

SECRETS BEHIND theEXIT formula

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- 1 **SPONSORING IS A PROCESS WHEREBY AN EXIT ASSOCIATE** introduces a potential recruit to management. If that recruit is hired, the EXIT Associate who made the introduction receives a financial bonus from EXIT's head office as the new recruit's transactions close.
- 2 Sponsoring is unlimited and can be practised anywhere at EXIT right across the North American continent.
- 3 Residual bonuses are single-level only. They are not multi-level in any way. If John sponsors in Mary and Mary sponsors in Bill, John receives no benefits as a result of Bill because he didn't sponsor Bill into EXIT.
- 4 EXIT's standard commission splits are 70/30 up to \$100,000 gross closed then 90/10 for the balance of the year, annually. The new recruit's commissions are not influenced at all as a result of the sponsoring bonuses being paid out.
- 5 The sponsoring bonus is equivalent to 10% of the gross commission received by the recruit during the time that the recruit is on a 70% split. This maximizes at \$10,000 each year. It then perpetually continues each year the recruit remains with EXIT.
- 6 Sponsoring is mentoring with a vested interest: it generates perpetual financial returns and creates an incentive to pass down wisdom. The more the recruit improves, the better the return to the sponsor.
- 7 Sponsoring can be split evenly between two people for the initial introduction thus they would each receive 5% accordingly.
- 8 The process of taking listings and making sales has always defined real estate as a two-dimensional business. Sponsoring now adds a third dimension and a new income stream.
- 9 A \$5,000 single-side transaction generates a sponsoring bonus of \$500. This bonus is paid out to the sponsoring Associate by EXIT's head office no matter what the financial status of the broker. Since EXIT's head office pays all sponsoring bonuses there is no requirement for EXIT franchises to be in a profit position previous to pay out.
- 10 EXIT Associates pay a deal fee of \$150 per full transaction side to a maximum of 18 full sides/year or \$2700. This is not a flat rate fee and it is not payable unless a transaction has been

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"BY THE END OF 2007, EXIT REALTY WILL HAVE PAID OUT \$140 MILLION IN SINGLE-LEVEL RESIDUALS!"

Steve Morris, Founder & CEO

generated and closed. Forty-one dollars of this transaction fee is applied to national advertising.

to the broker who licensed the Associate who is now deceased.

THE PROCESS OF TAKING LISTINGS AND MAKING SALES HAS ALWAYS DEFINED REAL ESTATE AS A TWO-DIMENSIONAL BUSINESS. SPONSORING NOW ADDS A THIRD DIMENSION AND A NEW INCOME STREAM.

- 11 EXIT Associates pay a regional development fee of \$35 per full transaction side to a maximum of \$500 per year. This fee is applied in its entirety to a regional advertising campaign.
- 12 All EXIT Associates pay annual dues of \$295. This gives them qualification to receive EXIT residuals.
- 13 An EXIT Associate who has participated in sponsoring continues to receive 7% residual bonuses after he or she retires. The other 3% goes to their broker. This continues for as long as those they sponsored in continue to make sales. A retired EXIT Associate may continue to sponsor in new individuals to management with no further responsibility to sell real estate.
- 14 A retired EXIT Associate may return to selling real estate full-time at a later date because the plan is convertible. To do so, they must close 8 full transaction sides or earn \$40,000 gross commission at which time their residual bonuses return to 10%.
- 15 EXIT is also created for industrial and commercial specialists. The standard commission splits are the same as those for residential specialists.
- 16 EXIT Associates designate a beneficiary when they join EXIT. Should an EXIT Associate become deceased for whatever reason then a special residual beneficiary benefit of 5% is dedicated to the beneficiary for sponsoring bonuses generated by that EXIT Associate. This continues for as long as those who had been sponsored in by the Associate continue to generate sales. The other 5% goes
- 17 EXIT's head office accumulates a special Secretarial Bonus Fund of \$5 per full transaction fee paid by the salespeople in each EXIT office across the continent. This bonus fund is paid to the support staff of that office immediately prior to the December Holiday Season.
- 18 EXIT head office dedicates \$5 per full transaction fee generated by all offices in the corporation to its present charity of choice, Habitat for Humanity.

COULD YOU DO ANYTHING WITH THIS?

