1. Why I switched script (will need some slight modification depending on you)
Hey this (your name) and in this video I’m going to share with you why I switched from (your company) to Canzell and walk you through some of the key differences in revenue streams, leadership, marketing and more to help you decide if you’re on the fence. I’ve been in the business for X years and have worked at several brokerages in the past and so I’ve seen a little bit of everything.
I do over XYZ each year in sales/commission
- Breakdown -
Something that’s important for me is giving back. On every single transaction, Canzell Realty donates 10% of the company dollar to the charity of my client’s choice. Every home sell or purchase helps an organization that is giving back to the community. eXp and KW don’t do that as a company at the time of this video.
Canzell was that they provided a local broker in my city or region. I have someone I can call and speak with about contracts and the market in my city. Keller-Williams also provides this, but eXp only provides a broker for the state.
And along with a local broker, at Canzell I have leadership and coaching for free. At eXp and KW I would have to pay to pay for a coach. I have 3 leaders I can call and count on.
Now what about revenue share? At KW they do profit share whereas canzell and exp do revenue share. Here’s why I’m not a fan of profit share. I had a friend who received a $4.50 profit share check because it’s all based on the profit of that office. So if that office spends a lot of money on resources and staff, and barely break even, you don’t make a lot.
At EXP and CANZELL you get revenue share which comes off the top whether or not there’s profit which is really important. At exp you have 7 tiers, at Canzell you have 5 tiers of revenue share.
What I like about Canzell is that you can make up to 45% of the company dollar from the agents you recruit.
And not only that, you can also get up to $10,000 back in ownership stock each year.
Another difference is that at Canzell I have leads and a call center. I can receive referral leads directly from our call center that the company provides, and I my clients always have a call center they can call if they’re not able to get ahold of me. At KW and eXp there isn’t a call center.
KW, exp, and Canzell all offer you technology tools like a marketing center, website platform, and more.
80/20 Split – Canzell/EXP
70/30 – KW
Until you reach your cap.
Exp has a nationwide cap of $16,000, KW cap is based on different markers, Canzell has a nationwide $14,000 cap – the lowest out of the three. Once you reach your cap you’re at 100%.  At Canzell, exp, and KW you have a 100% cap, but at KW you are paying per transaction and at exp you’re paying $250 per transaction. Canzell does not have fees per transaction. And you also get $4,000 back in ownership stock when you cap, and up to $10,000 back when you become an influencer.
At Canzell You also get transaction coordination which you don’t receive at KW or eXP.
So that’s some of the main reasons why I chose Canzell Realty over KW and exp and hopefully, this provides you with some information so you can explore your options as an agent.

2.

Good afternoon this is Joanne from CanZell Realty

I was hoping you could help me. I have a referral for two individuals in your area. It’s not a super high price point but they are looking for a 2 bed 2 bath townhouse or condo for around 200K. Would you be interested in a deal within that price range with a 35% referral fee?

I also wanted to mention we are currently getting quite a few referrals for this area and wanted to see if you were interested in one of our two programs for referrals?

We have a Preferred Program and our Overflow Program that may work for you. Obviously, we would love to send leads to agents that work at CanZell however we currently only have a few agents in your area, and they are fully booked. We are offering 10K in ownership Stock as an onboarding bonus right now!

Would you want to be an overflow agent? Or possibly you would like to have more than this referral or just this referral? Let me know what cities you handle there?

Please watch this video to learn a little bit about us <https://youtu.be/-QKwcOC9QkQ>

 <https://youtu.be/u-o525hwcBI>

3.

*(*for cappers / stock ownership push)

Hello (Name), this is \_(Your Name) \_ with Canzell Realty. You may not have heard of me, but I surely have heard of you.

The reason I am calling you today is to invite you to an opportunity that is only available to a select few Top Producing agents like yourself. Are you available \_\_(Day)\_ at \_(Time)\_? (Pause)

(They will ask what the opportunity is.)

This is an exclusive opportunity that is only available to a select few Top Producing agents, like yourself, and due to privacy, I can’t share with you specifically what it is. What I can tell you is that: It is limited, it is in real estate, and it is a once-in-a-lifetime opportunity. Can you make it on \_\_(Day)\_ at \_(Time)\_?

(At this point they will reluctantly agree to meet or politely reject your offer.)

4.

Hello (Name), This is (Name) with CanZell Realty. The reason for my call today is to invite you to an amazing opportunity. At CanZell we have a vision to change the lives of the communities we serve by giving back 10% of the company dollar on every transaction! We offer a commission split of 80/20 and a nationwide cap of 14k! After that YOU get 100% of your commission! You will have access to leaders who will help you grow with coaching, training and the best support! We even have local brokers in each territory! Doesn’t that sound amazing?

On top of all of that, transaction coordination is provided, and all of our agents have access to over 3000 Regus offices nationwide! We have it all at CanZell! What I can tell you is that the opportunity is endless! When are you available to meet to discuss this further so we can get you on board?

5.

Hello (name), this is (name) with CanZell Realty. You may not have heard of me, but I have heard of you! I am excited to talk with you today about a great opportunity! We want to help you grow your real estate business. At CanZell we do just that by providing our agents with so many perks that just are not offered at other brokerages.

Most agents don’t have the opportunity to build a retirement plan and create residual income but you do at CanZell and we even offer health insurance options for agents! Unheard of right?

I can tell you that at my previous brokerage, I did not have access to the leadership or the technology CanZell offers! I also did not have access to a lead and call center who sends me referrals as they become available in your specified area and price point! Even the training that is offered monthly, weekly and even on demand is amazing!

Are you available to meet to talk about the opportunity to join CanZell? If you have time today that would be fantastic!

You should also visit joincanzell.com and check out the videos on the site. I think you will be really impressed with what you see! I cant wait to talk more about this!