



CPJ ULTIMATE CHOICE

...Mind

Your

Business

Monthly Update



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Housekeeping 7-15-2017



Can everyone hear/see my desktop?
Please type questions in chat area
Attendees will be on mute
Q & A at end of session

Agenda, Saturday 7/15/17

11am - 12 noon



- Recap Annual Production Levels
- 2011 – 2017 YTD Company Activity Trends
- It's Our Time for Growth (next step)
- Personal Commitment
- Company Focus
- Revenue Sharing
- Recruiting Campaign & Incentives
- Future Monthly Meetings
- Training/Educational Webinars-Back to Basics
- Q & A



Annual Production Levels

- Plan 1 – 65/35 (\$100,000 - \$1,500,000)
- Plan 2 – 70/30 (\$1,500,000 - \$2,500,000)
- Plan 3 – 75/25 (\$2,500,000 - \$3,000,000)
- Plan 4 – 80/20 (\$3,000,000 - \$4,000,000)
- Plan 5 – 90/10 (\$4,000,000 - \$5,000,000)
- Plan 6 – 100% (\$5,000,000+) \$2,500 Monthly Fee Applies

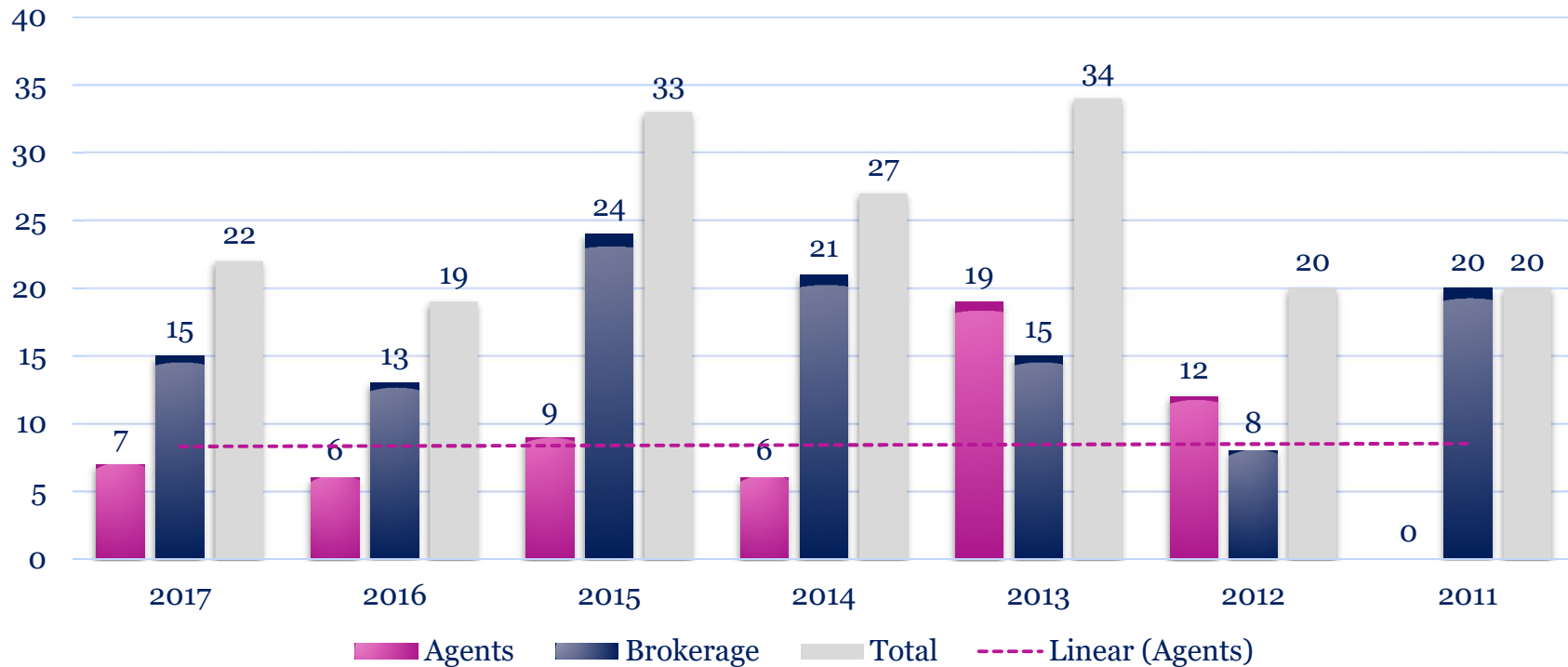
New Plan 7 (\$450 per closed transaction side – *Flat Fee)

- **Minimum 70+ transactions sides annually**
- Plan 8 (Team Min. \$3,000,000 - \$4,000,000 + \$6,000 annual company \$ each team member (\$500 per month for 2 or more members) + \$1,500 Monthly Fee to Team Leader)

2011 - 2017 YTD Historical Sales/Lease Trends Data



2011 - 2017 YTD Closed Transactions Trend Activity Period (1/1 - 7/15)



Ways to increase Your Book of Business

- Self Motivation
- Referrals from Current & Past Clients
- Self Marketing/Promotions
- Home Buyer/Seller Webinars
- Community Events
- Working with Investors
- Networking Groups (Churches, Fraternities, Sororities, Professional Group, Volunteering, etc.)

Commit to Your Business



- Independent Contractor
- Self Investment
- Organize Your Data Base
- Continuing Ed
- Professional Designations
- Customer Service is Key

Company Focus

- Focus on Agent Recruitment & Retention
- Customer Service
- Team Building
- Training Webinars
- Tools & Technology
- Lead Generation
 - Zillow, Trulia, Realtor.com, Ihomefinder (IDX)
- Identify Networking Opportunities

Revenue Sharing Opportunity



- Additional Income Potential
 - **Ultimate Sales Coach (USC)**
 - Earn 5% of coached agent's commission (comes directly from the Company's profits).
 - USC(s) are paid on agents they coach (maximum 10 agents per coach).
 - *Recruiters only (Paid recruiting bonus from the new recruit's first closed transaction) * Will be spread over first three closings in equal installments if company dollar generated is less than \$1,000 for each closing.



Brokerage shall pay Agent a “recruiting” bonus based on the new recruit’s last twelve (12) months closed production, validated either by, 1) reports provided by the new recruit or 2) MLS data for the preceding twelve (12) month period. The amount of recruiting bonus is as follows, and will be paid once the new recruit closes their first transaction with Broker (Company dollar from commission must be \$1,000 or more).

Previous 12 Month’s Unit* Production	Bonus Paid @ First Closing	Retention Bonus (Paid Per Broker Closed Unit/Side*) for Month’s 0-12
New Agent	\$150.00	\$50.00 Per Closed Unit
*1-4 Closed Units	\$250.00	\$50.00 Per Closed Unit
*5-9 Closed Units	\$350.00	\$50.00 Per Closed Unit
*10-18 Closed Units	\$500.00	\$50.00 Per Closed Unit
*19+ Closed Units	\$1,000.00	\$50.00 Per Closed Unit

***Net Company Dollar must exceed paid bonus to receive full bonus amount.**



2017 Remaining Sales Meetings (Mark your Calendars)



- August (12)
 - September (9)
 - October (14)
 - November (11)
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- Training/Educational Webinars
 - Create Planning Committee (Home Buyer/Seller Webinars)
 - Let me know of your interest



Q & A

Thank you so much for your time today!

