



We made it through the last year and a half together with our collective strength and resilience. Now, we've all come together to plan and prepare for what's next.

Over the next few days, you will hear inspiring visions, you will be able to share ideas, and encourage one another. You will leave these 4 wisdom-filled workshops with actionable steps to finish this year with a fierce focus, clarity to launch your 2022 vision, and a supportive community to cheer you on!

Get ready to learn, laugh, and courageously reinvent your tomorrow with this WomanUP!® road map - designed by women, created for all. Use this workbook as a place to take notes now and draw inspiration from later as you put your vision into action.

Let's do this!

The Woman AP!® Team



Click on each section to take you straight to the right page!

- 1 AGENDA
 Mark your calendars!
 Here's what's happening.
- 2 INTRO WORKSHEETS

A place for journaling, writing down quotes + contacts, and Bingo!

- 3 OPENING YOUR OWN BROKERAGE WORKSHEETS
 - By Facilitator Lori Namazi
- 4 GROWING YOUR BROKERAGE WORKSHEETS

By Facilitator Beate Chelette

5 HALFWAY REFLECTION
Day I Complete! How are
you doing?



- 7 HEART-POWERED
 SELLING
 WORKSHEETS
 By Facilitator Robin Treasure
- 8 RESET YOUR
 MONEY MINDSET
 WORKSHEETS

By Facilitator
Tara-Nicholle Kirke

9 SPONSOR MESSAGES

Check out these special deals, products and programs for WomanUP!® attendees from our amazing sponsor partners!

10 SPEAKER FREEBIES

WomanUP!® Exclusive offers from our amazing facilitators.

C.A.R. MEMBER BENEFITS

Find more amazing communities to be part of!

12 EXTRAS

Just a few more things to wrap up.



AGENDA

TUESDAY, AUGUST 31, 2021

5:30 PM Pre-Conference Networking and Wine Tasting

WEDNESDAY, SEPTEMBER 1, 2021

THURSDAY, SEPTEMBER 2, 2021

7:00 AM	Group Peloton Ride
8:00 AM	Yoga and Meditation
9:00 AM 11:00 AM	Heart-Powered Selling Workshop CircleUP Q+A Session w/ WaveMakers + Mentors
	12:00 PM - 2:00 PM LUNCH BREAK
2:00 PM	Reset Your Money Mindset Workshop
4:00 PM	CircleUP Q+A Session w/ WaveMakers + Mentors

Woman JOURNAL PROMPTS

Set aside some time to journal and think about what you want to focus on during the Courageous Reinvention Workshops. We've included some prompts to get you started.
What am I hoping to walk away with this week?
Where do I want to grow? How can I streamline?
What parts of my business/life could use some reinvention?
What is an idea that makes me excited? Who is someone who inspires me?



l heard: WomanUP!®	I heard: Can you hear me?	I saw: Someone in WomanUP!® Swag	l did: Comment in the chat!	l heard: Mentor
I heard: Leadership	l heard: Courageous	l heard: Please mute yourself.	I heard: Thank our sponsors!	I did: Made a comment in the chat.
I heard: Emotional Intelligence	I heard + did this: Take a deep breath.	FREE SPACE	I heard: Download your workbook.	l saw: Cat crawling on human.
I did: Wrote in my digital workbook or notebook.	I heard: Yoga + Meditation	l did: Peloton Ride (Moved my body in some way!)	I heard: Reinvention	l did: Share a photo + tag @WomanUPofficial!
l heard: Mindset	l did: Stayed Hydrated + Focused	l heard: Self- Sabotage	I saw: Dog in the background.	l did: Danced to the WomanUP! Music!

Complete ALL the squares for a chance to win a free pass to the 2022 event!

1: Snap a photo of your bingo card and email it to WomanUP@car.org.

2: Post it online for an extra entry! Be sure to tag #lamWomanUP @WomanUPofficial



What words do you live by? Did they come from a family member, a mentor, or one of your favorite TV characters? Think of this page as your daily dose of inspiration, affirmation and call to action!

Fill in the blank spaces with a few of your own favorite quotes. Listen out for new additions to add throughout the workshops and CircleUP sessions!

Longevity in this business is about being able to reinvent yourself or

invent the future."

— Satya Nadella



"	You can choose courage, or you can choose comfort, but you cannot choose both." — Brené Brown		
		"	The most courageous act is still to think for yourself. Aloud." — Coco Chanel
"	The great thing about being a woman is the power of reinvention." — Sharon Needles		
		"	Passion is energy. Feel the power that comes from focusing on what excites you." — Oprah Winfrey
66	Courage is the most important of all the virtues because without courage, you can't practice any other virtue consistently." — Maya Angelou		

My Woman Contacts

Meet someone new in the chat? Make sure you write down their contact info here!

Name:	Name:
Company:	Company:
Email:	Email:
Phone:	Phone:
Name:	Name:
Company:	Company:
Email:	Email:
Phone:	Phone:
Name:	Name:
Company:	Company:
Email:	Email:
Phone:	Phone:



Opening Your Own Brokerage

After the session, go back through the questions and give them deeper consideration.

SECTION 1 - What does it take to launch your own brokerage?

Do I want to get my Broker License? Y / N Why or Why Not?

When will I sign up for the 5 Broker Courses? I want my Broker License by (date):

10 Things to Consider Before Going Solo:

- 1. How do I current get my business?
- 2. How dependent am I on my current brand?
- 3. What tools do I need to operate?
- 4. What costs will I incur on my own?
- 5. Do I know what the DRE requires of me as a Broker?
- 6. Do I know what legal entities to report information to?
- 7. Am I good at account, tracking expenses and record keeping?
- 8. Do I know how to minimize my risk?
- 9. Do I want to be solo or hire agents?
- 10. Who will I go to when I have questions?



Opening Your Own Brokerage

SECTION 2 - Learn what running a brokerage really looks like.

What concerns me about going out on my own? Check all that apply.

- Managing the various details about operating the company
- Being responsible for developing agents
- Risk Management
- Legal Concerns
- DRE Compliance

What other concerns do I have?

SECTION 3 - Developing a roadmap to make your brokerage dreams a reality.

- 1. What is my vision?
- 2. What will my company name be?
- 3. What will my branding look like?
- 4. Should I incorporate and get a corporate license?
- 5. What insurance do I need and how much does it cost?



Opening Your Own Brokerage

SECTION 4 - Refine your systems and choose your next best steps.

In what ways can I refine my business today that will prepare me for growth and going out on my own?

- Risk Management
- Systems
- Policies and Procedures
- Training
- Culture
- Communication

What are my next steps?

- Get my broker license
- Start putting money aside now
- Create a business plan for the next 3-5 years
 - Include financial and educational plans
- Leverage who can I use to assist me?
- Talk to my tax advisor & attorney



About your fierce facilitator and professional advisor,

I ori Namazi

From Executive to Entrepreneur, Lori
Namazi has been a dedicated advocate
and leader in the real estate industry for
nearly 20 years. Her professional
background is in managing both people
and processes, while keeping her pulse on
the newest industry developments and
innovations. Her mission in launching
Namazi Real Estate Resources is to be a
dedicated support system and trusted
advisor to independent brokers as they
work to secure their legacies, from startup
to beyond.

If you've ever thought about opening your own brokerage, or if you already have opened one and want to refine your process and systems, reach out for a no-obligation confidential consultation.



LORI NAMAZI ~
FOUNDER NAMAZI
REAL ESTATE
RESOURCES

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namaziresources.com/
getting-startedprograms





Broker Startup Checklist



Starting your own brokerage doesn't have to be scary. If you are considering opening your own brokerage now or in the future, this checklist will help you plan for your success.

"Procrastination is the fear of success. People procrastinate because they are afraid of the success that they know will result if they move ahead now. Because success is heavy, it carries a responsibility with it. It is much easier to procrastinate and live on the 'Someday I'll...' philosophy." — DENIS WAITLEY

Select Company Name	Will I need a DBA?
Should I incorporate?	Will I need a corporate license? When do I update with DRE?
Create logo, branding and marketing materials	This is your new identity so make sure it reflects you? Will this look good on a sign in a yard and resonate with agents?
Research business license requirements	For the city your office or address is located in and the areas you serve
Obtain insurance quotes	E&O policy, General Liability and Workers Compensation (if applicable)
Set up business bank account(s)	Determine what your needs are
Document systems	If you like how you work, document these systems so they are consistent for all clients
Develop policies and procedures manual	Ensure you have all of the legally required language as well as meet DRE requirements
Create business plan, budget and marketing strategy	Plan to succeed!
Optional: Hire a bookkeeper Select website provider and URL Hire a Brokerage Advisor*	Make it easier on yourself! Do you want a website? To guide you through all of these important steps

Lori Namazi ~ Founder Namazi Real Estate Resources 714-655-7496 LoriNamazi@gmail.com www.namaziresources.com



Broker Startup Checklist



Update the following: DRE Association of REALTORS® MLS Profile	This makes it official!
Update contact information: Zipforms profile Digital Signature product Email Signature Industry Related Websites Social Media Accounts Google Business Profile	Make sure your identify is consistent everywhere!
Announcement	Time to tell the world!
Optional Grand Opening Event	Publicly celebrate with friends, family, affiliates, colleagues and past clients

	Promote your new brokerage	This makes it official!				
_	110mote your new brokerage	This makes it official:				
	Comply with DRE requirements for operating	Make sure your identify is consistent everywhere				
	Optional Get involved in organized real estate groups or community organizations	Stay informed and promote your business				
i	☐ Maintain a strategic relationship with a Brokerage Advisor for ongoing guidance and accountability	Investing in yourself and your business to ensure success!				

^{*}We know that hiring a consultant is a choice not to be taken lightly, but it doesn't have to be a painful process either. We offer free consultations to walk through your needs, the scope of your goals, and your budget.

Partnering with you in your success! ~ Lori Namazí

Woman Circle UP Notes

Facilitator:

Facilitator:	Date:
Session:	



Momanuple

STRATEGY GUIDE

FROM STRATEGY TO EXECUTION:

Design, Plan, and Implement Your Bold Brokerage Merger & Acquisition Strategy



"Beate Chelette is one of 50 MUST FOLLOW Women Entrepreneurs."











2

Which one appeals to you more and why?

Notes:







Where is your business?

To Womanup means:



WHAT IS A MERGER?







WHAT IS AN ACQUSITION?



2

Which one appeals to you more and why?



"The Growth Architect is one of my favorite businesses." Taunee English





My business improvement strategies:

How I will boost my valuation:



What would makes the most sense for your brokerage if your goal was growth?

Create more value:







Need to fix this:

Need to look into this further:

Will do this right away:

What is my belief system and will it need adjustments to do something this bold?

Notes:



ACCOUNTABILITY:



Let's look at my numbers and value

What I am going to commit to doing:

This is where I will start TODAY:

I am proofing myself right with this:

"Courage is when you feel fear and do it anyway."

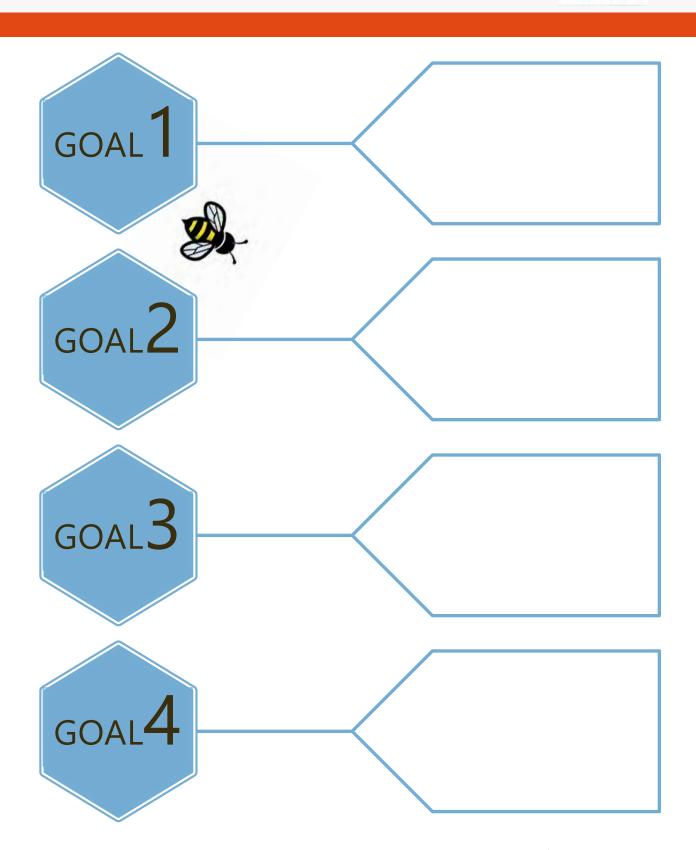
- Beate Chelette

Notes:



Accountability Tracker







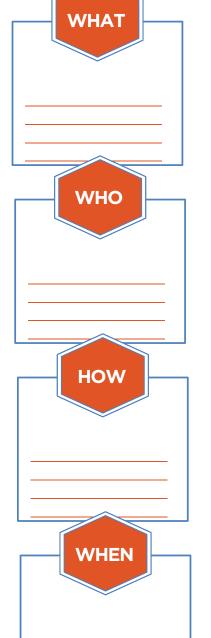
SUPER SIMPLE BUSINESS PLAN





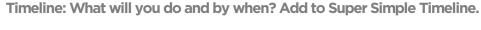


Goal: What are you building/creating?



Clients: Who is your client? If you don't have this, use this free tool: https://AirtightAvatar.com

Steps: What is your strategy to grow, build and scale your business?









SUPER SIMPLE TIMELINE

	MONTH	 		 	 	 	
PHASE 1:							
PHASE 2:							
PHASE 3:							
PHASE 4:							
PHASE 5:							
PHASE 6:							
PHASE 7:							



Things I will consider:





This has to happen ASAP:

2

How valuable and strong is my brand?

What I can improve:



WHAT ELSE?



Referrals are appreciated. If you know someone who can benefit from working with me, please connect us.

My goal is to provide clarity for visionaries and leaders who want to grow, build and scale their businesses and need strategies and simple tools so that they can make their impact. If you know someone with whom I should connect please email me:

BC@BeateChelette.com

Thank you.

WANT MORE? HERE IS HOW TO CONTINUE.

Contact Beate: <u>BC@BeateChelette.com</u>

Get the book: https://HappyWomanHappyWorld.com

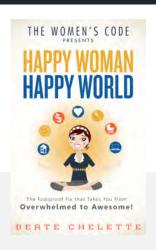
Find more really good clients: https://AirtightAvatar.com

Talk to Beate: https://UncoverySession.com

CHELETTE ENTERPRISES, INC.

P.O. Box 1293, Culver City, CA 90232 Office: 310 558 4248 | Cell: 310 678 1343

BC@BeateChelette.com





Woman Circle UP Notes

Facilitator:

Facilitator:	Date:
Session:	

Woman JOURNAL PROMPTS

We're halfway through! Take a minute to check in and reflect on

	what you've learned so far and what brought you to this moment. Use the prompts below to get you started.
	When was the last time I did something brave? How did it make me feel?
W	hat is something I have been meaning to do and have been putting off? Why
	What is now a set first at an O
Γ	What is my next first step?

Womanup!

COURAGEOUS REINVENTION

HEART-POWERED SELLING WORKBOOK





INSTRUCTIONS: Follow along and fill in the blanks as you go.

NOTES
LESSON #1:
NOTES
EVERY SINGLE SALES INTERACTION IS:
LESSON #2:



WHAT WOULD BE POSSIBLE IF YOU WERE TO CONNECT TO YOUR HEART MORE INTENTIONALLY?
NOTES



STEP 1 OF CONNECTING TO YOUR HEART IS
STEP 2 OF CONNECTING TO YOUR HEART IS
NOTES
PEOPLE DON'T CARE HOW MUCH YOU KNOW UNTIL
NOTES



WHAT DO YOU FEAR MOST WHEN APPROACHING NEW PROSPECTS?
WHAT DO YOU FEAR MOST WHEN WORKING WITH NEW CLIENTS?



LESSON #3
PEOPLE WILL NEVER FORGET
LESSON #4
FROM FORBES: 80% OF WHAT YOU HEAR FROM AN AGENT AT FIRST
IMPACTFUL QUESTIONS DEMONSTRATE



IMPACTFUL QUESTION TAKEAWAYS
EXAMPLES OF IMPACTFUL QUESTIONS



HPS WORKSHEET 7

SELL ME THIS IPHONE 12! (WHAT WOULD YOU SAY/ASK TO SELL IT?)
TO TRULY LISTEN YOU MUST ENGAGE

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HPS WORKSHEET 8

ROBINTREASURE.COM | © 2021 ROBIN TREASURE



HPS WORKSHEET 9

I WILL SERVE OTHERS IN WORKING TOWARD THIS GOAL BY
MY EXPRESSION OF GRATITUDE FOR THE REALIZATION OF THIS GOAL
SECOND DRAFT (REWRITE) ALL INTO ONE CONCISE PARAGRAPH

HEART-POWERED STATEMENT

WRITE THE FINAL VERSION OF YOUR HPS HERE

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UNLIMITED POTENTIAL LIES WITHIN YOU, JUST WAITING TO BE ACTIVATED BY YOUR OWN AFFIRMATIVE RESPONSE TO THE IDEA.

- NAPOLEON HILL

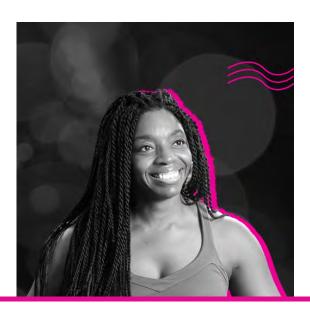
Woman Circle UP Notes

Facilitator:

Facilitator:	Date:
Session:	



A FRESH VIRTUAL EXPERIENCE | 8/31-9/2



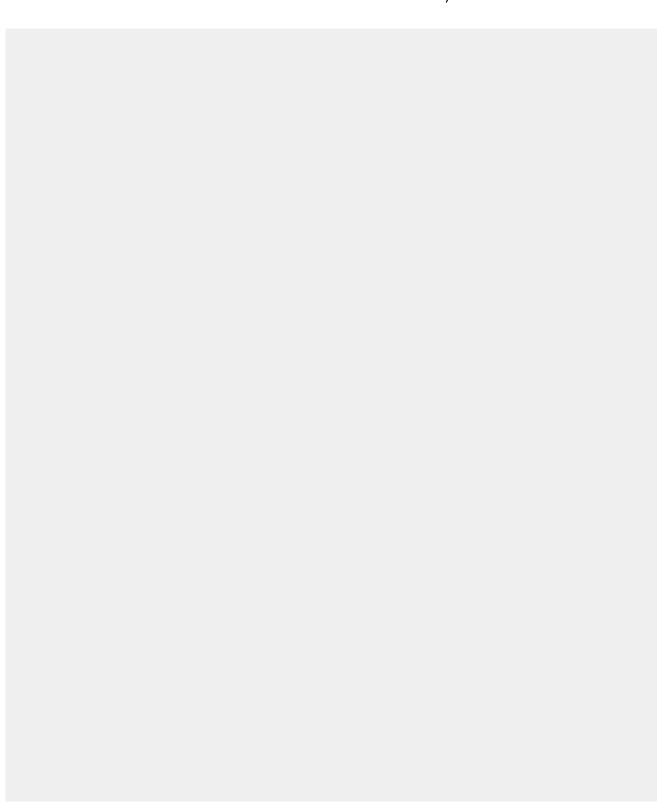
Reset Your Money Mindset:

The 8 Hidden Money Blocks of Smart, Successful Women

Teacher: Tara-Nicholle Kirke, MA, Esq.
Certified Money and Business
Breakthrough Coach
Founder and CEO of SoulTour

A STORY ABOUT ROADBLOCKS





Hidden Money Block #1	
Money Mindset Reset #1	

Hidden Money Block #2 Money Mindset Reset #2

Hidden Money Block #3 Money Mindset Reset #3

Hidden Money Block #4	
Money Mindset Reset #4	

Hidden Money Block #5 Money Mindset Reset #5

Hidden Money Block #6	
Money Mindset Reset #6	

Hidden Money Block #7	
Money Mindset Reset #7	

Hidden Money Block #8 Money Mindset Reset #8

Woman Circle UP Notes

Facilitator:

Facilitator:	Date:
Session:	

Sponsor Messages



A FRESH VIRTUAL EXPERIENCE | 8/31-9/2

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In facilitated
transaction volume

1.2M+
Calls per month from our 400+ fulltime ISAs

40,000 Closed transactions facilitated

190,000 Agents chose to join Concierge

realtor.com

ReadyConnect ConciergeSM Real estate referrals



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One-time offer for WomanUp! Broker/Owners

RateMyAgent is a proud sponsor of **WomanUP!**

Before we meet you at the Courageous Reinvention Workshops, we want to give you a sneak peek into the only reviews platform built for both agents and their brokers.

Take action now to **get 20% off RateMyAgent** for you and your team. This is the lowest price we'll ever offer... and it's for WomanUP!
Broker/Owners only!

Claim Your Offer!





WOMEN IN FRANCHISING: WHAT GLASS CEILING?

One of the biggest challenges facing those bitten by the entrepreneurial bug is starting from scratch with a dream and then building an infrastructure for it to thrive as a viable business. Many successful entrepreneurs become part of a franchise organization to benefit from an established business model, brand recognition and systems which provide a proven track to run on, so they can blast off the blocks with a solid head start.

The secret sauce of any successful franchisor is its ability to balance an easy-to-implement business model with the flexibility to allow free-spirited entrepreneurs the freedom to build their own business - to put their stamp on it - and develop a culture that fosters growth, profitability and personal fulfillment.

Susan Hamblen was a real estate agent with EXIT Realty in Arkansas when her family relocated to New York in 2009. Real estate agents tend to be entrepreneurial by nature, attracted to the business by the unlimited income potential and flexibility. In New York, Hamblen opened her own brokerage, EXIT Realty Achieve. "I didn't know the market or even how to close a deal here," she said. "However, there were many things on my side. I trusted the people and I knew I would have the support I needed, not just from corporate and the region, but also from the network of associates across North America."

Hamblen now owns two additional offices, EXIT Realty Island Elite and EXIT Home Key Realty. Her original office has blossomed to more than 170 sales representatives and she believes that franchising is an excellent option for anyone,

especially women, who strive to build a successful business. "Women tend to be more fully engaged in the struggle for work-life balance and being backed by a franchise organization with tested tools, systems and branding is a huge asset and time saver."

Real estate franchisor, EXIT Realty Corp. International's growth throughout the U.S. and Canada is fueled by its unique business model, training and development at all levels of the organization, strategic branding, high-touch technology and exceptional corporate culture.

When Bernadette Cole opened EXIT Landmark Realty in White Plains, Maryland, she was the mother of three school-aged children and the spouse of a military pilot who was often deployed. "There was so much to do as a new business owner," she said. "I was thankful to have chosen a franchise to help me with the details which allowed me to balance my life by taking advantage of the many resources available. For example, although I personally train our agents, I didn't have to be the only one training. Utilizing EXIT's trainers allowed me the flexibility to be there for my children when my husband was away."

Cole opened her brokerage in 2007 during one of the worst recessions in history. "During that time our region and corporate offices poured education, tools and encouragement into our brokers and agents to equip us to thrive during that unprecedented market. During one of those trainings, Tami Bonnell, our CEO, talked about mergers and acquisitions. This gave me the courage and knowledge to begin conversations with fellow brokers who

were looking to merge or be acquired." After acquiring a couple of smaller companies, Cole began talks with a 50-person independent competitor. "During negotiations, I had the support of our regional owners, our corporate office and other brokers who had successfully completed acquisitions. Having the franchise behind me taking care of the details, guiding and encouraging me, freed me up to focus on the individuals and their needs during the transition. We kept 49 of the 50 agents." Cole recently continued her entrepreneurial growth by acquiring the subfranchisor rights to Virginia with partners, Koi Banks and Randy Barrows.

EXIT Alliance Realty's Shawn Sorensen, 2017 Broker of the Year for EXIT Realty's South West U.S. Division, appreciates the comradery of being a part of something bigger. "I know that I am not alone. I have a large, built-in support group that is always willing to help me. My success is their success," she said. "Before joining EXIT in 2004, I was with a boutique real estate company. If I needed help, I had no one to turn to. Other real estate agents and brokers saw me as their competition and were unwilling to help with even the simplest of questions. When I became part of a franchise, I gained an extended family who wanted to help me any way they could."

my career experienced a significant game-changer was when I began selling and developing EXIT Realty franchises. Helping to build and nurture franchises and mentoring people to identify and realize their dreams has always motivated me. I've learned that a common thread among people, regardless of where they live, is their tremendous unlocked potential. They want to maximize it, but sometimes they need a nudge. It is extremely gratifying to know I participated in helping them turn their dreams into reality."

When Lori Muller, owner of EXIT Elite Realty with three locations in Wisconsin, first began looking into opportunities to own a brokerage, she didn't want to create the tool box from scratch. "I took the time to compare franchises to make sure I not only understood what each offered, but to choose a model that put the agents first."

Muller reflects on some of the challenges she and other women entrepreneurs encounter. "There are financial challenges when you go to the bank to get a loan and they want to know who is in charge and are surprised to learn it's you. There are challenges in dealing with some of your male counterparts from the "good ol' boys" era who just don't respect you. Then there are the day-to-day challenges of juggling the operations, conflict resolution,

"I know that I am not alone. I have a large, built-in support group that is always willing to help me. My success is their success."

- SHAWN SORENSEN

Stacy Strobl is one half of the powerhouse, multi-award-winning duo that owns the subfranchise rights to Tennessee, Georgia and Kentucky for EXIT and oversees growth and development in Florida. Eleven years ago, Strobl and Kenny Lynn were business partners in a mortgage company which they built from scratch to locations in seven states. The focus of their business was primarily refinancing, and they wanted to expand into real estate brokerage. They opened an EXIT Realty office in 2012 eventually selling it and the mortgage company and moving on to own EXIT Southeast, selling the rights to protected territories to those interested in owning their own real estate brokerage.

"As an entrepreneur, blazing my own trail has been part of my personal story for years," said Strobl. "The day compliance, human resources, training, mentoring, finances, administration, systems, recruiting, marketing, and sales.

"The best advice I can give to anyone starting down an entrepreneurial path – franchise or not - is to do your homework up front so you can be proactive rather than reactive. Have a written business plan. Have a budget. Have a coach and an accountability partner. Have a written vision and mission statement. Work on a strategic plan. Know your "why" and always surround yourself with people who inspire, encourage and empower you to become a better person. Lastly, be YOU! Be authentic and let your passion shine through."

Find out more: joinexitrealty.com





The Female Boss in the EXIT System

Owning an EXIT Realty franchise offers women the opportunity to drive an empathy-oriented, award-winning business model that offers the best return on their investment. EXIT knows that most REALTORS® are women yet their numbers aren't proportionately represented in brokerage leadership. At EXIT, we lead by example with women comprising 65% of head office executives. And, with over 460 combined years of experience in the real estate industry, our leadership provides you with a proven track to run on.

EXIT Associates have the opportunity to earn 10% Sponsoring Bonuses, 7% Retirement Residuals and 5% Beneficiary Benefits paid out by EXIT's Head office as a special thank you for helping to build the corporation. Through this revolutionary business model, "hand-me-down" wisdom is fostered between agents, creating a positive, empathy-oriented work environment. This fabulous new earnings generator benefits brokers and agents alike, who work arm-in-arm towards building the office, and the bonus monies also help to fill the gaps between closings, solving one of the industry's fundamental problems.

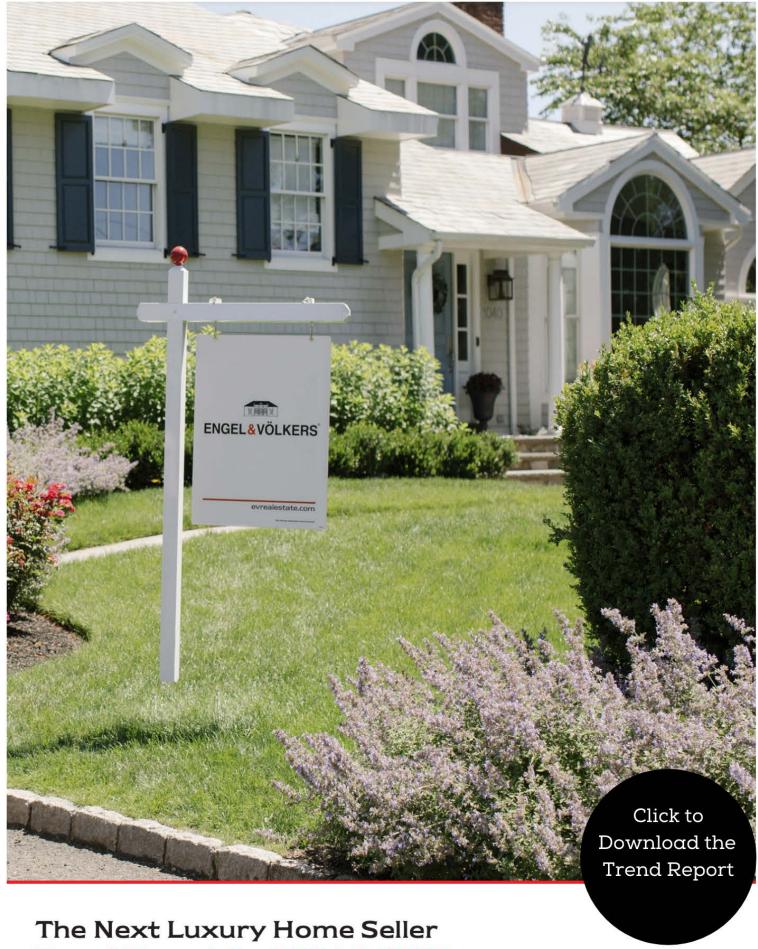
To-date, EXIT Realty has paid out over half a billion dollars in single-level residuals to its Associates across the North American continent! Ladies, the real money is in real estate, and brokerage ownership at EXIT could ultimately prove to be your finest business decision ever.

For more details, please contact us for a confidential conversation.









Trend Report for 2021 & 2022





THE INCLUSIVE OWNERSHIP PROGRAM BY REALOGY IS an industry-first initiative designed to support the growth and productivity of entrepreneurs representing diverse populations including women, LGBTQ+, veterans and ethnic and racial groups. Through the program, diverse brokerage owners who affiliate with one of Realogy's franchise brands can take advantage of financial incentives that help open doors and strengthen representation in the industry.

One or more individuals with majority ownership (51% or more) in below market segments:

- VETERAN
- ETHNIC & RACIAL (Hispanic, African American/Black, Asian American Pacific Islander)
- LGBTQ+

WHO QUALIFIES

WOMEN

- 1. Waiver Initial Franchise Fee (Main Office only)
- 2. Financial Incentives
- 3. Industry Partner Benefits (NAHREP, AREAA, NAREB, LGBTQ+ Real Estate Alliance, NAMMBA, and WomanUP!)
- 4. National Minority Supplier Diversity Certification (NMSDC) assistance – up to \$350

CONTACT US AT DEI@REALOGY.COM OR VISIT REALOGY.COM/DIVERSITY

Minimum GCI threshold may be a condition of program eligibility. Each franchise brand may offer modified or additional benefits. Realogy and its affiliated companies reserve the right to change, modify or terminate the program and any benefits at any time for any reason.

This is not intended, and shall not be deemed to constitute, an offer to sell a franchise. Franchise offerings made only by a Franchise Disclosure Document. THESE FRANCHISES HAVE BEEN REGISTERED UNDER THE FRANCHISE INVESTMENT LAW OF THE STATE OF CALIFORNIA. SUCH REGISTRATION DOES NOT CONSTITUTE APPROVAL, RECOMMENDATION OR ENDORSEMENT BY THE COMMISSIONER OF CORPORATIONS NOR A FINDING BY THE COMMISSIONER THAT THE INFORMATION PROVIDED HEREIN IS TRUE, COMPLETE AND NOT MISLEADING. This advertisement is not an offering. An offering can only be made by a prospectus filed first with the Department of Law of the State of New York. Such filing does not constitute approval by the Department of Law. The Minnesota registration numbers for these franchise systems are: Better Homes and Gardens Real Estate LLC (#F5883); Century 21 Real Estate LLC (#F186); Coldwell Banker Real Estate LLC (#F3119); Coldwell Banker Real Estate LLC d/b/a Coldwell Banker Commercial (#F3811); Corcoran Group LLC (#F8823); ERA Franchise Systems LLC (#F3285); and Sotheby's International Realty Affiliates LLC (#F4833). The address for these franchise systems is: 175 Park Avenue, Madison, New Jersey, 07940.

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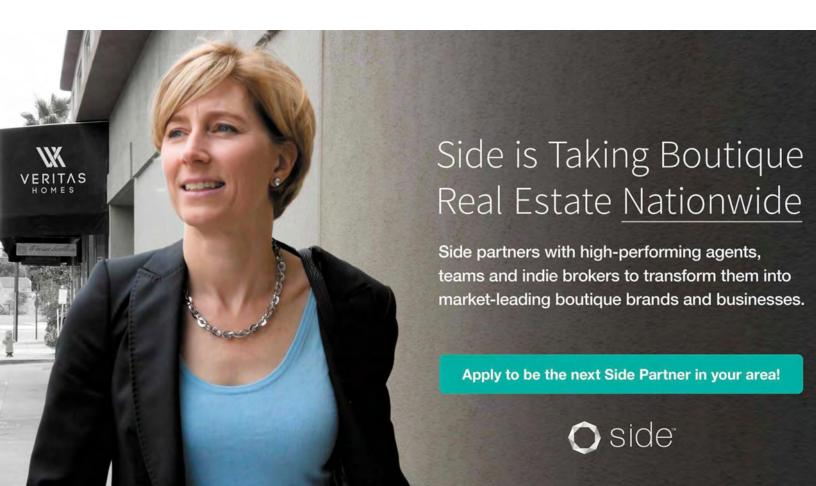


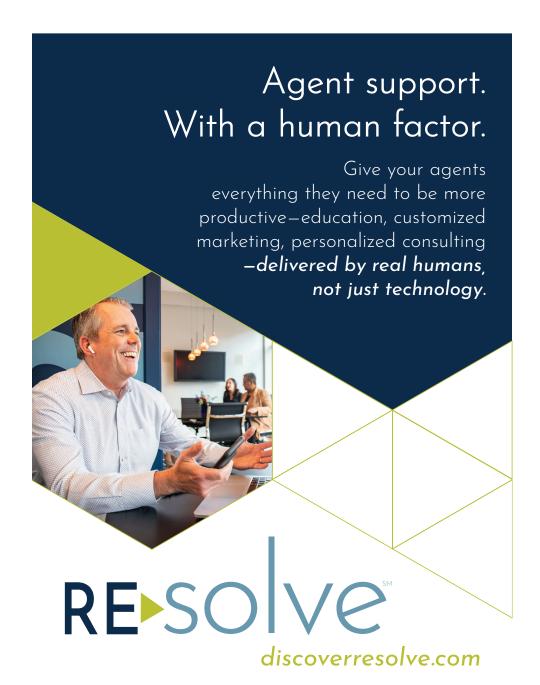














STARTING A REAL ESTATE BROKERAGE: CHECKLIST

Ask us how REsolve can help you! discoverresolve.com

AREAS OF FOCUS	WHAT DO I LOOK FOR?	EMPOWERED BY REsolve?
Operations & Opportunity		
Investigate through colleagues	What do you know, or more importantly, not know?	✓
Consider the market	Competition, locations	✓
Licensing & Education	What's required in your state?	✓
Brokerage model options	Are you aware of all of the brokerage models? Do they fit your goals?	✓
Register & naming the business	Set your entity up correctly! Name it accordingly	✓
Developing the "plan"	Focusing on certain areas to build and work your business plan	✓
Partnerships		
To partner or not?	Strategic partners vs. money partners – do you need them?	✓
Partnership agreements	If I partner with someone, what's next?	✓
Recommendations	Partnership structures for success	✓
Budget & Funding		
Profits and Loss	Why am I starting this business, how will I make money and generate profits	✓
Budgeting	Your business must be financially healthy!	✓
Typical Expenses	What will I run into? How much cash do I need?	✓
Upfront costs	Typical brokerage up-front / start-up costs. What's necessary, what's not?	✓
Ongoing costs	How much money will it take to run my brokerage on a monthly basis – what should I expect?	✓
Office space / location	Do I really need an office? If so, how do I go about looking for one and what do I need?	✓
Funding your venture	I think I need some help financing this business – where do I look?	✓



STARTING A REAL ESTATE BROKERAGE: CHECKLIST

AREAS OF FOCUS	WHAT DO I LOOK FOR?	EMPOWERED BY REsolve?	
Technology & Tools			
Opportunities & challenges	Is a brokerage with good technology options for agents – better?	✓	
Adoption	Will my agents use the tools I provide them? What is typical in the brokerage industry?	✓	
Commonly offered tools	What do I offer – what is necessary vs. what is a nice-to-have tool?	✓	
Tools most needed	Do I have the technology and tools that agents expect and require?	✓	
Marketing			
What is "marketing"?	How do I get the word out that my brokerage is here? What are best practices?	✓	
Outbound vs. Inbound	What is the best way to reach agents and potential customers?	✓	
The List – what are my choices?	Structuring the right mix of marketing programs that is most effective	✓	
Agent Recruitment			
Philosophies	What kind of team do I want to build? How big of a brokerage do I want and how do I do it?	✓	
Independent Contractor Agreements	Effective ICAs that govern the relationship between brokerage and agent	✓	
Retention to support recruiting	Agents have joinednow what? How do I keep them with me?	✓	
Employee Staffing			
When to hire?	Building the right team to support my agents and customers. How do I know when to bring someone on?	✓	
Who to hire?	New employees, their roles and in what order do I bring them on?	✓	
Resources needed for growth	How do I employ someone? What resources and help do I need?	✓	

For more information on REsolve and to contact us for support on starting your new real estate brokerage, visit discoverresolve.com.





Revaluate.com/live

Just as Realtors of yesterday used newspapers to find life events of prospects that were likely to move, Revaluate uses digital life event data to identify likely moves and leads for Brokers, Teams and Brands as well as Mortgage, Software and Advertising companies.











"CREATING A SPACE FOR WOMEN TO WIN SINCE 2020"

- Jackie Soto co-founder of ehomes



"BEHIND EVERY SUCCESSFUL WOMAN IS A TRIBE OF OTHER WOMEN WHO HAVE HER BACK."

















e-homes



If you can't measure it, you can't improve it.

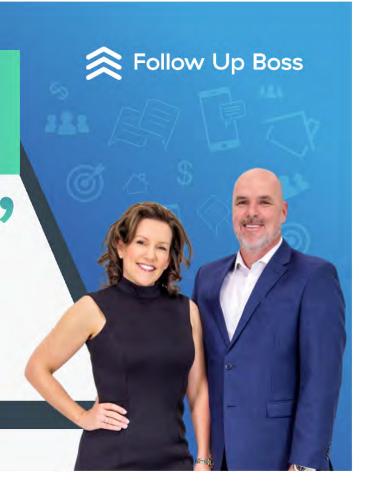
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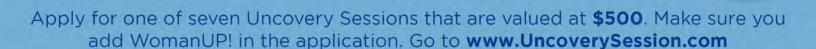
A FRESH VIRTUAL EXPERIENCE | 8/31-9/2







THE GROWTH ARCHITECT DESIGNS
PROCESSES AND BUILDS SYSTEMS FOR
LEADERS WHO WANT TO STRATEGICALLY GROW AND
SCALE THEIR BUSINESS, AND ACHIEVE MEASURABLE
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YOU WILL
FIND OUT:

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We salute **WomanUp!**and proudly support
its mission

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- What you can do to grow, build and scale your team and your brokerage
- What that 'thing' is that makes you stand out from other Realtors so you can sign more clients, sell more properties and make bigger profits

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- How to resolve your inner conflicts in order to live a highly aligned life
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Turn Contacts To Cash

One of the most common wishes that agents have about CRM...

"Please, let it be easy" □



I have to admit, sometimes it drives me crazy, but I got to thinking, "Why is CRM so darn hard?"

And that's when it hit me. We massively over-complicate things and miss out on the business that sits right under our nose.

My Top Ten CRM Tasks are simple and basic... and almost no one does them.

These tasks are not rocket science- I couldn't call them secrets- but executing these tasks will take your business to the next level and create the foundation for a lasting career.

These tasks work with any CRM and almost any technical level will do.

You might wonder if you are already doing these Top Ten CRM Tasks, and that is always possible- but wouldn't you like to find out?

As part of the awesome WomanUP tribe this checklist is yours as a FREE download.

As an **additional FREE bonus** I've included Top Ten Reasons To Contact - an essential tip sheet for those of us who fear "chitter-chatter".

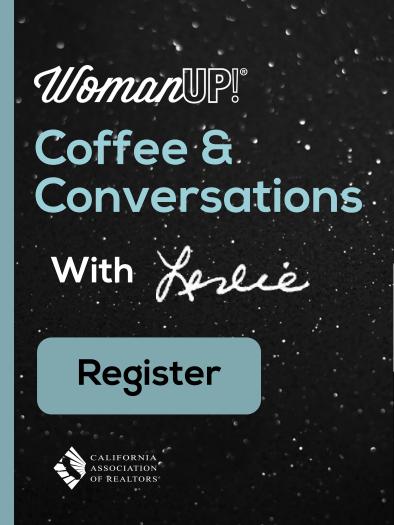




Member Benefits



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Wednesday
Sep. 8th
8am
Pacific Time







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https://www.facebook.com/groups/carypn





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FairHousingCalifornia.org



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