



**MURRAY**  
REALTY GROUP

## WHY LPT?

**Murray Realty Group - (757) 998-8777**

**For More Detailed Information contact us by**

**→ CLICKING HERE ←**

**True Hybrid Brokerage  
100% Commission OR  
Revenue Share (80/20)**

**NO  
Sign-up Fees  
Monthly Fees  
Desk Fees**

**Full Tech &  
Marketing  
Package**

**PLUS STOCK!!!**



## **Revolutionary Brokerage for Life Platform**

Our brokerage was designed to meet you where you are and give you the flexibility you need as you grow. With LPT Realty, there is always a model that works for you.

### **REAL ESTATE FIRST...**

To encourage agents to focus on real estate sales vs. recruiting and help agents to reach 100% Commission on real estate sales sooner, revenue share is applied to cap first.

lptRealty requires significantly less Active Direct Sponsored Agents than other models allowing agents to focus on Real Estate Sales and not focus on recruiting to unlock all 7 levels.

To provide a level playing field for agents focused on real estate sales vs. recruiting, agents are prohibited from offering any “thing of value” for being named as a sponsor

To encourage agents to stay focused on real estate during their transition, agents cannot earn rev share for their first 120 days. This allows agents to learn our systems and tools and focus new brokerage buzz on driving more transactions.

### **NEW AGENT MENTORSHIP**

Agents completing less than 3 transactions in the previous 12 months are required to participate in the state lpt-sponsored mentorship program if available.



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**100% Commission**

**Business Builder**

- \$500 a file, 5k cap
- Recruit a downline

- NO Sign-up Fees
- NO Monthly Fees
- NO Desk Fees
- \$500 Annual Fee from 1<sup>st</sup> deal each year for technology and E&O
- \$195 Transaction Fee on every transaction
- Stock
- Listing Power Tools
- Chime
- DotLoop
- LPT Connect
- Social Media Marketing

**Traditional Plus  
Rev Share Comp Plan**

**Rev Share Partner**

- 80/20 split, 15k cap
- Participate in rev share

- NO Sign-up Fees
- NO Monthly Fees
- NO Desk Fees
- \$500 Annual Fee from 1<sup>st</sup> deal each year for technology and E&O
- \$195 Transaction Fee on every transaction
- Stock
- Listing Power Tools
- Chime
- DotLoop
- LPT Connect
- Social Media Marketing



Every agent receives LPT Realty's Full Tech and Marketing Package whether they are Revenue Share or Business Builder.

## TECH & MARKETING PACKAGE

**Listing Power Tools** – proprietary listing marketing including text capture, print marketing, and lead gen.

**Chime** – CRM, IDX, lead management, website building, and lead capture.

**DotLoop** – contract management, document storage, e-sign, LPT Connect Integration.

**LptConnect** – proprietary business operations tool, one portal to manage everything.





Sponsorship Stock Awards		Business Builder	Revenue Share Partner
Direct Sponsored Agent Core Transaction Units (One Time)		Baseline Shares Awarded	1.4 x Stock Multiplier
1		250	350
Achievement Stock Awards		Business Builder	Revenue Share Partner
Badge	Core Transaction Units (Annual)	Baseline Shares Awarded	1.4 x Stock Multiplier
White	1	125	175
Silver	3	125	175
Gold	15	1,250	1,750
Black	35	2,500	3,500

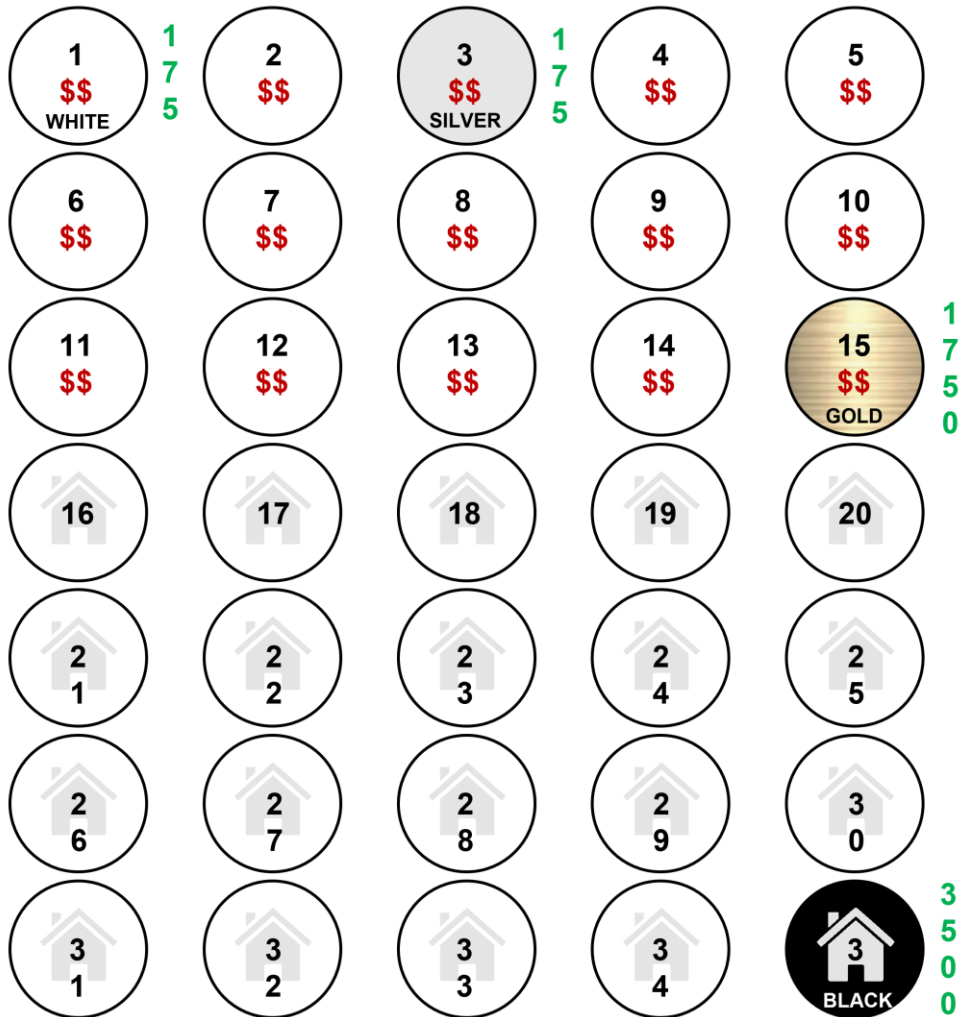
1. 3-year vesting on each award.
2. For sponsorship awards, a sponsored agent must remain active with lptR during your vesting period. (3 years)
3. Black Badge requires the agent to be a Revenue Share Partner and includes production, leadership, and community requirements for eligibility.
4. Agents may qualify for a stock multiplier determined by join date and comp plan.
5. Baseline Shares Awarded will change from time to time.



## *Journey To Black Badge*

### Revenue Share – Core Transactions

Note: Transaction count is only part of the black badge qualification.

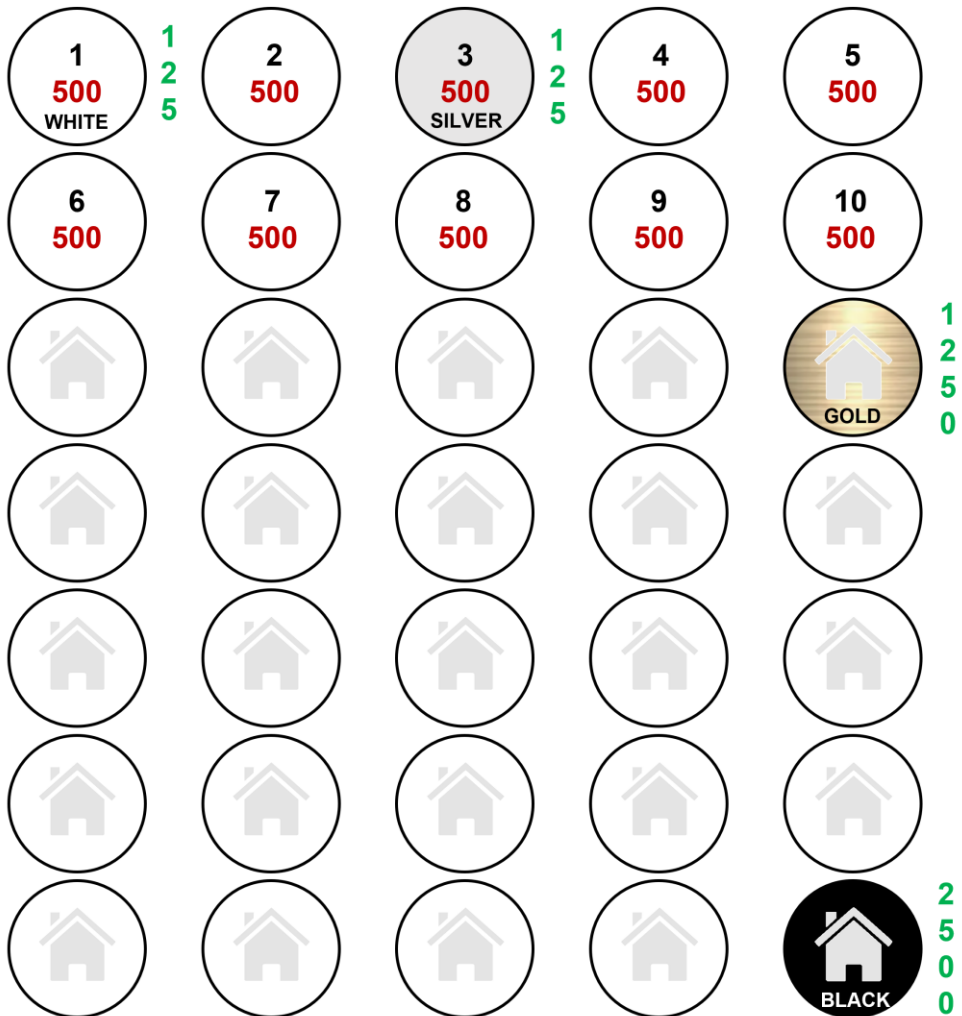


Anniversary Dates - \_\_\_\_\_ to \_\_\_\_\_



## *Journey To Yearly Stock Achievements*

### Business Builder – Core Transactions



Anniversary Dates - \_\_\_\_\_ to \_\_\_\_\_



**Revenue Share is a way to reward agents for sponsoring other agents into lptRealty. lptRealty allocates 50% of the commission to the Per Transaction Revenue Share Pool to be allocated at the percentages below.**

**The Revenue Share Pool is allocated to the 7 eligible agents who form the upline of the transaction agent. The 50% allocated to the Revenue pool is broken out below.**

<b>Tier</b>	<b>%</b>	<b>Min. Active Direct Sponsored</b>	<b>Max Potential Per Business Builder</b>	<b>Max Potential Per Rev Share Partner</b>
<b>Tier 1</b>	<b>31%</b>	<b>1</b>	<b>\$775</b>	<b>\$2,325</b>
<b>Tier 2</b>	<b>18%</b>	<b>3</b>	<b>\$450</b>	<b>\$1,350</b>
<b>Tier 3</b>	<b>7%</b>	<b>5</b>	<b>\$175</b>	<b>\$525</b>
<b>Tier 4</b>	<b>7%</b>	<b>5</b>	<b>\$175</b>	<b>\$525</b>
<b>Tier 5</b>	<b>7%</b>	<b>5</b>	<b>\$175</b>	<b>\$525</b>
<b>Tier 6</b>	<b>10%</b>	<b>14</b>	<b>\$250</b>	<b>\$750</b>
<b>Tier 7</b>	<b>20%</b>	<b>15</b>	<b>\$500</b>	<b>\$1,500</b>

**Business Builders do not receive income from the Revenue Share Pool**

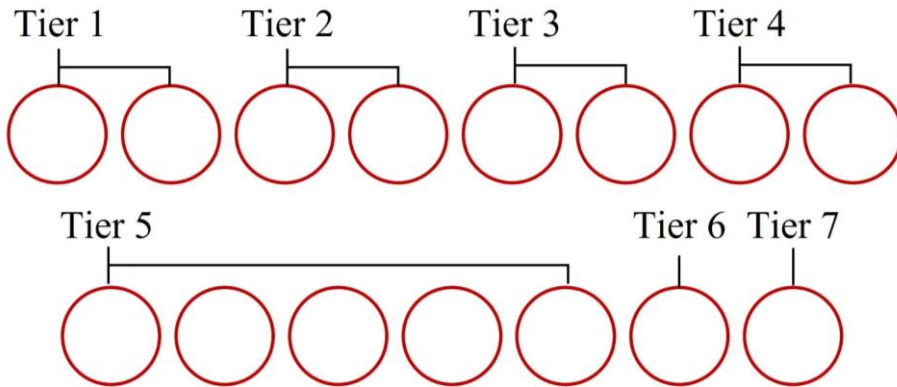




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# WEALTH CHART



Max Yearly Revenue Share From An Individual  
in Your Downline

Amount	Qty	Tier	Qty	Amount	
\$2350	<input type="text"/>	<b>1</b>	<input type="text"/>	\$775	<b>B U S I N E S S</b>
\$1350	<input type="text"/>	<b>2</b>	<input type="text"/>	\$450	
\$ 525	<input type="text"/>	<b>3</b>	<input type="text"/>	\$175	
\$ 525	<input type="text"/>	<b>4</b>	<input type="text"/>	\$175	
\$ 525	<input type="text"/>	<b>5</b>	<input type="text"/>	\$175	<b>B U I L D E R</b>
\$ 750	<input type="text"/>	<b>6</b>	<input type="text"/>	\$250	
\$1500	<input type="text"/>	<b>7</b>	<input type="text"/>	\$500	



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**You Get A FREE Listing Power Tool Box For Every Listing You Take!**



**Delivered To You In 24/48 Hours**

**Small Flyers (28)**

**5" x 7" Large Flyers (24)**

**8.5" x 11" Door Hanger (42)**

**3.85" x 10.875" Sign Rider (1)**

**24" x 12" Post Cards (16)**

**8.5" x 5.75" Thank you cards (12)**

**6" x 4.5" (folded)**

**Additional Boxes such as Open House**



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### **Power Pack**

Promote your listing with the all-in-one print marketing solution for agents, featuring a full-suite of professional materials.



### **Classic**

Stand out from the competition with over 150 print pieces including a full-color sign rider, flyers, door hangers, and more.



### **Express Pack**

Get flyers, business cards, postcards, and more with same-day shipping and overnight delivery if you order by 12pm EST.



### **Prospecting Pack**

Make a big impression with over 320 of our most popular print materials, including jumbo door hangers, large flyers, and more.

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## Power Mail Pack

Target up to 1,000 households near your listing with affordable, property-specific postcards.  
*Includes addressing, postage, and delivery.*



## Digital Marketing Pack

Market your listing and connect with potential buyers with targeted online ads on top websites.







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**MARKETING!!**





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## AI GENERATED SOCIAL MEDIA POSTS



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## **RECRUIT ASSIST!!**

**Every time YOU do a deal, LPT Realty automatically markets to the cooperating agent on your behalf!**

**Once you close a deal, LPT will automatically reach out to the agent on the other side of your deal and share the LPT Real Estate Model with them on your behalf. If the agent is interested, they can click a link to learn more. That link will drive agents back to YOUR PERSONAL AGENT ATTRACTION WEBSITE!!**

**This can potentially grow your downline very quickly!!**

**And LPT Realty does this for LPT Agents for FREE!!!**





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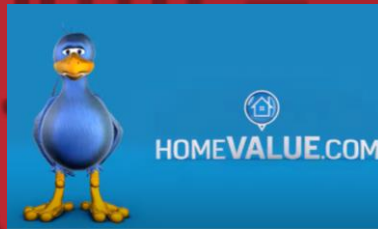
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HomeValue.com provides homeowners with resources and information needed to make an educated determination about the price that their home is likely to sell for in today's market or the value their home is likely to be appraised at in a mortgage refinance transaction.

**SELL MORE HOMES GET MORE LEADS WITH US**  
National TV, Radio Ads And Billboards Featuring The First Agent Owned Lead Generation Site HomeValue.com

**CLICK EACH PICTURE TO PLAY VIDEO**



**Welcome to LPT**

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**IN SUMMARY** - LPT Realty is all about YOU and YOUR message to your clients. They want to keep and your personal brand forward moving, with technology and easily accessible cloud-based systems built for time saving simplicity.

We are agent centric. We believe in real estate first and that begins with the agent. We have virtual live online training and a knowledge base to assist the agent, along with our FIRST IN CLASS Marketing and Technology to attract more Buyers and Sellers to take your business to the next level. The LPT Logo is simply the period at the end of your own brand.

Then we add-in recruiting assistance and support to help build your business even greater.

Our partnerships with leaders of the industry in Radio Shows, TV, Billboards and Ad campaigns for agents drive more clients to you.

We have concierge onboarding and new agent orientation to incredible cloud technology.

With no upfront costs, no monthly fees, first class social events, Revenue Share or Business Builder options, Free CRM, front facing website, and everything custom tailored to YOUR select business needs and YOUR brand as defined by YOUR version of success... We believe this is the easiest and best decision you will make in building your real estate business.