

Well Hello 😊  
**CANZELL**



## WHAT'S INSIDE

Recruitment  
Leadership  
Commissions  
Revenue Sharing  
Rewards  
Tools & more



**CANZELL**®  
REALTY

# TECHNOLOGY HAS *REVOLUTIONIZED EVERYTHING*

Just like the taxi cab and movie rental industries, the real estate industry will never be the same again!

## BRICK & MORTAR



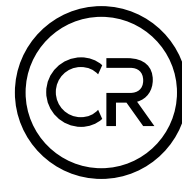
Traditional Brick &  
Mortar Company



## ANYTIME. ANYWHERE.

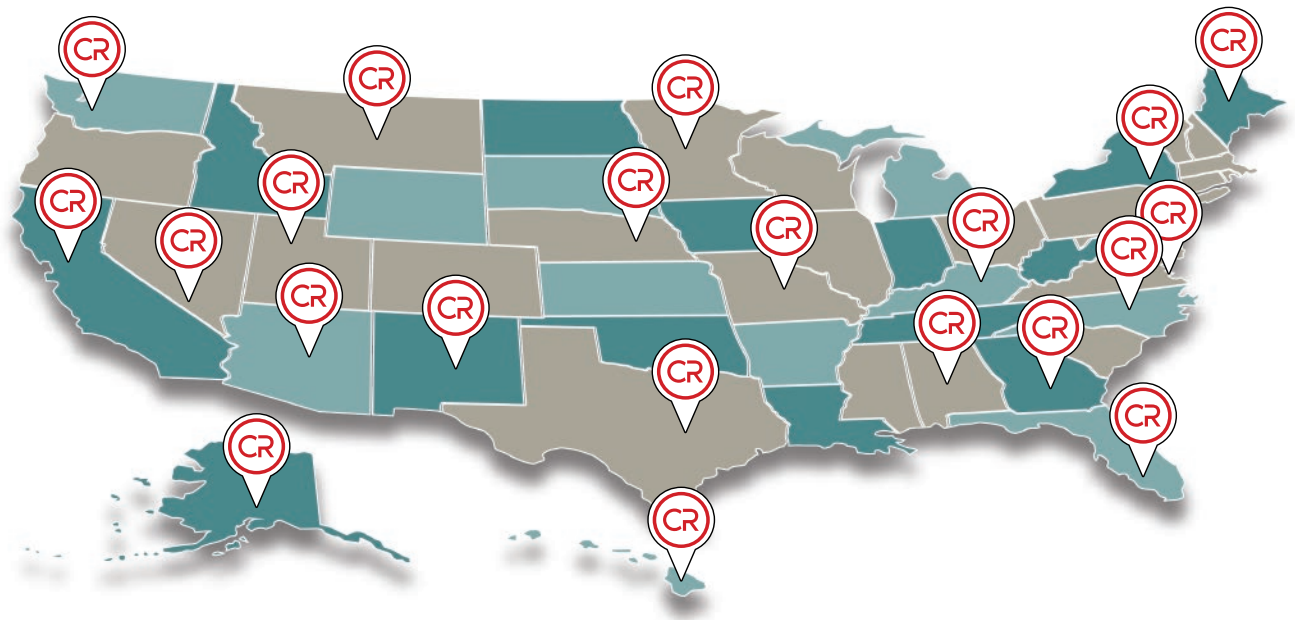
Uber

NETFLIX  
or  
PUREFLIX.COM 😊



The new & improved  
way to do real estate.

You can be an agent with us no matter where you live!



# WHAT MAKES CANZELL DIFFERENT



## OWNERSHIP STOCKS

GET UP TO  
**10K** COMPANY  
DOLLAR

*back each year in ownership stock!*

## REVENUE SHARING

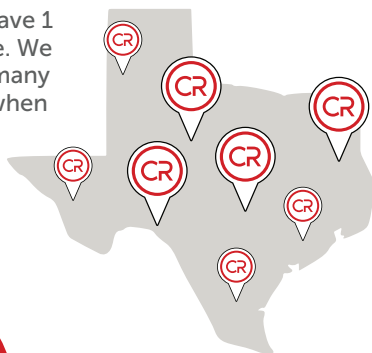
EARN UP TO

**85%** *company dollar for every agent you recruit.*



## LOCAL BROKERS IN EACH TERRITORY/CITY

Some companies ONLY have 1 broker for the whole state. We believe you should have many brokers available to you when you need them.



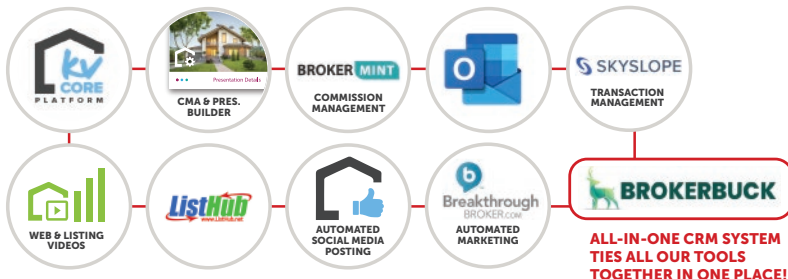
**ALWAYS  
INCLUDED!**

## LEADERSHIP & COACHING

Coaching is available to all our agents at NO COST through their Circle Leader.

## TECHNOLOGY TOOLS

Custom built websites, scheduling software, on-demand training, accounting, custom marketing & more. Save thousands of dollars!



## HEALTH INSURANCE

Created by Clearwater Benefits, CanZell healthcare is more than insurance—it's better healthcare for peace of mind.



## GIVING BACK

We donate 10% of company dollar profit to 10 charities

**10%**  
**FOR 10 CAUSES**

We can help do the heavy lifting for you with our Lead Purchasing Program! Buy leads through KVcore from \$3-\$15 per lead.

## LEADS





# TOOLS FOR SUCCESS

## TECHNOLOGY & TRAINING

We are committed to providing services to our agents that will set them up for success. We provide all of these services every month at no cost saving our agents thousands of dollars!

### INCLUDED TECHNOLOGY TOOLS



Website Platform



Global Listings



All-in-One CRM System



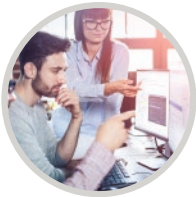
Custom In-House Marketing



Commission Management



Transaction Management



Custom Built Internal Site



CMA & Presentation Builder



Automated Social Media Postings



Website & Listing Videos



Microsoft Online Suite

Typical Monthly Expenses	Other Companies	CANZELL
KvCore Website	\$700	\$0
BrokerBuck	\$100	\$0
SkySlope	\$100	\$0
Core Listing Machine, Core Social & Core Present	\$50	\$0
Breakthrough Marketing	\$150	\$0
Top of the Line CRM	\$100	\$0
BrokerMint	\$250	\$0
E & O Insurance	\$50	\$50
<b>TOTAL</b>	<b>\$1,500</b>	<b>\$50</b>

### LIVE & ON-DEMAND TRAINING WITH CR UNIVERSITY

There are over 100 hours of pre-recorded training led by top agents from different brokerages all around the world. We also have LIVE training every week that is done virtually so you never have to worry about missing any events. New classes and events are always being added based on your needs and experience level!



# GLOBAL HOLDINGS INC

CR Global Holdings, Inc. is the holding company for a number of companies most notably **CanZell** Realty. As a full-service real estate brokerage, **CanZell** Realty provides all access to web tools, training, and social media postings for real estate agents through its virtual office environment. **CanZell** Realty also feature a very aggressive revenue sharing program and leadership opportunities that pays agents and leaders a percentage of commission income earned by fellow real estate professionals who they attract into the Company and of who they lead. The leaders and agents can make over 30% of company dollar for leading and managing agents.

As a private-traded company, CR Global Holdings, Inc. uniquely offers real estate agents opportunities to earn equity awards for production and contributions to overall company growth.



*Experts are calling CR the “Uber” of real estate.*



# YOU CAN BUILD YOUR BUSINESS

## COMPENSATION PLANS

At **CanZell** Realty, we believe in building wealth for our agents by offering multiple revenue streams and competitive compensation plans.

 <p><b>AGENTS</b> →</p>	<ul style="list-style-type: none"> <li>• 80/20 commission split</li> <li>• \$14,000 annual cap, then <b>100% commission split</b></li> <li>• No annual fees</li> <li>• \$50/mo E&amp;O Insurance—no other monthly fees</li> <li>• \$100 one time onboarding fee to join</li> </ul>
 <p><b>TEAMS</b> →</p>	<ul style="list-style-type: none"> <li>• 80/20 commission split</li> <li>• \$14,000 annual cap, then <b>100% commission split</b></li> <li>• Team members pay half-cap (\$7000) Mega team members pay quarter-cap (\$3500)</li> <li>• Spouses share <b>one cap!</b></li> <li>• \$50/mo E&amp;O Insurance—no other monthly fees</li> <li>• \$100 one time onboarding fee to join</li> </ul>

\$100 Broker Review and Risk Management Fee

## TEAM CAP SPLIT

Once you contribute the income cap of only \$14,000, (or \$7,000 or \$3,500, depending on your status) towards company dollar on your personal closings, you will receive **100% commission** on your remaining personal transactions for the rest of the anniversary year.

	SPOUSE PLAN	STANDARD TEAM	MEGA TEAM
<b>Minimum in Company Dollar</b>	<b>\$14,000</b>	<b>\$7,000</b> Reduced "Half-Cap" for Team Members	<b>\$3,500</b> Reduced "Quarter-Cap" for Team Members
<b>Required Written Team Agreement</b>		<b>YES</b>	<b>YES</b>
<b>Minimum Number of Transactions to Maintain Reduced Cap Status</b>	SPOUSES SHARE <b>ONE CAP</b>		Only 100 Transactions Per Team for the Whole Year

\* Minimum Referral to Team Leader is 25%

# OVERVIEW OF COMPENSATION PLAN

PRE-CAP SPLIT	80/20
CAP	$\$14K - \$4K = \$10K$ <small>Cap      Ownership      Net Cap</small> <small>         Stock</small>
INFLUENCER CAP Sell 30 Homes + Teach 1 Class a Month	$\$14K - \$14K = \$0K$ <small>Cap      Ownership      Net Cap</small> <small>         Stock</small>
SPLIT AFTER CAP	100%
REVENUE SHARE	Up to 85%
E&O INSURANCE	\$50

## How does it work?

In most traditional real estate companies, the commission structure is set up so that the more you earn, the more you give away. We believe that the harder you work, the more you should be rewarded.

## What is the cap?

Once you have paid \$14,000 in company dollar on your personal closings, you will be promoted to a 100% commission for the remainder of your anniversary year on your personal transactions.

- Any Standard Team member that pays at least 25% of each of their commissions to the team leader will qualify for a "half-cap" of \$7,000.
- Any Mega Team member that pays at least 25% of each of their commissions to their team leader will qualify for a "quarter-cap" of \$3,500.

## Who is eligible?

Every agent is eligible for the Commission Cap Program.

If an agent does not reach their cap in a year, they DO NOT have to make up the difference... the cap is simply a max payout per anniversary year.

# YOU CAN EARN OWNERSHIP STOCKS AS A REWARD

QUALIFY FOR REWARDS:	\$ IN OWNERSHIP STOCKS
When you join the company, after your first closing...	\$250
Every time you sponsor an agent, after their first closing...	\$250
When you cap...	\$4,000
When you cap and become an Influencer*...	<b>\$14,000</b>

\*To become an Influencer an agent must cap, sell 30+ homes and teach 1 class/mo.

## HOW YOU CAN BECOME AN INFLUENCER



Reach your  
annual cap

+



Sell 30+ homes  
that year

+



Once you've met those two  
requirements, you will agree to  
teach one class per month.\*\*

Once you reach Influencer status, you will automatically keep your Influencer status for a year. If in the following year, you do not meet the Influencer requirements, you will no longer be considered an Influencer.

If you sold 30 homes or more the prior year at your previous company, you can teach one class per month right away and become an Influencer.\*

\*You will get your \$14,000 reward at the end of the year. Your year begins on your anniversary date of joining the company.

\*\*Your classes will be held on Zoom. Topics will be up to the Influencer's discretion.


















# 5 LEVEL

## REVENUE SHARE PROGRAM

At **CanZell Realty**, you have the opportunity to unlock up to **85% of company dollar** in additional revenue just by attracting producing agents to the company. Our revenue share program is multi-level with no limit to the amount you can earn from building a successful "team."

### 5-LEVEL REVENUE SHARE PROGRAM

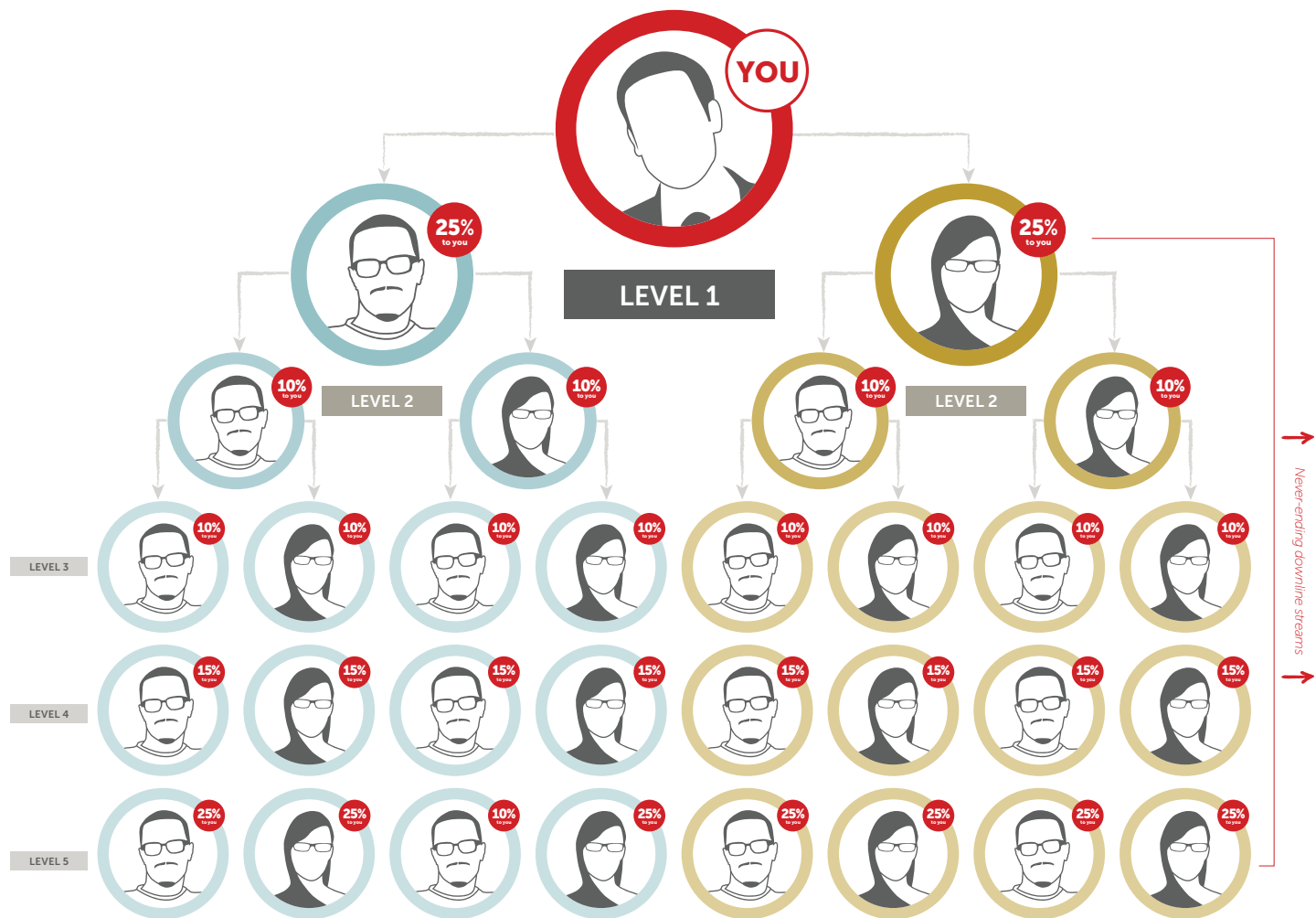
Based on Agent Cap of \$14,000

		EARNING PERCENTAGE	AGENTS NEEDED	\$/1 CAPPING AGENT	
LEVEL 1	LEVEL 1 TIERS	10% 	 1+	\$1400	
		15% 	 5+	\$2100	
		25% 	 26+	\$3500	
LEVEL 2		10%	 1+	\$1400	
LEVEL 3		10%	 1+	\$1400	
LEVEL 4		15%	 1+	\$2100	 
LEVEL 5		25%	 1+	\$3500	 
POTENTIAL REVENUE		85% COMPANY DOLLAR!		\$11,900	PER AGENT DOWNLINE

**My L1PA Agents:** The total number of ACTIVE agents sponsored on your tier 1, husband-wife teams count as 1 spot. To be active, the agent must have done either 2 transactions or \$5,000 in gross commission income in the last 6 months. (This is the number that goes towards unlocking tiers 4 and 5. Tiers 2 and 3 automatically are unlocked.)

# YOU CAN UNLOCK YOUR MULTIPLIERS

Through **CanZell Realty's** Revenue Share Program, you are able to multiply your passive income just by attracting producing agents to the company.



	1+ AGENTS  SILVER TIER	5+ AGENTS  GOLD TIER	26+ AGENTS  DIAMOND TIER
LEVEL 1	10%	15%	25%
LEVEL 2	10%	10%	10%
LEVEL 3	10%	10%	10%
LEVEL 4	—	—	15% 
LEVEL 5	—	—	25% 

# CANZELL LEADERSHIP PROGRAM

## LEADERSHIP OPPORTUNITIES

At **CanZell** we offer many leadership opportunities that will help you grow further as a leader, as well as, help you earn extra income.



**Managing Brokers (MB)** help navigate the constantly changing contracts and forms in the local area. **MBs earn 3% company dollar** on every transaction for the circle(s) that they oversee.



**Circle Leaders (CL)** help drive sales and provide the coaching, training & support to agents so they can take their business to the next level. **CLs earn 5% company dollar** for the circles they lead.



**Mentors** guide agents who are new to the industry through their first four transactions. *See Leadership Guide.*

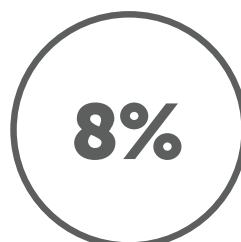
When you combine our leadership opportunities with our revenue share levels **you can earn up to 73% of COMPANY DOLLAR!**



### REVENUE SHARE

25% Level 1  
10% Levels 2 & 3  
15% Level 4  
25% Level 5

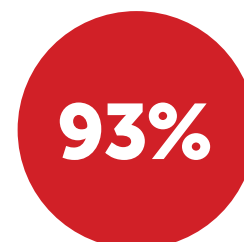
+



### LEADERSHIP

5% CL + 3% MB

=



### TOTAL % COMPANY DOLLAR

## TRANSACTION COORDINATION PROVIDED

The buyer or seller covers the \$395 transaction coordination fee which is split between Corporate and the Transaction Coordinator. Work with our in-house transaction team or hire your own local licensed transaction coordinator.

\$200 Paid to Transaction Coordinator Covers:	\$195 Paid to Corporate Office Covers:
<ul style="list-style-type: none"> <li>• All aspects of buyer &amp; seller transactions from executed purchase agreement to closing.</li> <li>• Coordination of title/escrow, mortgage loan and appraisal processes.</li> <li>• Regular updates &amp; communication with clients, agents, title, lender, etc.</li> <li>• Submitting all necessary documentation to office broker for file compliance.</li> <li>• Inputting all client information into transaction database system.</li> <li>• POA &amp; COA</li> </ul>	<ul style="list-style-type: none"> <li>• Automated reminders to keep your closing on track</li> <li>• Showing scheduling service through ShowingTime</li> <li>• Electronic transaction management through Brokermint</li> <li>• Quality Control</li> </ul>

Per **CanZell** Realty policy, transaction coordinator must be a licensed agent with **CanZell** or a national transaction company such as transactly.com.

## VIRTUAL OFFICE ASSISTANTS

Leverage your time and talent with our Virtual Office Assistants who can help with your commission checks, quality control and more!



**CANZELL** has partnered with Regus to offer our agents a global membership to shared offices around the world giving you the benefits of a full-time office!

**3,000** Office Locations in **900** Cities



# WE HELP YOU *WITH LEADS*

We can do the heavy lifting for you with our Lead Purchasing Program! The number of leads quoted in our packages are based on national averages. Average Cost per Lead (CPL) varies based on area.

THE EXPERT \$500/AD SPEND	THE PRO \$750/AD SPEND	THE DOMINATOR \$1000/AD SPEND
<ul style="list-style-type: none"><li>• Gets leads flowing quickly!</li><li>• \$10 - \$20 per lead nationwide</li><li>• Leads directed to your personal website</li><li>• No 3rd party portal fees</li><li>• No startup fee, 3 mo. commitment</li></ul>	<ul style="list-style-type: none"><li>• Perfect for supporting a team</li><li>• \$10 - \$20 per lead nationwide</li><li>• Leads directed to your personal website</li><li>• No 3rd party portal fees</li><li>• No startup fee, 3 mo. commitment</li></ul>	<ul style="list-style-type: none"><li>• Perfect for supporting a team</li><li>• \$10 - \$20 per lead nationwide</li><li>• Leads directed to your personal website</li><li>• No 3rd party portal fees</li><li>• No startup fee, 3 mo. commitment</li></ul>

When available in your area, we will send you referrals from our Referral Network Call Center. There are several variables that you can control to select appointments that suit you best. The wider the range of options you choose, the more appointments that you have available.

## SELECT YOUR VARIABLES

Leads purchased from **CanZell** Call Center are not eligible for cap.

1

### Location

Choose the areas you wish to serve.

2

### Client Type

Choose the client type you wish to serve.

3

### Price

Choose the price point you wish to serve.

# MARKETING

## WE'VE GOT YOU COVERED!

Easily create self-branded marketing material in minutes with your picture, name, phone number and more! Build your own brand with custom signage for your listings. There are a few required elements, however, you can customize them with your own design, photo and information.

Your listing will gain international exposure in over 60 prominent Real Estate search sites around the world. We target affluent global investors including China, Russia, Canada, Germany, Brazil, France, Singapore, UK, UAE and many more.





We are thrilled to provide our agents access to affordable, innovative healthcare choices! We are focused on our agents' success, and providing access to the best possible health care that aligns with our strategy to prioritize our agents.



### **CR AGENTS WILL HAVE:**

- A dedicated concierge to help maximize savings
- Healthcare coverage with local providers
- Access to Teladoc, which provides 24/7 medical care via video conferencing





## 10% FOR 10 CAUSES – [crcares.org](http://crcares.org)

We want to partner with our clients to help the causes that they are most passionate about. When they close a home with us, we will give 10% of company dollar profit directly to one of our 10 causes. This comes at no cost to the agent!



### FOSTER CARE

Help a child find a new home. We love to partner with organizations who raise awareness for children in need of foster care.



### YOUNG LIFE

Young Life doesn't start with a program. It starts with adults who are concerned enough about kids to go to them, on their turf and in their culture, building bridges of authentic friendship



### HOMELESSNESS

We are passionate about partnering with various organizations who provide food, clothing shelter & medical care to those in need.



### VARIOUS CHARITIES

We work with dozens of charities to meet physical needs of the widows, orphans, homeless and disabled, by meeting them right where they are.



### BEYOND THE BORDERS

Compassion International has helped meet the physical needs of over 1.9 million children in extreme poverty all over the world.



### CR CARES

To support CR associates in our local community who encounter sudden hardships.



### PREGNANCY CENTERS

Crisis Pregnancy Centers support families in crisis-related pregnancies by offering real help for the present, hope for the future and healing from the past.



### OPERATION CHRISTMAS CHILD

A project of Samaritan's Purse International, Operation Christmas Child has delivered 157 million gift-filled shoe boxes to boys & girls around the world.



### VARIOUS CHURCHES

Churches play a crucial part in meeting spiritual & physical needs in our communities and we are passionate about partnering with them to change lives, both inside & out.



### URGENT NEED

Our board of directors will assess the needs of approved churches and charities and allocate donation to the organization that has the most pressing needs at the time.



# TOP 10 REASONS FOR JOINING...



## REVENUE SHARE

5 levels of potential income with 85% Company Dollar. Earn \$11,900 per agent downline!



## OWNERSHIP STOCKS

Get up to \$14K company dollar back each year in ownership stock!



## LOCAL BROKERS IN EACH TERRITORY

Some companies ONLY have 1 broker for the whole state. We believe you should have many brokers available to you when you need them.



## LEADERSHIP & COACHING

At **CanZell**, coaching is available to all our agents at NO COST through their Circle Leader.



## BRAND YOURSELF

Easily create self-branded marketing material in minutes with your picture, name, phone number and more. Design custom signage for your listings too!



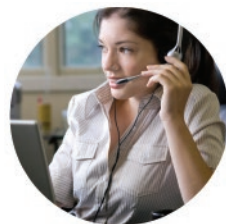
## GIVING BACK

We donate 10% of company dollar profit to 10 charities per transaction. This is no cost to the agent!



## TECHNOLOGY TOOLS

Custom built websites, scheduling software, on-demand training, accounting, custom marketing & more. Save thousands of dollars.



## LEADS

We can help do the heavy lifting for you with our Lead Purchasing Program! Buy leads through KVcore from \$3-\$15 per lead.

# 100%

## TRUE 100% COMMISSION SPLIT

Here at **CANZELL**, we witness our agents going above and beyond for our clients everyday. As a "Thank You" we are happy to allow our agents the opportunity to earn 100% commission with a 14K cap nationwide no matter what part of the country you're located in!



## HEALTH INSURANCE

**CANZELL** healthcare is more than insurance. Most real estate companies DON'T offer insurance for 1099 employees! We aren't like other companies, we offer better healthcare and concierge service. You will be supported by several additional services that enhance value and helps you find peace of mind.

**Annual cap:** Once you have paid \$14,000 in company dollar on your personal closings, you will be promoted to a 100% commission for the remainder of your anniversary year on your personal transactions.

**Completed Transaction:** When a real estate sale transaction is closed and all commissions are paid out by CanZell.

**Restricted Share Units (RSUs):** Restricted stock units (RSUs) are a form of stock-based employee compensation. RSUs are restricted during a vesting period, during which time they cannot be sold. Once vested, the RSUs are just like any other shares of company stock.

**Influencer:** Influencer status is reserved for those agents who cap, close 30 or more transactions during their anniversary year, teach 1 class/mo, and operate in alignment with our core values.

**OptionTrax:** We are currently a privately traded company and our stocks are managed by OptionTrax. Canzell is licensed with the SEC. **WE ARE ABLE TO BUY, SELL AND TRADE STOCK IN ALL 52 STATES—Woohoo!** Once we go public you can trade on the NASDAQ or other stock platforms.

**Vested:** CanZell Realty is an agent owned company and we want everyone to have a vested interest in our success. Agent stock awards are considered vested after 3 years. Meaning you could cash it out or move it to your personal brokerage account after 3 years. **The day we go public, YOUR STOCKS ARE FULLY VESTED!** You don't have to wait!

**Producing Agent:** Agents are considered producing when they have closed a minimum of 4 homes in the last 12 months with our company.

**L1PA (Level 1 Producing Agent):** When you close your first transaction at CanZell, you will be counted as an L1PA for 6 months. After that, every 12 month period that you close 4 transactions, you will be counted as an L1PA for your sponsor for that 12 month period.

**My L1PA Agents:** The total number of ACTIVE agents sponsored on your tier 1, husband-wife teams count as 1 spot. To be active, the agent must have done either 2 transactions or \$5,000 in gross commission income in the last 6 months. (This is the number that goes towards unlocking tiers 4 and 5. Tiers 2 and 3 automatically are unlocked.)

## VISION STATEMENT

To change the lives of the communities we serve  
through abundant giving.

## OUR CORE VALUES

- 1 Think win/win
- 2 Be a go getter
- 3 Follow up & follow through
- 4 Address issues head on
- 5 Do the right thing
- 6 Let your yes be yes and no be no.
- 7 Drive the bus, land the plane.



At **CANZELL**, God made us all different, and that's what makes us great. We use each of our unique differences and backgrounds, experiences we have had and perspectives on life to create an inclusive environment. This allows us to provide an excellent home buying and home selling process for everyone.

In addition, **CANZELL** is committed to creating a diverse work environment and is proud to be an equal opportunity employer for our agents and our employees. All qualified applicants will receive consideration to join our company without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.

TO LEARN MORE ABOUT CR, VISIT:  
**[joincanzell.com](https://joincanzell.com)**