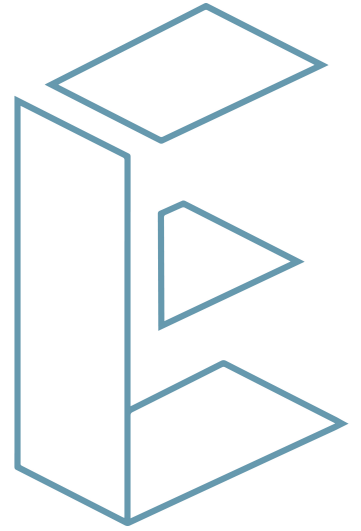


LEAP

LEADING EDGE  
AFFILIATE PARTNER  
PROGRAM

LEADINGEDGE<sup>SM</sup>



# AGREE

## EXPERTS

*"In three to five years, we will go from 80,000 brokerages to 10-15,000 nationwide."*

**- BRIAN BUFFINI**

*"Technology will kill traditional real estate. I'm not suggesting that you have to be outstanding. I'm telling you that if you aren't, you have no future."*

**- PETER FLINT, FOUNDER, TRULIA**

# Protect your brokerage's future by taking action **today.**

You've worked long and hard to build a successful brokerage. Now, well-funded disruptors are rapidly changing the industry you knew so well. Technology-driven competitors are stealing market share. Agents and their clients are embracing companies with the services, support, technology, marketing and training smaller companies struggle to provide.

## **How does LEAP solve my problems?**

Partnering with our Leading Edge Affiliate Program, or "LEAP", is a game-changer for small brokerages and teams that want to scale and focus on what makes them money. Leading Edge provides, well, everything. Everything you've been meaning to get to, develop, investigate, learn and create. It's a **plug and play** brokerage system.

## **As an owner and prospective affiliate, how do I benefit from LEAP?**

LEAP allows you, the owner and operator of your business, to grow your brokerage or team by leveraging all of the resources and systems that Leading Edge has spent over 20 years developing and perfecting. You focus on your real estate business and Leading Edge handles all of your marketing, design, compliance, commission, escrow, agent payments, technology, education, coaching, mentoring, relocation and development. *And there's more!*

## **Is this a franchise system?**

This is NOT a franchise! When you own a franchise you pay upfront, monthly, and other fees in return for access to a brand. You assume all the liability and risk of an independent business owner without the necessary infrastructure to thrive and prosper.

When you own a franchise, you have to build everything to support your agents. We know, we had a franchise. So we set about to create a product we wish we had when we started. LEAP will catapult your business, because you LEAP past the development of all the systems and services it took us years to create. With LEAP you can focus on the profitable activities and not the multitude of mundane operational duties *you need to grow.*

As a LEAP affiliate partner, you maintain your autonomy, can build a business asset, and get all the marketing and operational support from Leading Edge. LEAP removes the potential headaches of running a brokerage, while helping you focus on what you love - selling real estate! You're out front. We are always behind you.

## **Where are you accepting affiliate partners?**

You are eligible to partner outside of Leading Edge locations throughout New England. Affiliates are required to open and maintain their own office space in an approved market.

## **What are the costs for the LEAP Partner Program?**

We have options! You choose the plan that works for you. There are NO upfront costs, monthly cost, quota, or any other fee to be part of the program. Contact us for details.

The future belongs to **partnering.**

# LEADINGEDGE™ LEAP PROGRAM

Power your business with these outstanding Leading Edge resources:

## Technology

We've invested heavily in a custom version of the industry's top-rated, seamless, **single-sign-on platform** that streamlines the entire sales process from prospect to closing and beyond.

- Market Report interactive, client outreach program
- Key Client Letters for every step of the transaction crafted to make sure you clients never miss critical information and make good decisions.
- Listing & Buying Presentations, exclusive marketing materials for download
- Transaction Checklists & Systems
- Real Scout: better Artificial Intelligence than any other search platform
- CMA: Gorgeous, information analysis for sellers
- CRM: Automated systems for your agents to stay in front of their clients
- DotLoop: Paperless transaction management
- Complete document storage
- Company-wide information and calendar

## Education

Our powerful, Leading Edge-designed education and training systems cover every agent level and are based on consumer behavior and market dynamics.

- BOOT CAMP: Annual idea generator and agent energy booster
- 90 MINUTES: 14-week rotation focuses on the transactional basics of buying and selling
- MOJO MONDAYS: Successful LE agents share their expertise on lead generation, trends and strategies, negotiating, using social media to drive growth, etc.
- CEU COURSES: Free through Leading Edge Academy
- BRIAN BUFFINI'S PEAK PRODUCER: Step-by-step action plan to overcome income peaks and valleys (mentored by Steve Chuha, and Mark Nelson)
- TOM FERRY EVENTS: Renowned course for maximizing potential (mentored by Bill Butler)
- Career Development Seminars by Linda O' and guest experts

## Relevant, Timely Communication

Agents need up-to-the-minute information. They crave market trends and strategic ideas that are meaningful to grow their business. We have two weekly Zoom calls, also broadcasted on Facebook to ensure our agents are the smartest in the business. Recent examples of topics for our 30 minute virtual meeting:

- When uncertainty is choking the air, how does it affect your business? Talking points.
- You have the power to make your seller's home inspection eminently more pleasant - 14 things to do in advance to avoid headaches
- Why isn't it selling?
- Forbearance: Stats and how you can help those who need you but won't call you because they are embarrassed.
- Professional fee options for sellers
- Using data to price property
- Listing Presentation with Linda O'
- Now that Zillow has entered brokerage, ways for you to generate leads.

## Locations and Geography

Enjoy full access to all of our facilities and offices across Greater Boston and Southern New Hampshire for support services and client meetings.

## Deposit Link

Leading Edge is first in the country to use a Venmo-like product for escrow (the same secure technology platform used by American Express and Fidelity) that eliminates check hassles for you, your agents, buyers and landlords.

## Finance

We'll maintain escrow accounts, run compliance on each transaction, generate co-broke commission statements, and pay commissions via direct deposit.

## Personalized Signs

Yard and open house signs, including their installation and storage, are provided at no cost.

## Photography

Agents receive, at no cost, a photo package for each listing from fully-vetted professional photographers.

## Relocation and Referral Services

Leading Edge has built a world-class global relocation department. Our connections are deep throughout the country to drive leads to agents and connect your clients with the best match when they are on the move.

We successfully partner with:

- Relocation Management Companies (RMC)
- Worldwide Employee Relocation Council (WERC)
- Relocation Directors Council (RDC)
- Affinity Programs
- Real Estate Companies (Broker-to-Broker)

## E&O Insurance

Provided by Leading Edge for no additional fee.

## Events & Recognition

Holiday party, top producer retreat, agent awards and spontaneous events to build collegiality and have fun.

## Commitment to High Standards

A core company value is respect for and responsibility to clients, showcased by our exclusive Consumer Protection Plan, eschewing pocket listings while focusing on strategies for productivity and profitability done well in a client first environment.

## Networking and Health

The best way to grow your business is to surround yourself with other strong leaders and top producing agents. Join us for fun, exercise and inspiring events to keep your mind and body healthy.

**We've thought of it all, so you don't have to.**