

Be the Friend • Be the Expert • Be Present



DAVID HOFFMAN
REALTY

Firm Life

TOP
WORK
PLACES
2023-2024

Charlotte
MAGAZINE

Be the Friend • Be the Expert • Be Present

WE ARE YOUR LOCAL INDEPENDENT, BOUTIQUE FIRM

Our brand is based on relationships throughout the community, and is synonymous with expert service.

We primarily serve the greater Charlotte region; working with first-time home buyers, luxury sellers and buyers, investors, builders, and developers.

We also represent clients at the beach and in the mountains!



Follow Along With Us





DAVID HOFFMAN

We know when it comes to real estate brokerages in the Metro Charlotte area you have a lot of amazing brands, models and paths to choose from. We also know our brand and our way may not be the perfect fit for every agent.

Over the next few pages, we'd love to tell you a little bit more about us...who we are as a brokerage, our successes, our culture, our splits, and what life in our firm looks like.

If after reviewing, this information, you feel like David Hoffman Realty is a fit for you, you have questions, or you'd just like the opportunity to connect and discuss the opportunity, please don't hesitate to reach out. We love visitors, and welcome you to attend a firm meeting, participate in an accountability session or just meet up for coffee; no strings attached!

David Hoffman

ABOUT US

First and foremost, we are relationship based - with our clients, our vendors, collaborating agents, and our community. As a concierge brokerage, we specialize in offering personalized, boutique experiences tailored to clients and agents from all walks of life. Whether it's helping a tenant find the perfect rental or navigating the complexities of a multi-million dollar sale, we have the expertise and dedication to meet every client's needs.

Our vision goes beyond simply buying and selling property. We're driven by a genuine passion for serving our clients, and making a positive difference in our communities. We treat our clients like friends, providing unparalleled service not just during transactions, but outside it as well.

Joining our firm is more than just a job; it means becoming part of a family that's committed to excellence and compassion. Whether its growing your business, or learning a new craft: cutting expenses, or having more time with your family, our success team will support your business, and empower you to reach your goals.

If you're looking for balance or to grow your business where you can make a difference, and be a part of a supportive team that's dedicated to both personal and professional success, we would love to hear from you.

Join us at David Hoffman Realty, and let's reach your full potential.

David Hoffman Realty

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At DHR our Culture is *Everything*

We work hard and play hard; hosting agent socials, as well as firm-wide service events. We offer continual training to be the expert but also to focus on being the friend!

We do this not only for each other, and our clients, but for the variety of nonprofits we support as well.

Our weekly training and accountability sessions are designed to promote collaborations as well as foster relationships with each other, so no one feels alone on this journey!





Charlotte
MAGAZINE

David Hoffman Realty is a 2024 Top
Workplace!
2 Years Running

David Hoffman Realty has been recognized as a Top Workplace by the Charlotte Observer for 2023!

This prestigious acknowledgment is a testament to the incredible firm and our amazing support team. We believe that great things happen when you love where you work, and care for one another.

We believe that when our team is happy and fulfilled in their work, it directly translates to better service for our clients and fellow agents. Satisfied professionals are more dedicated to going above and beyond for our clients, ensuring their real estate journey is smooth and successful, and allowing for time to focus on the relationship outside of the transaction while keeping loved ones a top priority.

At DHR, you will find expertise and experience to guide you to grow your business and do it with a company that values all people.



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VALUES OF DAVID HOFFMAN REALTY AGENT

Personalization

We prioritize delivering a tailored and boutique experience to both clients and agents.

Passion

We are driven by a genuine passion for serving our clients and making a positive impact in their lives.

Collaboration

We believe in fostering a culture of collaboration among our team members, clients and partners.

Integrity

We uphold the highest standards of integrity in all aspects of our business, ensuring transparency and honesty.

Empowerment

We empower our agents to reach their fullest potential by providing them with the tools, training, and support they need to succeed.

Community Engagement

We are committed to giving back to our communities and making a difference in the lives of those in need.

Continuous Growth

We believe in continuous learning and growth, both personally and professionally, to stay ahead in the ever-evolving real estate industry.

Social Responsibility

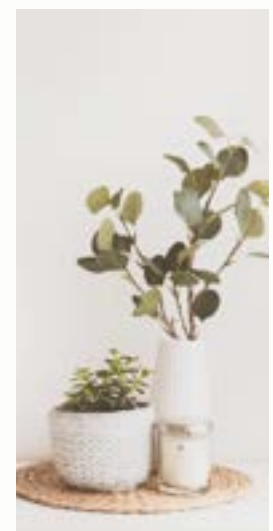
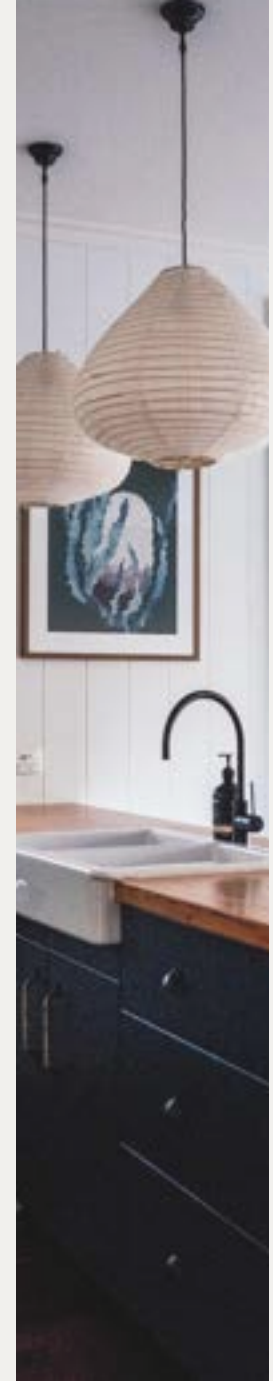
We take social responsibility seriously, actively partnering with non-profit organizations to support causes that matter to us and our communities.



EXPECTATIONS

DAVID HOFFMAN REALTY AGENTS

- Annual meeting with leadership for goal setting/coaching.
- Monthly firm meetings the first Thursday of the month from 10 - 11:30.
- Participation in educational opportunities and classes (when applicable).
- Willingness to follow up with your sphere, and care for your leads/clients in your database.
- Attend firm celebrations, socials, and client events when available.
- Serve your clients with expertise and heart.
- Collaborate with and respect your fellow agents.
- A positive attitude.



DHR Adds Value



OFFICE SPACE

Access to both of our David Hoffman Realty offices (South Charlotte and Lake Norman), supplies, signs, Supras, branded folders, desk space, conference room usage, printer, refreshments, etc.

TRANSACTION MANAGEMENT

- Pre-Listing Management
- Listing Contract to Close
- Buyer Contract to Close

PERSONAL WEBSITE & CRM

Personally branded website for your marketing efforts and personal customer interaction. Robust CRM to provide automated lead follow-up, nurturing your clients.

FREE MENTORSHIP

Personal mentorship and support to help scale your business whether you're a brand new agent or a seasoned veteran.

TRAINING SUPPORT

Regular training sessions, 1-1 and Group Coaching, on-site training/shadowing, Accountability sessions, Annual Goal/Business Planning

DHR Adds Value



BENEFITS

- E&O Insurance Coverage
 - Paid Photography for listings >\$500k
 - No Split on 1 Personal Transaction/year
 - Level Up (Cap)
 - Production split never goes down
 - Different agent options for different career stages and needs: Full service, Independent, Referral Agent
-

MARKETING SUPPORT

- Social Media Support
 - Client Events
 - Client Touch Program
 - Referral Agent Program
 - Canva Templates
 - Flyers, Brochures, etc.
 - Staging Advice
 - Luxury Specific Marketing Program
-

MISC BENEFITS

- Culture Share Revenue Program
 - Listing and Buyer Opportunities
 - Leadership Opportunities
 - New Construction Lead Agent Opportunities
 - Luxury Designation
 - Culture Share (bring an agent to DHR and you get 6% of their sphere commissions)
-

Added Value Of Being a Part OUR FIRM

LEVERAGE

Transaction Coordination
Marketing Support
Marketing
Vendor Relationships
Compliance & Lead Support

INTANGIBLES

Positive Reputation in the
Community
Broker Relationships
Personalized Business
Planning for YOUR goals
Dedicated Leadership
Peer Mentoring
Coaching
Luxury Expertise
Strong Values
Collaborative Culture
Nationally recognized
Relationships/Referrals
Continuous Training

LEAD GENERATION

Active Inventory/Open Houses
Google+ SEO
Active Social Media Presence
Signage/Desk Duty
Internet Leads: Lead Routing
New Homes Leads
David shares all his clients

HARD COSTS

Office Space
Business Cards
Presentation Folders
Signage
Coaching/Mentoring
Marketing Expenses
Lockboxes
Printing
Web Hosting/CRM
Events
Staging
Training

SYSTEMS

Personal Sub Domains
Listing & Buyer Presentations
Full Marketing Plan & Support
CRM Training
Database Management
Client Touches
Transaction Management
Financial
Management/Tracking

TECHNOLOGY

Lofty CRM/APP
Google Business Platform
Dot-Loop
Showingtime
SISU
Website Management



DHR'S BUILDER AND DEVELOPMENT SERVICES

Our firm's #BDS division partners with local and regional builders and developers to market and sell new home communities in the Carolinas. We provide comprehensive support including dedicated lead agents, land acquisition assistance, competitive analysis, and strategic marketing to our builder clients.

David Hoffman Realty Agents Enjoy:



Access to Exclusive New Construction Listings

DHR agents are the first to know about our Builder & Development partners' exclusive new construction listings not yet available on the MLS system. This advantage allows them to offer their clients unique and early opportunities, setting their business apart and providing clients with a competitive edge in the market.



Comprehensive Training & Market Insight

Agents in our firm gain access to in-depth training on new construction processes and market trends. This knowledge equips them to expertly represent clients in new construction transactions, ensuring they receive the best possible service and guidance.



On-Site Agent Opportunities

Agents at David Hoffman Realty have the exciting opportunity to become on-site agents for new construction communities, providing our Builder & Development partners with a dedicated presence to assist prospective buyers and handle inquiries.

*Builder & Development
Services*



SPHERE COMMISSION BREAKDOWN

100%

Once you contribute \$18,000 in sphere commission splits to DHR annually, you will receive 100% of your commissions for the rest of the year** (\$495 admin fee will apply per trans.)

Level up

80%
/ 90%*

\$10 million and over in sales volume within the last 12 rolling months

75%
/ 85%*

\$7.5 million - \$9.99 million in sales volume within the last 12 rolling months

70%
/ 80%*

\$5 million - 7.499 million in sales volume within the last 12 rolling months

65%
/ 75%*

\$2.5 million - \$4.99 million in sales volume within last 12 rolling months

60%
/ 70%*

<1 year in business; ≤ \$2.499 million in sales volume within last 12 rolling months



*with Independent Agent Option 10% split bump

**NOTE: Your sphere split never resets, however, your cap contribution resets annually on January 1, 2025 or your firm join date, whichever is later.

Who's Who at DHR



David Hoffman

CEO and Founder



Beth Kelly

Director of Operations



Glenn Blanco

Compliance
Manager & Lead
Coordinator



Cindy Bowman

Marketing Manager



Jennifer Campbell

Listing Coordinator

Leadership & Success Team



Megan Banks

Broker in Charge



Brian Goodman

Director of Builder
Services & Development



Marisa Grumbach

Administrative Services
Manager



Katie Popp

Onboarding and New
Homes Transaction
Coordinator



Rosie Hedgpeth

Buyer Transaction Coordinator



THOUGHTS FROM OUR AGENTS

"One of my favorite things about being at DHR is leverage. I love the success team. We have TCs on the buy side and sell side. Having people making sure things are getting done allows me to be there for my clients."

"I can describe DHR in one word. And that word is real. The people on our success team and leadership are who they say they are and they do what they say they'll do. And they always want to help. I feel blessed to be a part of that."

"What you get at DHR you won't get at any other firm. Besides working with the best of the best, they have a great mentorship program that helps me as a new agent."

"By leveraging a tool like Lofty, I can stay on top of lead generation and nurturing, even when I am actively engaged in the field. It's a smart strategy to ensure that you're not missing out on potential opportunities while attending to current client needs."

"One of the most amazing things about joining DHR is you have that sense of home, there is a team atmosphere between your transaction coordinators, managers, and everywhere in between. You have all the support you could ever want or need."

"We have an amazing support team here. It's been a great place to learn and grow in my career and I am very thankful for the opportunity."

"If I could describe what it is like to work there, I would say it's like working in this community of kindness. From the leadership to the other agents they are the nicest people. Everyone generally wants to help one another. There is no competition. Everyone wants to see everyone do well. I am so grateful for such a great culture."

"You can have as little or as much support as you need. Someone is always there and quick to respond. I never feel alone. It feels like family. It feels like home."



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