

# BROKER BOOK OF BENEFITS

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Agent Secret Strategies Revealed,  
Resulting in Exponential Growth.

**FUSION**  
REALTY GROUP  
Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec

**YOUR HOME SOLD**  
GUARANTEED REALTY®  
*Our Name is Our Promise*

Take your business to the next level by  
accessing implementing proven systems and  
by tapping into our extensive experience.

# COACHING AND TRAINING

## BUSINESS SUCCESS STRATEGY

Decades ago 'Brokers' were interested in the success of the agents affiliated with their brokerage. Today, that brokerage model has changed to more of a landlord / tenant relationship, wherein the broker provides a place to hang your license but from there you are on your own. This in turn has created a sense of secrecy in marketing strategies used by agents.

We decided it was time to change the Paradigm and make a shift in the relationship. Our philosophy is there is more business than any one person can handle, so why not bring on 'like minded' people to grow their businesses together.

# WE HELP YOU SUCCEED



## THE LAW OF ABUNDANCE

If you pay attention, large successful car lots are all right next to each other. The reason they do this is they collectively capture the benefits of each other's marketing efforts by driving consumers to the same area. The focus is not on the single buyer or single seller, it is in the whole market of buyers and sellers. Thus by increasing the size of the opportunity, they obtain more individual opportunities.

The word FUSION was chosen as our name because it is a 'Bringing together two or more entities for a single unit', by doing so we achieve greater momentum,

possibilities, and results.

As part of our foundation at Fusion Realty Group, we understand Law of Abundance and those who choose to join our group will do better because we are fully vested in their success.

This is where we differ the most from other brokerages, your success is our success, your failure is our failure. So we will do everything in our power to provide you with the tools, training, systems, support and company culture to help you succeed in real estate.

## Leverage our leads system

### Just a few quick facts about our leads and program;

- Over \$25M of sold leads 2013,2014,2015,2016
- Agents sell on average 4-6 additional deals per year on this program
- Leads are Pre-scrubbed so you don't have to...
- Leads do not fall through the cracks because our ISA calls and does all of the long term follow up
- Agents get their very own front end and back end dashboard to manage their leads and appointments
- We provide all the training agents need for Buyer Presentations and Listing Presentations
- We provide agents all the necessary tools including customized elegant buyer and seller presentations
- Tips, Tricks, and best practices mastermind meetings on lead conversion and profitability
- Over \$30,000 worth of tools, systems, and training to help agents become extremely successful are available in this program





### COACHING ON LEAD CONVERSION

We want you to be successful in converting those leads into closable transactions. As an agent in our brokerage we will share with you our proven systems and coach you on the techniques and dialogues that really work.

### ONE ON ONE COACHING FOR LEAD GENERATION SYSTEMS

Take your business to the next level by accessing and implementing your own lead generation systems by tapping into our experience. Once enrolled, we will show you how the lead management system works, so you can manage all your leads and learn strategic ways to follow up and convert your leads into appointments and sales.

### ON-CALL BROKER SUPPORT

Our Broker is always available to you for all your questions and concerns. Schedule a personal meeting, or give a call anytime, we are here for you.



### BUILDING YOUR SPHERE OF INFLUENCE

As a real estate agent, having a great sustainable sphere of influence is the ultimate path to smoothing out the highs and lows in the business. We will teach you how to develop and continuing building your sphere of influence, and then teach you how to put it to work for you. Once you master the art of reaching out, you will literally be creating an army of salespeople referring you business. Why, because they already love and trust you!





# COACHING AND TRAINING

## ONE ON ONE COACHING / MENTORING

Who is your Coach? One thing all great people have in common is they have a coach/mentor. A person who has been down the road you are on, and can help you steer clear of the obstacles and pitfalls along the way. Do you want someone to help you keep on track? We all get so busy that some things just get to the side and we start spinning our wheels and not getting to our destination. “too busy working in the business, to work on the business”. If you want, we will help you set goals and stay focused. To truly get to the next level, this is a Benefit offered by Fusion Realty Group you will not want to skip.



## EXPERIENCE

Who do you want in your corner? Does your Broker have the experience to answer the tough questions? At Fusion Realty Group we believe being able to have access to over 60 Years of Real Estate experience is Invaluable. To coin a phrase “this is not our first rodeo”. Our owners wealth of experience is available to you. They have been working in the industry for decades and have experience in multiple areas. Real Estate acquisition, Real Estate Sales, Investment Properties, Lead Generation systems, Top Sales Systems (e.g. Ferry, Buffini, Goodfellow, Proctor, Watkins, Hopkins, Tracy), Working with Investors, Relocation Services, Seller Finance, Flipping Properties, Rehabbing Properties, New Construction, Land Development, Commercial Projects, Commercial Acquisitions, Rental Properties, Property Management, Seller Finance, Option Contracts, Contract Negotiations, Subdividing, Private Lenders, and Mortgage Lending. Just because you may not have the experience or the stories that go along with them, you will have the ability to leverage our experience to close more deals. When you have a question, we probably have an answer.

## INDUSTRY RECOGNIZED EXPERTISE

It is one thing to say you have the experience and expertise, it is another to be recognized and called upon by others to provide services because of your experience. We are currently recognized by Lenders across the nation to help them verify valuations by providing broker price opinions and other real estate services, to mortgage companies like, Wells Fargo, Chase, SWBC, Nationstar Mortgage, to name a few. This is the kind of expertise industry leaders rely upon when making decisions on financing and valuation, and another reason why Fusion Realty Group can so accurately estimate future sales prices of homes throughout the market for their clients.





### TWEETS

What to say, and when to say it. If your sphere is tweeting, then you need to be tweeting as well.

### INSTAGRAM

Learn how to create story lines, and impactful messages to gain additional followers, growing your sphere from hundreds to thousands.

### EAVESDROPPING ON CALLS

When contacting prospects, changing one word, or the tone in an approach can devastate your results. We can either role play or listen in on your conversation to help you identify the missed opportunity or failed message delivery. The choice is yours to use it or lose it.

### NON-COMPETING BROKER

At Fusion Realty Group, our philosophy is the broker should not be competing against you in the market place. Just like a coach is not on the field with his players, you need to be able to rely on someone who is going to be available to answer questions and help you increase your business, rather than having them worry about their business first.



# LEAD SYSTEMS

## REVERSE PROSPECTING SYSTEM

Grunt prospecting is one way to work hard. But when our systems identifies a prospect or client looking at houses on your website, it actually calls you. Take advantage of the system that ends prospecting and gets people to raise their hands.

## SELLERS CONTACT YOU / BUYERS CONTACT YOU

Take Reverse Prospecting to the next level through Craig Proctor's systems, and never make another cold call again. Sellers find us, and ask us for our expertise, gone are the days of endless dials, simply return the call.

## PROSPECTING LISTS

When it comes to finding motivated Buyers and Sellers, knowing where to look becomes the first challenge. We have access to a proprietary system that sifts through thousands of property owners to help you identify potential clients motivated right now.

## MOTIVATED SELLERS

Motivated sellers can come from any walk of life, neighborhood, level of education, and salary level. There are numerous reasons property owners become motivated, or become highly motivated to sell. These include, Divorce, Job Change, Physically Distressed Properties, Estates, Foreclosure & Financial Default, Real Estate Auctions, Builder / Investors to name a few. Access to these are available to you at Fusion Realty Group.

## MUTIPLE PROPERTY OWNERS

Working with investors is one of the easiest types of real estate to market and sale. Our proprietary system will sort out people who are already invested in real estate and will generate a lists of prospects, which even discloses the number of properties they hold in their portfolio.

## LEAD PROGRAM

We have invested in websites and SEO in order to capture leads. Our lead follow-up specialist will weed through them and send you only good leads if you choose to sign up to receive them. Our specialists will also set you up with APPOINTMENTS. Who wouldn't want a few extra appointments per month?

## CASH BUYERS

You always see them, and do you ever wonder how you find them? At Fusion Realty Group we have access to cash buyer Lists. Spend your time focused on the people who make non-emotional business decisions when it comes to real estate.

## "SNIPER" FARMING

Rather than sending out postcards and knocking on doors blindly. Target the people in an area that are most likely to move this year. By focusing on the top 20% most likely to sale, your closing ratio will dwarf the nearest competitor.

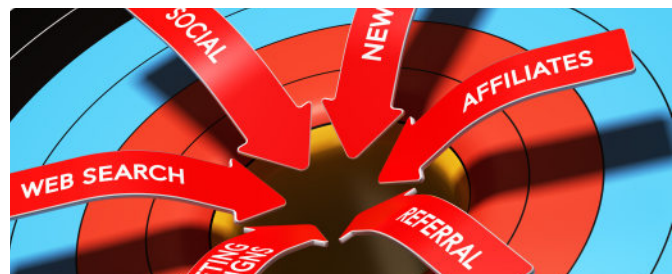






### LEADS FOR YOU PROGRAM

Fusion Realty Group offers a very unique Lead program for its agents. Here is how it works. If an agent would like to participate in our very successful lead program he/she may do so at a small monthly cost. We generate between 400 and 500 leads every month by way of online and offline methods, these leads are scrubbed by our ISA (Inside Sales Agent) that calls the leads and gauges timing and motivation using a proprietary



Our proprietary Lead Generation System and proprietary lead program will put you in a very enviable position of helping assist these prospects. You see, most of the people who call day to day need an agent to work with. That's right, all of the Buyer and Seller prospects call us - Our agents do no cold-calling. I'm looking for serious real estate professionals to handle these prospects and all the while grow their business. Once the validity of the leads is verified the ISA either sets an appointment for an agent (ready to go buyers and sellers) or continues to follow up until the lead is ready to make a move. (long term buyers and sellers) The leads are both buyer and seller prospects looking to make a move within 1 to 12 months. All leads are categorized, tagged and followed up with by our CRM software system intergrated with AI. If the buyer or seller are immediately ready, then the lead is assigned to an OSA (Outside Sales Agent 'You') to continue moving them through the real estate process. Ideally the agent will be assigned a ready to go buyer or seller with an appointment in our office or in their home. The leads that are further out, the ISA continues the relationship building process until they are ready to meet.

### BEST ADS THAT WORK IN THIS MARKET

Stop throwing good money after bad advertising. We are testing and capturing leads every day, at a cost lower than our competition. Print advertising can be expensive, especially if the phone never rings! We have proven ads that work from the Craig Proctor system that should get your phone ringing!



### GOOGLE PAY-PER-CLICK

Interested in Online advertising? We can help show you how to get quality leads. DIY or hire our professional experts to do the work for you.



# INNOVATIVE TECHNOLOGY

## LEVERAGE VIDEO

In today's market, if you are not doing video, then you may already be missing out on the fastest growing market tool coming of age. Video has moved from the early innovator stage to the early adopter stage in the marketing curve. Why is this important, it is one of those times in your life that you will be able to jump on to the front end of a trend and ride it to the top, rather than trying to catch up with everyone else. We will help show you the tools to make a splash in the latest trend and help you leverage it into more sales.



## TEXT CODES

Fusion Realty Grou8696974p - Your Home Sold Guaranteed provides you with a free call capture tool for use on your advertising. With a pre-assigned number e.g. 801-555-1212 to become a one stop national search for all the pictures for any for sale listing. The system automatically MMS (picture messages) the lead up to 10 photos of the listing & lets you know they did it.

## PROPERTY VIDEO SQUEEZE PAGES

This is just freaking awesome. Fusion Realty Group - Your Home Sold Guaranteed allows you to leverage video to generate leads squeeze page system. Create content which is applicable to today's buyers and sellers. Becoming the expert is the best way to set yourself apart from the crowd. Leverage your expertise and knowledge to become the go-to source for everyone's real estate needs. You are already the best, now it is time to show why you are the right choice.

## AI INTEGRATION TOOLS

Whether you are wanting to send an email to just having the ability to interact with prospects 24/7. Then you need AI integrated into your CRM. You have the ability to leverage AI and have a personal assistant working on your business 24 hours a day. In addition, we will introduce you to other AI tools to make your life easier and more productive.



## GOOGLE ADVERTISING

We will share the tools we use to "spy" on our competition, see what is working and what is not working. Then help you develop effective ads.

## VIDEO MARKETING

Take advantage of professionally produced video ads to use in Reels, Facebook Posts, Shorts, and across social media, identifying you as the go-to for real estate needs.

- With video, you will stand out in a crowded inbox.
- Get 81% More Replies
- Convert 68% more Leads





# WEB DESIGN

## ANALYTICS BRANDING CONTENT MARKETING



## CUSTOMIZE SQUEEZE PAGES

Did you know that you shouldn't just do a search and advertise the same page all the time? There is a specific way the expert ad teams generate Domain Names that has the highest chance of capturing a lead. Now you have this same tool, so make sure you generate unique URLs for each ad source you put on the net.

## CUSTOMIZED HOME PAGE

Create a Fully Branded website giving your page its own look and feel that reflects your style and personality. Share your Vanity Domain (BobSellsHomes.com) keeping future business focused on you and your services.

## VIDEO EMAIL / VIDEO TEXT

Many of us like texting, but the trend is quickly moving toward video. There are multiple forms being utilized, video chat, video conferencing, video email, and instant video. Each month we identify a message to send via video, all we need is your smiling face to make the delivery.

## AUTOMATED HOME VALUE SYSTEM

One more tool to allow you to stand out from the competition. We provide clients with our systems online estimate reports in addition to your own MLS generated report, making you the expert as you discuss what is comparable (inside your report) and what is not (inside the automated report).

CUSTOMIZE = Control your message  
More ways to create, more ways to shine



IDEAS



CONTENT



ADD-ONS



## INNOVATIVE TECHNOLOGY

### INDUSTRY LEADING CUSTOMER RETENTIONS MANAGER (CRM)

A high end Client Retention Manager is a must have in any successful business. When your client is ready to sell their home again or need any real estate information, you should be the one they call! Are you currently able to keep in touch with your past clients? Our system does it for you with drip email campaign and more!

- Buyer
- Seller
- Past Client

- Builder
- Investor
- Referral
- Expired
- FSBO
- Valuation Requests
- Geo Farms
- Networking Groups
- First Time Buyers
- Move up Buyers
- Move Down Buyers
- Empty Nesters



- Retired
- Relocating
- New Construction
- Sphere of Influence

### INDUSTRY LEADING CUSTOMER RETENTIONS MANAGER (CRM)

The system sends messages based on prospect activities. Our Marketing Autopilot embraces Artificial Intelligence features like behavioral lead response text messaging, Smart Campaigns & Queing up phone calls to the Dialer. The result is fast, responsive automation that drives leads to become clients.



### CUSTOMIZE LANDING PAGES (OVER 15 + VARIATIONS & TEMPLATES AVAILABLE)

An easy tool to help you target buyers and sellers. Drive traffic to your custom landing pages. Using custom landing pages allows you to target specific buyer and seller groups, making you the expert in whatever area or areas you choose to pursue. We also share the top performing pages being used nationwide, so all you have to do is copy and paste.



### MOBILE INTEGRATION

You have everything from open houses, showings to paperwork and closings. You don't have time to babysit your laptop. The App provides you access to the entire client management database. Return calls, add notes, complete tasks, all while on the go. Schedule a list of calls to complete and hit go, and talk while you run around town. We get it, you're balancing a lot, so your tech needs to be mobile with you. Try it out, and you'll never go back

### REVERSE PROSPECTING

Your AI is working around the clock interacting with prospects as they search the site. Asking questions and further qualifying the leads. It will even go as far as attempt to schedule appointments for you.







## MARKETING DEPARTMENT

Need help getting business, but don't know where to start? Don't have time for all the new COOL technology but would like include it in your marketing plan? We have professionals that specialize in making you look good and focus on getting you more business.

## MONEY MAKING SYSTEMS - FOLLOW-UP SYSTEMS

- Past Client
- Sphere of Influence
- Buyers
- Sellers
- Expireds
- Just Solds
- Short Sale
- Cash Buyers
- Distressed Sellers
- Investors
- Renters
- Farm Areas
- New Construction
- FSBO
- Builders
- Landowners
- Referrals
- Maintenance
- Holidays



## MONTHLY REFERRAL SYSTEM NEWSLETTER

It has been proven "out of sight of mind" is true that your closest friends and relatives will forget what you do within 6 weeks. Your sphere of influence (those people who know and trust you) willing to refer you if they remember the services you provide. A monthly newsletter bridges the gap and enables you to stay top of mind. But turning a newsletter into a referral tool is the secret, by incorporating the elements designed to motivate your sphere into action through our proprietary 6 step follow up system.



# MONEY MAKING SYSTEMS

## FACEBOOK POST

More and more people are scanning their feeds for local news. This is an opportunity for you to increase awareness about your brand. We will share our money making posts and your voice will be heard.

## BLOG POST

Social media has become a requisite part of staying relevant, and keeping your sphere apprised of your expertise and knowledge in the real estate industry. Our content posts are easily customizable to fit your style and message.

## AFFILIATE MARKETING SUPPORT

Learn the advantage of leveraging service providers, and creating a strong value added benefits program for small and large businesses alike.

## SMART MARKETING

Tap into Smart Marketing an innovative approach to create referrals. Learn the 7 Points of Contact with prospective business owners. This tool alone could catapult your business to new heights.

## BUSINESS TO BUSINESS

Our business to business system is by far one of the most innovative systems we have ever developed. Turn the tables on the market place, stop grunt prospecting and start working with businesses by providing them a value added employee benefit while at the same time increasing your sphere of influence by leveraging employers and gaining access to their employee base as a new potential client base.



## LAND DEVELOPMENT

What are the ins and outs in land development? Do you have clients wanting to become land barons, then we know the path to success in development.



## REAL HOME BENEFITS

This is a structured system designed to provide a one stop home benefits program. Bringing affiliate vendors into one place, builders, plumbers, electricians, garage door companies, the list goes on and on with your exclusive referral partners, all in one locations affiliates and clients alike.

## ALL THINGS HOME EXPERT

Build upon the marketing genius of your exclusive referral partners to create content for your “All things Home Expert”. Exponentially grow your following by providing useful information that every homeowner needs to know.





## FACEBOOK ADVERTISING

We will review your ads and help you get the message right, so you do not waste valuable money on ads that do not work.

## AFFILIATE MARKETING

It is one thing to develop a strong sphere of influence, but are you leveraging your affiliate partners to help cover advertising costs associated with prospect acquisition and client retention. Our program will show you how to approach your affiliate partners to help offset the costs with a beneficial proposal.

## FLIPPING FOR A PROFIT

Flipping properties has become the new buzz phrase in real estate. The dirty truth not being discussed, there is a long road to travel from flipping to profitability. We have completed 100's of flips, and know how to keep flips profitable. From entry to exit, there are insider tips and tricks used everyday to keep the professional flippers like us extremely profitable.

## GROWING YOUR BUSINESS

As you can see, our VIP agent tools give you a real value for your business. Obviously, one person could never implement all of these money making activities. We can help you as much or as little as you want. Our goal is to support you and be here when you need us. You are in control of your business, and we will walk, run or sprint with you. You set the pace and we will be there for you. As you can see, we offer plenty of business building tools to help you in your business. All of these benefits are here for you when you join Fusion Realty Group - The majority of them are absolutely FREE for you to use. After all, when you make money, we make money, taking advantage of our knowledge and systems to become successful is a WIN-WIN!



# MONEY MAKING SYSTEMS

## INVESTOR BENEFITS

Investors do not think like normal buyers and sellers. They use insider terminology to weed out the inexperienced agents. Our Investor Benefits program will walk you through the investor mindset, and enable you to learn about the benefits they may not even know are available. Become a true investor advocate, develop skills to make you the go to person for all their real estate needs.



## REAL HOME BENEFITS

JUST LISTED POSTCARDS - pick your area, pick your message, click send.

PROPERTY BOOST - Constant Automated Communication

FACEBOOK'S ADS- 24/7 Chat Support

NOISY NEIGHBOR - Postcards sent to neighbors of all new listings not just yours.

## AUTOPILOT LEAD GENERATION

Set your budget and take advantage of years of knowledge and experience by using our business partners advertising service for Facebook and Google Advertising. You do not need to learn the ins and outs of online advertising to start generating your own leads.

- Track Lead Sources
- CMA Builder

## SOCIAL CONTENT

Content is king in social media. Discover how to identify content that will motivate prospects to start following you. Do it yourself, or find "GhostWriters" to do it for you, we have the road map and the hosting system, all you need is your vehicle.

## OPEN HOUSES FOR FUN AND PROFIT

There was a day open houses were dead. But in a today's market, open houses become a great tool to finding, more sellers, more buyers, and last of all maybe sell the best prospecting tools you recently acquired. We have a step by step program to leverage every listing into a prospecting goldmine.

## SELLER FINANCE STRATEGIES

One of the best alliances we have forged over the years is with a local expert in the art of real property acquisition by means of seller financing. By accessing his system, you or your clients can build wealth in real estate. Did you realize that over 70% of all commercial transactions are seller financed?

## RENTAL INCOME OPPORTUNITIES

Rentals for Profit - We have over 30 years experience in owning and managing rental properties. They can be costly or profitable. We can help provide you a road map to success in the rental arena. Whether you are planning on building your own empire or help someone with their empire.

## LEASING FOR FAST CASH

Making FAST Money on Leasing Property - One of the greatest missed opportunities is in assisting owners in getting their properties leased. The best part about this system is, it is FAST money for any agent utilizing our strategies. It is so easy there ought to be a law against it...







## MONTHLY MASTERMIND MEETING

Being able to discuss what is working and what is not working in real time, becomes one of the greatest assets you can place in your arsenal. We encourage our agents to sit down together monthly to review successes as well as failures, and as a group develop tactics to become even better through shared experiences.



## AGENT SALES WORKSHOPS

Everyone needs to continue to “Sharpen the Saw”, so we provide sales training workshops that are built around the topics agents are suggesting. This becomes real time training, giving you an advantage in a ever changing marketplace. These workshops will help you improve your sales skills, increase forecasting accuracy, boost your commission income, learn to overcome objections, shorten your sales cycle and much much more.



## REAL ESTATE STATS

Know your Realtor competition. Do they sell homes at an average of 6% below ask, or always pay more than asked? These are stats that will provide you an edge in the next buyer/seller presentation, allowing you to highlight your skills as an expertly trained negotiator.

## SCRIPTS & DIALOGUE

Knowing what to say and how to say it is critical in sales. Everything should be scripted and rehearsed. This is why we have a library of tried and proven scripts to help you develop the right words to say and have the best answers to questions, when working with buyers and sellers.



# SUPERIOR SALES STRATEGY

## ULTIMATE SELLER LISTING PRESENTATION

When you look good, we look good! We have spent years developing a professional presentation designed to win prospective sellers over. Demonstrating you are more than just the average agent, but a true expert in the field.

## VIP BUYER PRESENTATION

The real GOLD in a buyer is being able to provide a high level of service without the fear of them making a purchase through another agent. Our VIP Buyer presentation is specifically designed to give you all the tools and ammunition needed to place every buyer into a buyer agency agreement. Getting a buyer's commitment upfront will save you time, money and frustration.



## NEGOTIATING YOUR WAY TO THE WIN

Never be out negotiated! Fusion Realty Group - Your Home Sold Guaranteed has specialized training in contract negotiations. Our company goes above and beyond, with negotiation training, because this is where you really get to shine as an agent for your clients. The negotiation training is available in seminars and outside classes at a substantial cost, but we have secured an exclusive benefit to provide to all our agents at no cost.

## CRAIG PROCTOR WEBINARS

Fusion Realty gives you access to "Behind the Scenes" information and webinars to get some tried and true tips and tricks from the experts making millions per year in real estate.

## RISK MANAGEMENT OFFICE MEETINGS

Things are constantly changing in the real estate market. It is important we all stay up to date on legal issues being brought and resolved. This is one more way we are helping you stay an expert in the industry.

## OFFICE SUPPORT

### APPOINTMENT SETTER / INSIDE SALES SUPPORT

Get inside Sales Support. Who wouldn't love someone to set appointments for them? We do! So, we have some available for you too!



## TRANSACTION COORDINATOR

Wish you could just get the deals and let someone else handle it from there to close, so you can keep working on more business? Let one of our experienced professional transaction coordinators handle your deal for you. Add them on your list of team members, and look like a Super Star!







### CREATING LISTING AND CLOSING FILES

When our agents get documents completed, all they need to do is send email them to our support team. Once there, our support team will upload the documents for you into the transaction system or if you prefer you can upload them yourself. Once setup you will have access to your files online and be given a checklist of items received & needed upon completion. It is that Easy!

### ATTORNEY OPINION

Fusion Realty Group has real estate attorneys available to answer contract questions. Helping keep all of us above board!

### DIGITAL SIGNATURES

Scan and send contracts and document via email to be electronically signed and immediately returned back to you.

### CASH OFFER SYSTEM

Change the paradigm on the cash offer guys who seldomly close on their offers because they cannot get it assigned.

Instead, we are working with REIT's twilling to provide Multiple CASH OFFERS within 24 hours that actually close. Give Sellers the opportunity to choose the best offer.

Best of all - You get paid!!





# SUMMARY OF BENEFITS

## ACCESS THE BEST SYSTEMS

- Pre-Scrubbed, Qualified Exclusive Leads (valued at \$6,500 + Commission)
- Fully Customizable Listing Presentation (\$450 value)
- Fully Customizable Buyer Presentation (\$450 Value)
- Buyer (pre-sell) Packages (\$150 Value)
- Seller (Pre-sell) Packages (\$450 Value)
- Editorial Ads that generate “come list me” calls (\$500 Value)
- Postcard Templates (\$250 Value)
- All electronic marketing templates (\$300 value)
- Free Customizable Website (\$1,500 Value)
- Free customized CRM Program (\$2,500 value)
- Buyer in waiting list (\$500 Value)
- Google Pay-per-Click Training (\$800 Value)
- Facebook Advertising Training (\$900 Value)
- Customized 200 Step Listing Action Plan (\$300 Value)
- Private Label Newsletters (\$250 Value)
- Mobile Apps and Proprietary Software (\$250 Value)
- FSBO Campaign (\$500 Value)
- Expired Campaign (\$500 Value)
- Follow You Prospecting (\$1,500 Value)
- Proprietary Vacant Property List (\$750 Value)
- Proprietary Cash Buyer List (\$1,200 Value)

## Valuation Attempts

Home > Valuation Attempts

Address	Attempt Made
1001 S. 1000 E. American Fork, UT 84403	8/17/2017
1001 S. 1000 E. American Fork, UT 84403	8/17/2017
1001 S. 1000 E. American Fork, UT 84403	8/17/2017
1001 S. 1000 E. American Fork, UT 84403	8/16/2017
1001 S. 1000 E. American Fork, UT 84403	8/16/2017
1001 S. 1000 E. American Fork, UT 84403	8/15/2017
1001 S. 1000 E. American Fork, UT 84403	8/14/2017
1001 S. 1000 E. American Fork, UT 84403	8/13/2017
1001 S. 1000 E. American Fork, UT 84403	8/12/2017
1001 S. 1000 E. American Fork, UT 84403	8/11/2017
1001 S. 1000 E. American Fork, UT 84403	8/11/2017
1001 S. 1000 E. American Fork, UT 84403	8/10/2017

## SELLER PROPERTY VALUE REQUEST

## FUSION REALTY TOTAL SUCCESS PACKAGE

We also offer a total success package which marries all of the technology together, and includes proven marketing systems and materials that can be further personalized with your own information- all included at a substantially discounted rate depending upon the plan you select.

- Bombbomb Video Email Platform
- Customized Drip email marketing and tasks workflows
- IDX Site Lead Generation System
- Branded and Less Branded Landing Page
- Website Customized Sales and Source ROI tracking spreadsheet
- Hundreds of marketing templates
- AI Tools for Reels, Videos, content

Name	Location	Price	Rate	Created	Visited
Property 1	Ogden	127,000	★★★★☆	3/31/2017	8/17/2017
Property 2	Ogden	219,000	★★★★☆	4/22/2017	8/17/2017
Property 3	Ogden	214,900	★★★★☆	7/30/2017	8/16/2017
Property 4	Mountain Green	504,500	★★★★★	4/15/2017	8/15/2017
Property 5	Ray	224,900	★★★★☆	4/13/2017	8/15/2017
Property 6	Ogden	306,450	★★★★☆	3/31/2017	8/15/2017
Property 7	Centerville	377,500	★★★★☆	3/31/2017	8/15/2017
Property 8	Ogden	219,450	★★★★☆	3/31/2017	8/14/2017
Property 9	Kaysville	299,900	★★★★☆	3/31/2017	8/14/2017
Property 10	Layton	492,900	★★★★★	6/19/2017	8/14/2017
Property 11	North Ogden	267,450	★★★★☆	4/12/2017	8/13/2017
Property 12	Ogden	172,450	★★★★☆	3/31/2017	8/13/2017
Property 13	Clearfield	210,000	★★★★☆	7/21/2017	8/13/2017

## FUSION REALTY TOTAL SUCCESS PACKAGE

Search

- Dashboard
- Search
- Activity Stream
- Active Leads
- Clients
- Past Clients
- HotTags
- Seller Leads
- Phone Leads
- Inbound Text Leads
- Inactive Leads
- Unsubscribed Leads
- Our Listings
- Sold Listings
- Search Properties
- Search Website

Home > Activity Stream

2 Hours

2 Hours

2 Hours

2 Hours

2 Hours

2 Hours

2 Days

2 Days

2 Days

2 Days

2 Days

2 Days

3 Days

3 Days

3 Days

3 Days

3 Days

3 Days

4 Days

4 Days

4 Days

4 Days

4 Days

4 Days

## LEAD TRACKING - LEAD FOLLOW UP

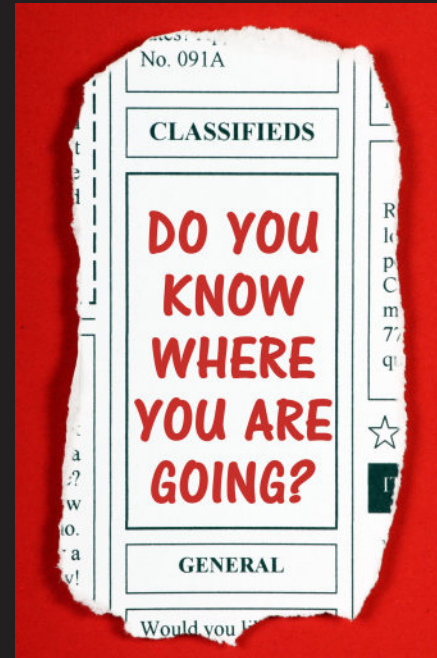


## VALUE PROPOSITION

Do you want to make more money, have better personal life, actually have a Stress Free Real Estate Career? Wasatch Front Local Real Estate Company... with an Overflow of Serious Prospects... Seeks Professional Agents Who Wants to Work Reasonable Hours and Make More Money!

THIS IS WHAT FUSION REALTY GROUP - YOUR HOME SOLD GUARANTEED! OFFERS YOU:

1. **Strong Leadership:** Vision, support with problem solving, and leaders who are acting like leaders...that's who we are and what we provide to all of our agents.
2. **Lead Generation:** Agents need to prospect, but they want companies that are working to assist in generating leads for them as well. We generate over 500 leads every month and let our in house Lead scrubber set appointments for you.
3. **Name Brand Awareness:** Companies with a strong presence in the market, will always have a variety of opportunities for the right agents to utilize. Name awareness is tied to market share. The best agents understand that the stronger the name/market share, the easier it is to compete for business. Branding is a process we teach our agents to become a recognized expert inside our marketplace.
4. **Education/training:** Agents are looking to fine tune their skills. Many agents know they need to get back to the basics and all of the agents realize the value of staying current in an ever changing real estate industry. The best agents also understand the value of securing specialized training or securing certain designations for areas of specialization. Such areas might include: Luxury market training, working with seniors, working with builder, working with developers, to name a few.
5. **Positive office attitude and healthy environment in the office:** Agents want a positive work environment with competent and positive peers. It is easy to see that the offices with the best production and best attitude have brokers with a great attitude.
6. **Mastermind Groups and networking opportunities with other top producers:** Many of the best agents enjoy connecting with other successful agents. Their needs and approach to the real estate business is different from rookie agents. Tapping into the group creativity will launch everyone to new heights of success.
7. **Marketing support/tools:** Marketing is the #1 thing that our agents need to do to stay in touch with their sphere and past customers. Fusion Realty Group - Your Home Sold Guaranteed offers unparalleled marketing support and tools to help agents grow their business!
8. **Client/data management tools:** On the topic of marketing to their data base, most agents are not very organized when it comes to managing their data and client info. We offer an easy to use CRM tool that allows you to input their data, send out marketing, and locate client data quickly. From the most basic to the most robust, we have special deals with numerous vendors to get you what you need.
9. **Coaching and accountability:** We see many companies implementing very successful coaching programs, with some great results but NONE better than Fusion Realty Group. Shane Thorpe and the mentor program has taken many of their coaching partners to new levels in their careers from flipping houses, increased closings to more Gross Commission Income through real estate excellence ... you could be next!
10. **Gross Commission Income through real estate excellence ... you could be next!**  
**Administrative support:** Agents are working harder, but most are not working smarter. We can help you behind the scenes. What can we take off your plate, and give you more balance in your life? See what our agents are saying about us...





## VALUE PROPOSITION

or Residential properties.

**REGISTER NOW!!!**

**REAL ESTATE**

**Home Inspection Service**  
5% off if you are a first time home buyer, Certified and Licensed home inspector. Call Now for 280\$

**AWARD WINNING BROKERAGE OWNER WITH AN OVERFLOW OF SERIOUS PROSPECTS --- SEEKS PROFESSIONAL FULL TIME AGENTS WHO WANT TO WORK REASONABLE HOURS, MAKE MORE MONEY AND HAVE A FULFILLING LIFE!**

**MORTGAGE SOLUTIONS!**  
We provide complete Property Management, Leasing and Real Estate Services for Residential

**TWO BED**  
Beautiful 2 concept c lovely kitc room w/ f

**HO**  
2 bed/2 ba condo com charming li Now only

**BY**  
The suite i Bedrooms dresser a Fully equip bathroom

**RENOVA**  
This great finished bei new paint, t

**SE**

## LEAVE YOUR OLD BROKERS BEHIND

- You thought you were going to get help, instead you get voice mail
- You thought you were going to get leads, instead you got a google.
- You thought the leads were exclusive to the broker, instead they are just Zillow Leads
- You are told the best way to building a business is to door knock or farm
- You thought there would be "sales" training, instead you were given some book to read
- You were told the only way to make money is to drag around the buyers all day like a taxi
- You thought they had cutting edge technology, instead there is a list of providers.
- You thought they had a listing management system, instead it ended up being your cell # on your seller's speed dial to call you 24 hours per day.

ARE YOU CAUGHT UP IN THE LATEST EVIL SCHEME BY YOUR BROKER AND THE REAL ESTATE INDUSTRY? MINIMAL SERVICE MINIMAL REWARD.

Fusion Realty Group - Your Home Sold Guranteed is the only brokerage where you will get a real return on your money. No empty promises here, your success is our success, Guaranteed!

Can you say your current brokerage gave you that? Agents in our systems work a normal work week. Because of our unique online & print marketing methods, automation systems, as well as our coaching and training, we help agents generate a continuous overflow of prospects to follow up with... The best part is ... they all want information on how to purchase property and sell their existing home.

Join us and start taking advantage of the systems, tools, knowledge and experience that will enable you to grow your real estate business to a sustainable and consistent level.

Stop doing the same thing over and over, expecting a different result. Now is the time to make the change and align yourself with the group that really wants to see you become a market leader.





## VALUE PROPOSITION

### HERE'S OUR OFFER...

This is where you come in: We are offering to give you access to an endless stream of systems, programs, leads & appointments to help “ready to act” buyer/sellers in exchange for you joining my Fusion Realty Group Brokerage - Your Home Sold Guaranteed.

Sales Associates who choose to participate in our Lead Generation program alone, are able to spend extra money on lead generation or marketing - they work with “Ready to Go” Buyers and Sellers. Plus, you will receive leading edge training on all of our systems, marketing and consumer programs as well as on going coaching and training.

These are the same systems that have allowed us to sell hundreds of homes all proven to work, generate opportunities, create business, and produce closings.

When you join Fusion Realty Group - Your Home Sold Guaranteed and if you elect to take advantage of our systems, training, tools, expertise and experience....

“We Guarantee That You Will Make At Least \$15,000.00 More Over the Next 12 Months at our brokerage than you did the last 12 months at your current brokerage or We'll pay you the Difference\*!

That's right, make more money working less hours (GUARANTEED) all while having a more fulfilled life! We are an “untraditional” Real Estate Brokerage ... and we are consistently finding ourselves in need of top real estate agents to help assist our Buyer Prospects, Seller Prospects and VIP Clients, agents who are wanting training, coaching and marketing help to build and grow a SUSTAINABLE businesses.

YOU COULD INCREASE YOUR APPOINTMENTS, SHOWINGS AND CLOSINGS  
LITERALLY OVERNIGHT!



# PERPETUAL INCOME

## AGENT PAY PLAN

80/20 Commission Split (18k Cap)  
.25% Transaction Fee  
\$235 Monthly  
\$250 Monthly Coaching (optional)

## AGENT REVENUE SHARE PLAN

The Company "Revenue Share Plan" exists to provide financial incentive to Agents who attract and help retain Real Estate Agents to Fusion Realty Group - Your Home Sold Guaranteed Realty.

## GETTING STARTED

Agents with Fusion Realty Group - Your Home Sold Guaranteed are automatically enrolled in the Revenue Share Plan which pay out a percentage of gross commissions to agents who attract (recruit) licensed Real Estate Agents to join the company.

## PLAN INCOME CALCULATIONS

Calculations are based on performance;  
Gross Income = Upfront Income, % of Sales Price,  
Premium Transaction/Administrative Fees over .25%

## INCOME POTENTIAL

Max Downline per Agent Pay-Out is \$15,000/year.  
Each Tier has a \$5,000 per Agent Cap/year.  
Up to \$5,000 per Agent Recruited per Year

## BROKERAGE REVENUE

The Brokerage Earns Money Two Ways:  
20% Commission Split = Broker Profit  
.25% Transaction Fee = Broker Operating Income



## PERFORMANCE TIER PARTICIPATION

Level	Producing Real Estate Agents
1	0-4 Agents
2	5-9 Agents
3	10+ Agents
Level 1	Unlocked Immediately
Level 2	Unlocks when Five Level 1 Agent close a Real Estate Transaction in the Previous Month.
Level 3	Unlocks when Ten Level 1 Agents close a Real Estate Transaction in the Previous Month.

## SHARED PROFITS

We Share Brokerage Profit with Agents who help grow the company!  
We call this our Revenue Share Plan





# EARNINGS POTENTIAL

## Dream Downline Growth Plan

Recruit 10 Producing Agents into Your Tier 1  
 Those 10 Recruit 2 Producing Agents - Tier 2  
 Those 20 Recruit 2 Producing Agents - Tier 3

Your Downline  
 Tier 1 = 10 Agents  
 Tier 2 = 20 Agents  
 Tier 3 = 40 Agents

Assume every agent sells on Average 8 homes annually at an average \$400k Sales Price collecting 3% on each Transaction

Tier 1 = 10 Producing Agents  
 \$50,000  
 Tier 2 = 20 Producing Agents  
 \$100,000  
 Tier 3 = 40 Producing Agents  
 \$200,000

**Annual Passive Income \$350,000**



## HOW DOES IT WORK EXAMPLE

Final Sales Price		\$400,000
Commissions Collected	4%	\$ 16,000
Transaction Fee	.5%	\$ 2,000
Upfront VIP Fee		\$ 997
<b>Total Earnings</b>		<b>\$ 18,997</b>
20% Commission Split (cap 18k/yr)		\$ 3,799
Split 3 ways		
Transaction Fee	.25%	\$ 1,000
<b>Agent Net Earnings</b>		<b>\$ 14,198</b>

## Pay at Close Amounts

Upline 1 (Requirements - None)	\$	1,266
Upline 2 (Requirements-5 Producing Level 1 Agents)	\$	1,266
Upline 3 (Requirements-10 Producing Level 1 Agents)	\$	1,266

## REAL ESTATE IS CHANGING

*Real Estate is changing - you can either adapt and become more competitive or you can just get out of the way.*

*This means agents today need to change the way they think about building their businesses, and how they get paid. If you are not in the mind set of adapting your thinking, and hoping that by doing things the way they have always been done will soon suffer the fate of the CD player!*

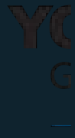
*Success is first a mind set, a vision, and an understanding of what is required to reach your dreams.*

*You have to be willing to give up traditions in order to make a quantum leap in your business. Abandoning old belief structures and anchors holding you back from your true potential. We have adapted in the brokerage model, are you ready to adapt in your business model. It is time to stop putting your dreams on hold?*

*Shane Thorpe - Broker Owner*







**YOUR HOME SOLD**  
GUARANTEED REALTY.®

*Our Name is Our Promise*

TO YOUR SUCCESS,

SHANE THORPE

Owner/Broker

801-923-8440

Fusion Realty Group

FOR AN APPOINTMENT

CALL 385-999-8990



\*conditions apply