



HOW TO START YOUR OWN TEAM OR SMALL BROKERAGE

with



As an extremely fast growing national brokerage, Canzell Realty is assisting agents and brokers to **GROW AND EARN MORE!**

What are The Benefits

OF HAVING A TEAM OR SMALL BROKERAGE AT CANZELL?

FOR YOU

It means access to technology, tools and resources, without additional fees and without having to do it all yourself.

FOR YOUR AGENTS

It's the training they've been looking for, the state of the art edge technology they request and access to inexpensive lead purchasing program.

FOR YOUR CLIENTS

It means getting a reliable, enjoyable buying or selling experience designed to make them your clients for their lifetime.

TEAM TYPE BREAKDOWN	INFORMAL	SPOUSAL	STANDARD	MEGA
Full Cap Required	✓	✓ SHARED CAP	✗ 1/2 CAP=\$7,000	✗ 1/4 CAP=\$3,500
Minimum Transactions Required	✗	✗	✗	✓ 100 TRANS.
Minimum Referral % to Team Leader (25%)	✗	✗	✓	✓
Written Team Agreement Required	✗	✗	✓	✓

TEAM AGREEMENTS

At CanZell, you as a team leader are in charge of determining the terms and conditions that your team members must agree to. Unlike other brokerages, YOU determine how much each team member pays you per transaction. The only condition we impose on how you run your team is that the Team Member Agreement must be in writing and every team member must agree to the terms and conditions you set for them.

INFORMAL TEAMS *(For marketing purposes. IE: 5 Star Real Estate Team)*

The only requirement for informal teams at CanZell Realty is for the team leader to provide a roster of the agents on their team. Informal teams are able to share a name but not share a cap and close business individually.

The most important aspect of informal teams at CanZell is that the team members will not be paying a reduced cap to the company (we will explain this in further detail in the next two sections), and instead will be treated like individual agents. This is important because agents on an informal team are able to earn their full capping stock awards by paying their full 14k cap and will be eligible for the INFLUENCER Agent award for meeting the company requirements.

As you can probably see, informal teams are the easiest and hassle-free way to start or transition your current team or brokerage into CanZell Realty while keeping your current agent commission splits.

SPOUSAL PARTNERSHIPS

A spousal partnership at CanZell Realty is a team of two legally married real estate agents performing as one according to the company.

Under a spousal partnership both spouses will have one joint Skyslope account to upload contracts and track transactions, one cap of \$14,000 each year, and each pay \$50 for E&O.

As a spousal team, you must name one spouse as the primary partner and the other as the secondary partner.

Also, since a spousal team is essentially treated as one agent by CanZell Realty, they will both name one sponsor when they join the company and will act as one entity when sponsoring other agents to the company for their revenue share team, with agents naming the primary agent as their sponsor.

Spousal teams are also granted the same abilities as an individual agent and can start their own self organized or standard teams anytime they choose granted they have all requirements as stated by CanZell.



STANDARD TEAMS

For a standard team, CanZell Realty will reduce a team member’s annual company dollar cap by half. Team leaders will continue to pay a full cap. Team members with a reduced annual cap are not eligible to receive the “Capping Equity Award” or the INFLUENCER Agent Award, as paying a full cap is required for both. In order to qualify for a reduced team member annual cap, the following terms are required:

1. Team members must pay the team leader a minimum of 25% of their TGI earned on every transaction.
2. The team leader must have a written commission agreement with each team member. This written agreement must be approved CanZell Realty.
3. The team leader must sign a Team Leader Addendum.
4. Team members must sign a Team Member Addendum.
5. Team leader must provide a roster of all team members to ensure proper reporting as a team within CanZell Realty, and to be added on the team roster.

MEGA TEAMS

Mega teams at CanZell Realty are teams that close 100 transactions combined as a team in the last 12 months. As we discuss further in this section, you will see why that part is important. Where mega teams and standard teams at CanZell Realty begin to differ is the reduced cap amount for your agents and the minimum annual production requirements to keep your team’s status.

Agents on a mega team will need to pay a reduced \$3,500 to the company in brokerage splits to cap or “quarter-cap” at the company as opposed to the \$7,000 half cap for agents on a standard team.

Also, the agents on your standard team will only be required to pay \$7,000 to CanZell in splits in order to cap and keep 100% of their commissions before paying team splits. This may seem like a positive, but keep in mind all agents paying less than a full cap at CanZell are NOT eligible for the INFLUENCER Agent Award and can not earn their cap back in company stock awards.

Another thing to keep in mind is that your revenue share will also cap at half of the standard annual caps for all agents paying an \$7,000 cap. Because revenue share is paid to agents and team leaders by the company, a reduced cap for your agents will also mean a reduced revenue share for you as the team leader of a standard team.

A mega team and a standard team share many of the same requirements with only a few differences in details. The same minimum split of 25% to the team leader still applies, as well as a formal written team agreement and a roster of all the agents on your team.

TEAM COMMISSION BREAKDOWN

Example 25/75 Split, \$10,000 Commission

TEAM LEADER - 25%

\$2,500 less \$500 (20% towards cap)

Net Commission = **\$2,000**

TEAM MEMBER - 75%

\$7,500 less \$1,500 (20% towards cap)

Net Commission = **\$6,000**

IN ADDITION TO OUR TEAMS MODEL, ANOTHER OFFERING IS
AVAILABLE FOR SMALL BROKERAGES CALLED:



The following things need to be in place:

- a brokerage agreement for your agents,
- the marketing/signs/business cards should be done through the small brokerage (for ex. John Smith realty should market themselves as John Smith Realty powered by Canzell)
- a minimum of 10% is given to the brokerage owner from the agent's split until \$10,500 is reached for the capping period. The broker/owner can continue to collect any percentage they want after the cap is fulfilled per their brokerage agreement.
- The commission is split 80/20 with the company split contributing to a \$3,500 company cap.
- A minimum 10% of the agent split contributes to a \$10,500 small brokerage cap, paid to the broker. After the small brokerage cap is fulfilled, the broker can continue to charge and collect any percentage to their agents per their brokerage agreement.
- When the agent has reached their company and small brokerage cap, they will have paid a total of \$14K. (\$3500 went to the company and \$10,500 went to the small brokerage).

INDIVIDUAL AGENT

- ✓ Unbelievable Splits
- ✓ Every technology you would need to run a thriving business with **No** technology fee
- ✓ Live weekly call with top agents around the country
- ✓ Weekly agent mastermind
- ✓ Local Circle Leader
- ✓ Local Managing Broker

TEAM SPOUSE, REGULAR, & MEGA

- ✓ Run your business how you want
- ✓ As little as \$3500 per team member for annual cap
- ✓ No contract
- ✓ Minimal Fees
- ✓ Every technology you would need to run a thriving business with **No** technology fee

UNFRANCHISED FOR SMALL BROKERAGES

- ✓ **No** contract
- ✓ **No** upfront Franchise Fees
- ✓ Run your business how you want
- ✓ We help you get leads from our exclusive network, you **pay nothing upfront** just a 35% referral lead!

CR CERTIFIED AGENT



If you *do not* close 1 CR referral in the previous month, then you must meet the following expectations to stay eligible for CR Certified leads:

- Attend the agent success meeting in the group for CR Certified agents.
- Have all 3 commitments in from last week and complete 2/3 of them.
- Put all 3 commitments in for next week. (2 commitments needs to be about making calls, emails and text) **see below.**
- Make 10 PER Day contacts (50 calls/texts/emails each week (trifecta) in your pond.
- Participate in the morning 8min. accountability call.
- We've partnered with top mortgage and title companies. CR Certified Agents should refer CR certified leads to these awesome vendors to ensure an amazing experience.

ALL AGENTS ARE ELIGIBLE TO BE IN OUR LEAD NETWORK

LEAD NETWORK

NO UPFRONT FEES	PAID LEADS WITH NO REFERRAL FEE AT CLOSING
High Quality Referrals with a 35% Referral Fee	\$5-\$15 leads with: Google Ad Words, Facebook leads, and Boost Listings

All of these leads go towards your cap

* There is a 35% referral fee paid on closed CR Certified leads. Taking these leads do NOT go towards your cap

Understanding The

COMMISSION MODELS



We want to help teams and small independent brokerages remove the costly fees and overhead they pay to run their business. With CanZell, your agents can take advantage of only paying a quarter cap AND get all the technology and tools needed to grow their business behind a powerful brand. As the owner, you get all the tools you need to help your agent succeed with contracts, overhead costs and large monthly bills. Choose to have your agents pay their own caps or you can pay it for them—all while keeping them on the same commission splits they are used to!

YOU GET TO CHOOSE WHATEVER COMMISSION SPLIT WORKS BEST FOR YOUR TEAM OR SMALL BROKERAGE. NOTE: DIAGRAMS ARE SAMPLES ONLY.

MODEL 1 EXAMPLE: Agent Pays Cap

Based on TGC of \$10,000 and a quarter cap for each unfranchise agent.

	AGENT	BROKER	CANZELL (Towards Cap)
SPLIT	70% \$7,000	30% \$3,000	—
SURROGATE	- \$1,400	—	\$1,400
TOTAL	\$5,600	\$3,000	\$1,400

MODEL 2 EXAMPLE: Broker Pays Cap

Based on TGC of \$10,000 and a quarter cap for each unfranchise agent.

	AGENT	BROKER	CANZELL (Towards Cap)
SPLIT	70% \$7,000	30% \$3,000	—
SURROGATE	—	- \$1,400	\$1,400
TOTAL	\$7,000	\$1,400	\$1,400

Broker/Owner pays the \$14,000 cap. 20% of all monies received in commissions to the broker owner will go towards the broker/owner's cap until fully capped.

Understanding The

COMMISSION MODELS



We want to help teams and small independent brokerages or franchises remove the costly fees and overhead they pay to run their business. By choosing to build a team or small brokerage with CanZell, your agents can take advantage of only paying a quarter cap AND get all the technology and tools needed to grow their business behind a powerful brand.

SAMPLE MODEL 1 - AGENT PAYS CAP

If you currently have a 70/30 split with your agents, (with NO CAP) and you want to keep this same model see example below based on \$10,000 Gross Commission.

YOU GET TO CHOOSE WHATEVER COMMISSION SPLIT WORKS BEST FOR YOUR TEAM OR SMALL BROKERAGE. NOTE: DIAGRAMS ARE SAMPLES ONLY.



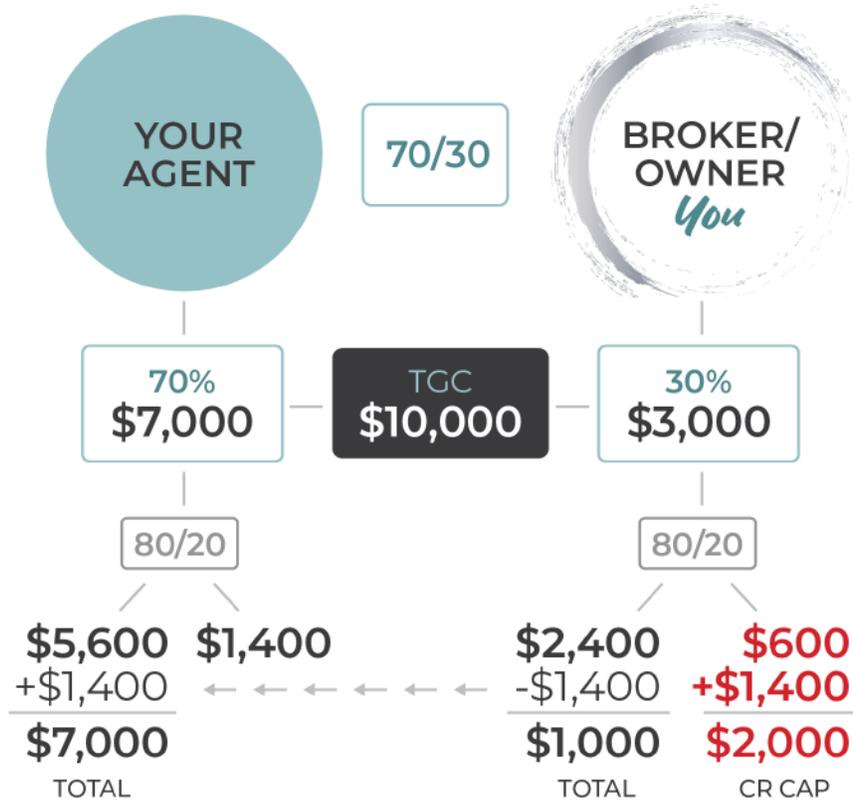
	COMMISSION SPLIT	CAP CONTRIBUTION
AGENT	\$5,600	\$1,400/ \$3,500 CAP
BROKER/OWNER	\$2,400	\$600/ \$14,000 CAP

Broker/Owner pays the \$14,000 cap. 20% of all monies received in commissions to the broker owner will go towards the broker/owner's cap until fully capped.

SAMPLE MODEL 2 - BROKER/OWNER PAYS CAP

If you currently have a 70/30 split with your agents, (with NO CAP) and you want to cover their 1/4 cap to CanZell see example below based on \$10,000 Gross Commission.

YOU GET TO CHOOSE WHATEVER COMMISSION SPLIT WORKS BEST FOR YOUR TEAM OR SMALL BROKERAGE. NOTE: DIAGRAMS ARE SAMPLES ONLY.



	COMMISSION SPLIT	CAP CONTRIBUTION
AGENT	\$7,000	\$1,400/\$3,500 CAP (PAID BY BROKER/OWNER)
BROKER/OWNER	\$1,000	\$600/\$14,000 CAP

Broker/Owner pays the \$14,000 cap. 20% of all monies received in commissions to the broker owner will go towards the broker/owner's cap until fully capped.

CR CAP FULFILLED - PAY NOTHING TO CANZELL!

Once your team's cap requirements are paid, you owe CanZell **NOTHING** for the rest of the year and keep your agreed commission split.

YOU GET TO CHOOSE WHATEVER COMMISSION SPLIT WORKS BEST FOR YOUR TEAM OR SMALL BROKERAGE. NOTE: DIAGRAMS ARE SAMPLES ONLY.



	COMMISSION SPLIT	CAP CONTRIBUTION
AGENT	\$7,000	\$0 - CR CAP FULFILLED
BROKER/OWNER	\$3,000	\$0 - CR CAP FULFILLED

Broker/Owner pays the \$14,000 cap. 20% of all monies received in commissions to the broker owner will go towards the broker/owner's cap until fully capped.



SAY GOODBYE TO COSTLY OVERHEAD

There's no brick and mortar office unless you want one. And we pay for Regus! Our partnership gets you access to over 1,000 business lounges across the country. At CanZell, you only need a laptop, Wi-Fi and a mobile phone to conduct business.



NO HIGH RISKS OR LIABILITIES

Unlike other brokerages that have one broker for hundreds of agents, CanZell has local brokers in every territory and a principal broker in every state. Our brokers only have a certain number of agents so that they're never overwhelmed.



KEEP YOUR OWN NAME AND BRANDING!

Yes! That's right – you can join and keep your own branding, just powered by CanZell! For example, if you've branded yourself as "Sally Sue South Branch Real Estate" you can continue utilizing it and be powered by an awesome company!



CLOUD-BASED PLATFORM WITH SINGLE SIGN ON

We have two ways to connect on a cloud-based platform. The CanZell portal is a one-stop-shop that gets you to everything you could possibly need. Access to all technology and resources are all in one place!



~~\$1,500~~

TECHNOLOGY TOOLS AT NO COST

We have NO technology fees. You don't pay ANYTHING for back office tools including: KV Core, Listhub, Brokermint, SkySlope, and Microsoft! We advertise your listings for FREE; we even pay extra to have them posted on Listhub Global.



REAL LIVE PEOPLE FOR ADMIN & SUPPORT

Some brokerages just have avatars for support who are difficult to reach. We have admin who are easily accessible on multiple platforms. Any issue you have will be handled immediately by a REAL person!



MARKETING: WE'VE GOT YOU COVERED!

Easily create self-branded marketing material in minutes with your picture, name, phone number and more! We provide FREE marketing for your listings with our "just listed" cards and create professional agent recognition graphics.



TRAINING: CANZELL UNIVERSITY

We have tons of courses and recording that are taught by our top producers, who are called influencers. We also provide 1 on 1 coaching from Circle Leaders. We will either pay you to be a circle leader or pay someone to be a circle leader for you! It's YOUR choice!



REVENUE SHARE

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." This is way better than profit sharing which is based on the profit of the organization!



WE PROVIDE 10-99S

We will make sure that your 1099 is provided to you at the end of the year for taxes.



OWNERSHIP STOCK

At CanZell, we believe in building wealth for our agents by offering multiple revenue streams and competitive compensation plans. When you join the company, after your first closing, you receive \$250 in Ownership Stock! Every time you sponsor an agent and they have their first closing, you get \$250 in Ownership Stock! Also, when you cap, you get \$4k back in stock!



DON'T BE LIMITED BY TERRITORIES

At CanZell, there's no such thing as a territory. You are able to expand as much as you like, as far as you'd like and collaborate with agents from all over the country. There are no additional costs for working outside of your territory – and it gives you room for so much development and different perspectives.



PERSONAL DASHBOARD

You will have your very own personal dashboard that will keep track of your transactions, commissions, stock, revenue share and SO much more! All in one place and personalized specifically to you.



HEALTH INSURANCE

You will have access to the most innovative and low cost health insurance options through CanZell. This will give you a huge peace of mind while helping you avoid the costs of what's out on the market!



LEAD GENERATION

At CanZell, you'll always have access to amazing leads! Through KV Core – leads can be bought for \$5-\$15. There are also tons of referral opportunities since we have agents in every state and we're always communicating!



NO COSTLY FEES

Unlike other brokerages with expensive technology, operating and royalty fees, we have none! Since we don't have brick and mortar offices, we're able to save money and invest in the technology and resources so that they're available and free to our agents.



COMMISSIONS PROCESSED SAME DAY

We process all commissions the same day that you turn in your commission form online. **You get paid the very next day.** We also have the ability to pay agents at closing depending on the state. Small brokerages must wait to pay the agents out until they have the funds—with CanZell, you can get paid the day of or the very next day!



EASILY ATTRACT MORE AGENTS

It is easy to recruit agents with so many tools to offer them like revenue share, stocks, retirement, coaching and MORE! You'll save so much time and effort since these resources are provided to you for FREE! Get paid for attracting agents effortlessly!



NATIONAL SPEAKERS & COACHING

CanZell provides tons of opportunities to tune into well known national speakers to provide coaching to you and agents you attract. This allows brokers to spend more time on agent development and provides tons of insight on how to build your business for FREE.



LOCAL BROKERS HANDLING COMPLIANCE

We have local brokers to handle compliance for you OR you can get paid as a local broker.

Team Members or Individual Agents?

As a small brokerage, you'll need to decide if you want to bring agents on as individual agents or as team members. This can be a big decision and we're here to help you decide. First, let's look at the difference between an individual agent and a team member.

QUALIFY FOR REWARDS:	INDIVIDUAL AGENT \$ IN OWNERSHIP STOCKS	TEAM MEMBERS \$ IN OWNERSHIP STOCKS
When you join the company, after your first closing...	\$250	\$250
Every time you sponsor an agent, after their first closing...	\$250	\$250
When you cap...	\$4,000	\$0
When you cap and become an Influencer*...	\$14,000	\$0

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

The **ONLY** difference is that team members do not qualify for stock opportunities when they cap OR when they become an Influencer*.

DO YOU WANT INDIVIDUAL AGENTS OR TEAM MEMBERS?

Answer these questions to see which path is best for you.



INDIVIDUAL AGENT	AGENT PAYS FULL CAP		TEAM MEMBER PAYS 1/2 OR 1/4 CAP	
Explore bringing agents on as individuals to your Circle.	Comm. Split to Team Leader	ANY	Comm. Split to Team Leader	25%+
	Split to CANZELL Until CAP	80/20	Split to CANZELL Until CAP	80/20
	Cap Amount	- \$14,000	Cap Amount	- \$7,000 or \$3,500
	Stock Award for Capping	+ \$4,000	Stock Award for Capping	\$0
	Stock as an Influencer	+ \$10,000	Stock as an Influencer	\$0
	Stock for Your First Closing	+ \$250	Stock for Your First Closing	+ \$250
	Stock for the Agent You Sponsor	+ \$250	Stock for the Agent You Sponsor	+ \$250

Team Members or Individual Agents?

INDIVIDUAL AGENTS

Deciding to bring agents on as individuals is an opportunity to grow as a leader in the company and earn extra income. As the agent's direct leader, you are responsible for overseeing and developing agents in your Circles. Weather you are a team leader or small brokerage, you can *choose to also be* your team's Circle Leader and/or Managing Broker and earn extra income.

EXAMPLE

Suzie is a Local Circle Leader (CL) and has 5 Agents in her circle. Suzie earns 5% company dollar as the CL for each agent in her circle. Suzie can also earn 3% company dollar as the Local Managing Broker (MB) AND 1% company dollar as the Principle State Broker (PB). *Wow that is a lot of extra income!*

