



Agent Career Information

The Liquid Blue Realty Advantage

Our agents never carry the burden of paying fees to their broker.

- **NO** Transaction Fees
- **NO** Monthly Fees
- **NO** E&O Fees (it's free!)
- **NO** Annual Fees
- **NO** Technology Fees
- **NO** Desk Fees
- **NO** Franchise Fees
- **NO** Legal Defense Fees

Our agent commission system is very straightforward and capped at a reasonable number without any additional fees.

There are no secret programs or back-office deals, and you never have to worry about getting into debt with your own company.

We built a company that's motivated to help you and your clients sell more homes, instead of trying to grow by charging you a monthly fee or renting you space.

We've been there, and we didn't like it either, so we're offering an environment where you can grow your business without worrying about receiving a monthly statement.



ART HOTES
GENERAL MANAGER – REALTOR®, CNE, e-PRO®

Direct: 330-242-4640

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All agent discussions are kept confidential - we honor your privacy!

Agent Commission Split Program

There's no secret to our program. It's up-front, in writing, and on our site.

We don't make special back-office deals or pay different rates to part-time agents vs. full-time.

75% – capped at \$14,950 to company – then 100%

NO OTHER FEES, EVER!

Is your current broker capping the amount you pay to the company?

What is your TRUE split after adding in all the fees charged by your current broker?

Our program really is that simple. Once you've paid \$14,950 to the company in a calendar year, you switch over to earning 100%.

- **5% bonus** if you sell any Liquid Blue Realty listing, including your own listing.
- Sales totals are calculated on a calendar year basis, and reset January 1st.
- No additional fees of any kind. No monthly, annual, or E&O fees either.



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Putting Your Listings on Display From a New Perspective With Custom Yard Signs

Finally! Something unique to offer during listing appointments!

Liquid Blue Realty's custom yard signs are designed to attract more buyers to your listings, and provide a unique tool you can use to win more listings

We make it easy for you to create custom yard signs for your listings that can include interior photos, property descriptions, plat maps, and your photo or unique slogan.

All Liquid Blue Realty signs highlight the agent's name and phone number.

You can choose to use a basic sign with your name and number, or a custom version based on your own creativity and the way you want to design your own marketing program.



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**We Don't Attempt to Control You
or to Tell You How to Run Your Business!**

NO Required Open Houses

NO Floor Time (we don't use you as a free receptionist!)

NO Required Meetings or Bus Tours

You run your business in a way that makes sense for **You!**



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Easy Document Access

All our contracts, addendums, and other documents are available online as PDF files so you can access them from any internet-connected PC. You can also download them to your own PC or print them out as hard copies.



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Your Listings Will Appear On Every Relevant Real Estate Website on Planet Earth!

(OK, maybe we're exaggerating, but only a little)

Free MLS Entry and Listing Syndication



We handle all the work for you, making sure your listings appear anywhere potential buyers look.

You don't have to worry about the details any more, and can be sure your listings receive maximum internet exposure.



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Photography Options

We provide our agents options for better listing photos.

Liquid Blue Realty provides free access to photography tutorials and helpful tips that allow you to take better photos than the competition.

We also have a special partnership with **6th City Photography**. You can hire Brent Durken, a professional real estate photographer, to take photos for you at reasonable rates.



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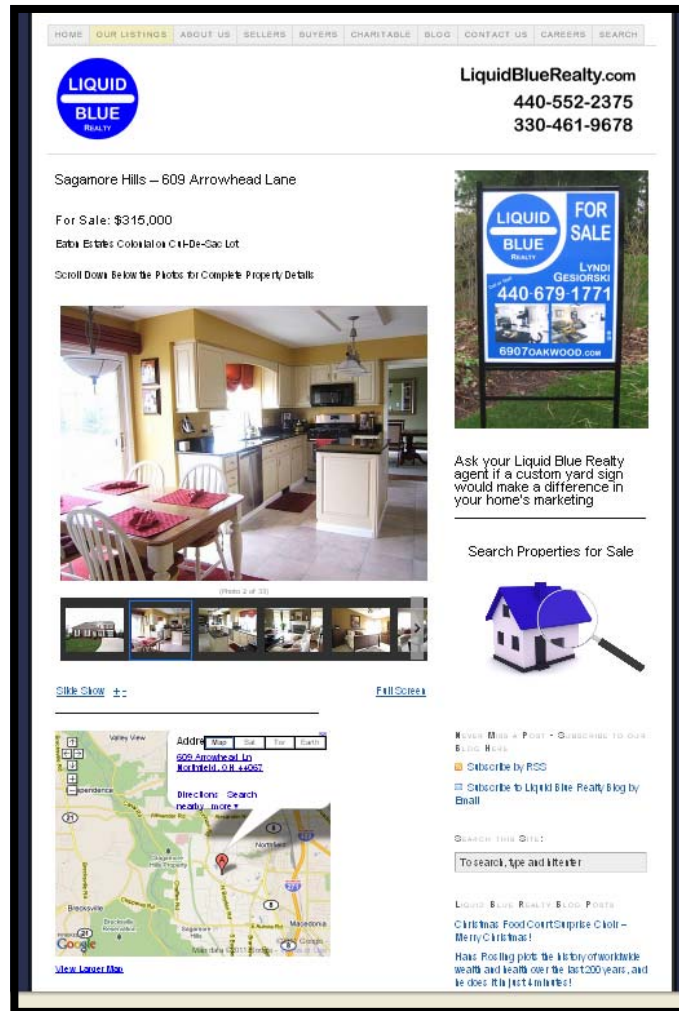
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Free Single Property Websites for Your Listings

We create special websites for each of your listings, making it easy for buyers to find detailed information.



Each page includes your contact information so buyers are directed to you for more information.



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The Right Way to Use Home Warranties



Liquid Blue Realty offers home warranties from America's Preferred Home Warranty.

What's so different about the way we use warranties? Many real estate companies are paid a commission for selling you a warranty. At Liquid Blue Realty, we never accept payments for selling warranties. Instead, we use that payment offering to reduce the cost of the warranty.

The APHW warranty would normally cost \$375, but our clients only pay \$275, as a bonus for working with Liquid Blue Realty.

Sellers can offer the APHW warranty to buyers as an extra incentive for purchasing their home. Any buyer who purchases their home will receive a free 12-month home warranty that helps cover the cost of unexpected repairs.

The APHW plan covers items such as heating & air conditioning systems, kitchen appliances, electrical and plumbing, water heaters, and even roof leaks.

With so many homes to choose, buyers are more likely to select your home with the extra assurance provided by an APHW home warranty.

APHW also provides sellers coverage while their home is on the market, and they only have to pay for the warranty when the home sells, even if they make a claim during the listing period!

Depending on how you want to structure your program, you can also offer to purchase the warranty for your buyer or seller from your commission at closing.

Another Great Listing Presentation Tool that Also Helps Your Buyers!



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Our **No-Risk** Listing Program

Our listing program provides several unique advantages that will help you win more listings, resulting in more buyer contacts and long-term, satisfied clients.

Clients can Cancel Their Listing Any Time

They're not stuck in a 6-month contract! Either you or the client can end the agreement any time by calling and saying "I want to cancel the listing". It really is that simple, and there are no cancellation fees of any kind!

No Up-Front or Advance Fees of Any Kind

The client pays only if we procure an acceptable offer.

Simple Rates Based on who Brings the Buyer

The seller's fee is reduced if they know a buyer, or if you find the buyer and no other real estate agent is involved.



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No Customer Transaction Fees

At Liquid Blue Realty, we don't charge our customers any sort of additional "nonsense" fees. No transaction fees or contract termination fees, just a fair, straightforward commission program.

Many brokers will charge their agents additional fees and then try to convince the agent to charge the client a "transaction" fee to cover them. We don't believe in these fees, and we won't ask you to push them on your clients.

Charitable Contributions

At Liquid Blue Realty, we'll never strong-arm our agents into contributing to a particular charity. You're free to donate to your own charities, as you see fit. As a company, we contribute a portion of each transaction, payable from the company's side, to the following organizations:

SmileWithHannah.com
SmileTrain.org

Title and Lender Selection

We don't have an in-house title or mortgage company, and we've designed it that way on purpose. Our agents are free to pick their own service providers, and are not pressured into using any particular company. We know you've developed your own relationships, and we think you should feel comfortable recommending the company of your choice, not your broker's.

We don't use title and lender services as a profit center, so we're not subject to any future regulation that may change the legality of these arrangements.



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Agent Recruiting Bonus

At Liquid Blue Realty, we don't believe in multi-level marketing or the various pyramid programs offered by other brokers. But we do believe our agents should share in the excitement of bringing a new agent into our group.

As an extra incentive for helping us grow, we'll pay you half of the company's side of the commission earned from the new agent's first two transactions. It can add up to a rather large bonus, particularly if you're able to bring in a few agents each year.

We're talking about spendable reasons to help Liquid Blue Realty grow!



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How do we do it?

It's really quite simple.

We're not a franchise, or part of a big corporation, so we don't have to cover a big monthly payment to a corporate entity.

We've also shied away from expensive storefront office spaces that have become unnecessary in today's world of internet-based transactions, and technology equipped agents.

We understand technology like no other company you'll find in Northeast Ohio, and we use that knowledge to help you sell more homes with less effort, while providing the best service to our clients in the industry, period.

We consider our agents partners, and our only goal is to help them grow their business and build a long list of satisfied clients who will never think of working with another real estate company again!



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