising consulting	\$1,500 value
Customized CRM	\$2,000 value
Accountability Coaching	\$2,500 value
Mindset Training	\$3,000 value
Marketing Consulting	\$3,000 value
EXIT One Degree Academy	\$3,500 value
Sales Training - Basic	\$5,000 value
Sales Training - Advanced	\$12,000 value

**\$36,750  
VALUE**



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# MEET THE TEAM

WE'RE HERE FOR YOU!



## JANET MAHABIR

Originating from the Banking and Finance Industries, Janet is the Principal Broker and Leader of EXIT Realty Advantage. She has held multiple seats on Real Estate Boards at local and state levels, and is a Licensed Educator in her field. She has an established record of teaching new licensees how to earn a consistent six-figure income in Real Estate.



## LINO MENDOGNI

An experienced Sales and Business Leader, Lino has been Regional Vice President of multiple organizations. He has always had an ardor for Real Estate and is mentor to many top-producing professionals. With his unique perspective, he is able to show people how to make money in Housing's Bear and Bull Markets, and all the markets in-between.



## STEPHAN MAHABIR

Stephan is a top-performing coach and trainer with the proven ability to develop and support sales teams and individuals. Experienced with small and large groups across diverse industries, he has repeated success in designing and delivering effective training programs. He has a proven history of driving personal and organizational growth, and is a powerful communicator and negotiator.



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# EXIT REALTY ADVANTAGE BENEFITS

## Capable Leadership

Our company has more to offer than just experience. We have impassioned leaders with vision, integrity, accountability, and the skills to innovate in a changing market.

## Brand Awareness

With over 50 offices across the 5 boroughs of New York, EXIT has a strong local presence and is rapidly growing. This means that industry professionals and consumers are readily accessible throughout the state.

## Positive Attitude & Environment

We are here to serve and nurture our people. The people that choose to work with us have empathy, confidence, the ability to inspire, and open communication. We believe people should love where they work, and who they work with.

## Marketing Support

We have insight into some of the marketing industry's trade secrets that will help you make the most of your marketing efforts when reaching out to your sphere of influence and past and future customers.

## Coaching & Accountability

We are big believers in coaching. In such a dynamic business it is important to be consistently educated. We have experts and coaches for all segments of the Real Estate Industry including Accountability, Finance, Law, Marketing, Mindset, and Sales.

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## Lead Production

We can offer producing agents internal leads aggregated from multiple platforms. Using our proprietary systems, we can also teach how to leverage existing databases to create leads.

## Effective Education

Our team is comprised of thought leaders, industry educators, and sales coaches that can fit the needs of anyone. Whether working with new hires on the basics, or top producers on fine-tuning skills, we are ready.

## Mastermind Networks

Many of the top names in the industry enjoy connecting with other successful individuals. We are here to support our people, share ideas and tips, brainstorm, and expose them to community that will help them grow.

## Client/Data/Transaction Management

We notice that there can be plenty of missed opportunities for business if someone is unorganized or lacking a complete overview of their data. We can help frame this valuable information and turn it into more business.

## Multifaceted Support

Here are EXIT Realty Advantage we offer unparalleled In-House support to our people. Furthermore, there is support available at the Region, State, National, and International levels.



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# LIST OF TOOLS

Accountability & Action Plans  
Automated “Just Listed/Sold” Campaigns  
Client, Campaign and Transaction Management  
Digital & Print Media Marketing Templates  
Expert Marketing Consulting  
Industry Relationships & Professional Network  
Innovative Client Presentations  
On-Call Broker Support & Resource Center  
On-Demand Training Library & Webinars  
On-Site Coaching & Goal Setting  
Polished Personal Website  
Smart Technology & Applications



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# RESIDUALS

YOU RECEIVE A RESIDUAL BONUS OF 10% OF THE GROSS PRODUCTION OF ANYONE YOU INTRODUCE TO THE COMPANY.

10%

This single-level bonus is paid out by EXIT's Head Office for as long as the persons you sponsor close transactions.

Should you choose to retire or take a break from Real Estate, your 10% Sponsoring Bonus becomes a 7% Retirement Residual.

7%

5%

Rest assured that your efforts will take care of your loved ones. EXIT converts your 10% Sponsoring Bonus, or 7% Retirement Residual to a 5% Beneficiary Benefit which is paid to the beneficiary of your choice.

Residuals fill the gap between closings, acting as steady paychecks and a supplement for the future.



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