GOALS

EXIT King Realty Broker/Owner

Forbes sets the bar high with future goals of growing his STEVE FORBES office in the next two and half years; by the end of 2021, having 350 agents closing 225 plus ends per month.

> As a Broker/Owner and REALTOR[®] for over 10 years, Steve Forbes has established himself as a young, ambitious, entrepreneur on the rise in today's real estate industry. With a tremendous desire to succeed, Forbes aggressively markets properties on a state-wide platform with innovative tools and technology, social media, and leading online applications.

> Forbes has learned the importance of having strong work ethics, and the drive to move ahead and lead the way. By leveraging technology and having a strong vision of what it takes to succeed, Forbes has closed an average of 12 million dollars annually in sales volume for the last 2 years with an average of 200 transactions.

> BY LEVERAGING TECHNOLOGY AND HAVING A STRONG VISION OF WHAT IT TAKES TO SUCCEED, FORBES HAS CLOSED AN AVERAGE OF 12 MILLION DOLLARS IN SALES VOLUME ANUALLY FOR THE PAST 2 YEARS WITH AN AVERAGE OF 200 TRANSACTIONS.

> Forbes opened the doors to his own Brokerage, EXIT King Realty five years ago and to-date has grown to an office of over 280 agents. EXIT King Realty has three offices in Venice, Sarasota and Bradenton Florida. Steve has an innate ability to provide his agents with support and the leverage they need by assessing today's evolving markets and implementing in-office training sessions.

> Forbes is known as a forward-thinking and determined real estate agent. Steve's broad knowledge of real estate investments, and the criteria involved in sale and purchase of investment property provides clients with a service that is unmatched in today's market. As an excellent leader and mentor for EXIT King Realty, Steve continues to create a strong team of real estate professionals. Forbes is one of EXIT Realty Florida's rising stars and is significant in EXIT Realty Florida's phenomenal growth.



It is never to late to be what you might have been. -Morris Code

It's About The Company You Keep! "A journey of a thousand miles must begin with a single step." -Lao-Tzu

Our journey began when we first opened our doors on October 1st, 2010. Our dream was to set ourselves apart from the rest of the real estate companies. Our main goal was to work as a husband and wife realtor team. As we moved towards working on our team, another door opened and agents began to join our firm without us even planning on it. We slowly expanded as we grew. This was a blessing since we were able to grow as the office grew. We had to learn and put systems in place very quickly. Our efforts went towards making our agents successful and, most of all, happy to work with us. It became our passion to see others succeed and flourish in this industry. We wanted to share the secrets and knowledge of real estate with our agents. There is no better reward in this business than to see an agent grow and surpass their goals each year.

By the end of 2011, we had sixty agents in our Venice office location. In mid 2012, we opened up our second office in Sarasota on Clark Road. By the end of 2013, we had over one hundred and fifty agents! When we reflect back, this was a major accomplishment for us. We were fortunate enough to hire staff that truly cares about our vision and the goals of all of our agents. We always wanted our offices to give the vibe of positivity and encouragement. Our agents are like family to us and we treat them as such. We do not have a strict corporate feel because we believe in the agents' individual styles and personalities of selling real estate. We want others to appreciate the value of a strong team and the importance of collaboration to meet one single goal: ultimate success.

Our third office was opened in February 2014 in Lakewood Ranch/Bradenton area. We currently have over 230+ agents between the three office locations. Expanding to this size was something we could have never imagined when we first started the business in 2010. A lot of hard work and sweat went into building the offices and creating this agent friendly atmosphere.

Life is a road that can take us in many different directions. We want to help lead you on the path that will provide you with the opportunity to do something you are passionate about each and every day and share a positive experience. We hope you can take a closer look at our office philosophy and imagine yourself as part of our growing real estate family. Thank you for the opportunity to even consider us as your partner in this industry.

Sincerely, Steve and Izabela Forbes Broker/Owners

> Before you can lead others you must learn to lead yourself. -Morris Code



Our Offices

Three convenient locations

Venice: 1800 S. Tamiami Trail, Venice FL 34293







Sarasota: 3900 Clark Road H3, Sarasota, FL 34233







Lakewood Ranch: 8728 E. State Road 70, Bradenton FL 34202









Believe you can and you are halfway there. -Morris Code

The benefits of membership

Your membership is your gateway to earning sponsoring bonuses and they also maintain, improve and help develop tools and technology that you use every day to help your real estate business thrive!

EXIT Realty is committed to providing our associates with the most up-to-date tools, technology, training and coaching in the real estate industry. We firmly believe that good agents are born and great agents are trained! Your ongoing and continued productivity and success is important to us.

Your annual membership includes:

- The unmatched and revolutionary EXIT formula, a 10/7/5 single level residuals & absolutely no desk fees.
- Access to our dynamic Franchise Support Department, Live Chat and 24/7 online training modules.
- Weekly online training webinars and techinars on sales administration and technology.
- Access to Resource Center, EXIT's central communication hub, with one-click links to EXIT e-listings and EXIT Promo Shop.
- Access to Corporate Documents and a video library containing over 300 webinars and videos through the Resource Center.
- Going paperless? Through the Resource Center you have access to Your Paperless Solution for 3-signature and electronic management of transactions.
- Increase your online presence and SEO with a web profile on www.exitrealty.com
- Award consideration for production levels and performance at our annual convention.
- Access to marketing and sponsoring materials such as The EXIT Achiever, EXIT's online publication.
- Access to a select group of the industry's finest companies and special discounts for products and services to increase your productivity and reduce your overhead through EXIT's Approved Supplier Program.
- Think Green, Think EXIT! Participate in Teal Is The New Green and EcoBroker[®] initiatives & practices.
- The opportunity to participate in specially sponsored EXIT Habitat for Humanity builds across the continent.



We define ourselves by how well we rise after we have fallen. -Morris Code



Steve Forbes Broker/Owner

941.204.7402 steveforbes456@aol.com

I owe a lot of my work ethics to my father and grandfather. They both taught me the meaning of hard work and appreciation. In my free time, I enjoy taking my son Evan to the dirt bike track. We love four-wheeling, boating and fishing as well. I also enjoy visiting my family up north and spending time at the cottage with Izabela and the kids, sometimes we need to just unplug & recharge.



Izabela Forbes Owner/Manager

941.204.7048 izabela00@hotmail.com

I love being in this business, we get to meet some pretty incredible individuals. I really enjoy spending time with Steve & our two children, Taylor & Evan, whether we are on the water or on the road exploring we always try to find time to relax. I love to travel & experience other cultures, I can't wait to take my kids & Steve and visit some of the places I've seen, Paris in particular! My dream one day is to visit Scotland and Ireland.



EXIT KING REALTY

Integrity is a prized **79** possession. -Morris Code

Meet The

Team



Janet Tempfer - Venice Office: Administrator 941.497.6060 | support@exitkingrealty.com

My name is Janet Tempfer and I have been with Exit Realty since 2003. I have worked for Exit Realty of Lakeland and Exit All Stars in Sebring Florida. I have been with Exit King Realty as an administrative assistant for 4 years now. As a Florida native, I love to ride bikes, 4-wheeling, fishing and camping. I have two wonderful kids, Nikki & Ricky and three beautiful grandbabies! I moved to Sarasota 5 years ago and reunited with my high school sweet heart after 30 years.

I have by far enjoyed working at Exit King Realty the most and I look forward to working with you!



Sue Villa – Lakewood Ranch Office: Administrator 941.755.6060 | info@exitkingrealty.com

My Name is Sue Villa, I was born and raised in the Chicagoland area. Married my High School Sweetheart, 40 years ago. We Have 5 children, 9 grandchildren and growing. We are involved with our church and grandkids sports. We enjoy Flea Marketing and finding new places to explore. I have been in Real Estate for 18 years as an Admin. I have been with EXIT King Realty for almost 7 years. I have seen EXIT grow from 42 agents to 273. It's been an amazing journey.

I hope you consider our office as your second home!



If your ship hasn't come in yet, swim out to it. -Morris Code



Sherry Gill - Lakewood Ranch: Marketing Manager 941.755.6060 | contact@exitkingrealty.com

My name is Sherry and I moved from Washington State to sunny Florida in 2011. That was the best move I've ever made—in both my personal and professional life. Soon after moving here, I met my husband and his son and now we are a happy little family! We enjoy spending time with friends and family and soaking up the Florida sun!

I started my real estate career in 1991 and it has become a true passion of mine. EXIT King Realty and Steve and Izabela Forbes are truly one of a kind and genuinely care about the success of our agents and are readily available to you! Being part of the EXIT King family has been the best move for me and I know that you will be happy you made the move too!



Terry Church Sarasota Office: Compliance Coordinator 941.927.6060 | frontdesk@exitkingrealty.com

My name is Terry Church and I recently moved to Florida from the beautiful, but cold, state of Maine where I had been a real estate agent for six years. Looking to stay in the same line of work, but needing a change of pace, I was fortunate to find this opportunity at EXIT King Realty. Coming from a small agency I have been pleasantly surprised to find the same family-like atmosphere among the 300+ agents and staff. Steve and Izabela are easily accessible and great to work with and for. In our spare time my husband and I, and our yellow lab Bennett, enjoy exploring our new surroundings and making new friends.



Why choose failure when \cdot success is an option. -Morris Code



Michael Ward Recruiter/Agent Coach 941.400.2786 thriving.agents@gmail.com

I have been in the real estate industry for 34 years and am currently an active Broker in 3 States (Ohio, Kentucky and Florida). Currently my focus is on Agent Recruitment and Career Development through Productivity coaching as well as individual agent coaching. My wife and I enjoy outdoor activities, golfing and sporting events.



Kim Moreland- Venice Office: Business Development 941.497.6060 | development@exitkingrealty.com

My name is Kim Moreland and I joined EXIT King Realty in 2015 as a sales associate after a long career in corporate management. Having lived in the north all of my life, I couldn't wait to get to warmer weather. So, in 2012, I packed up my life and landed on Florida's Gulf Coast and have not looked back! I enjoy being active in my community and any spare time is spent with family and friends.

I feel very fortunate that I can say I have the best job! Working with Steve and Izabela and the EXIT King family of agents and team members is actually a dream come true. It isn't often a person can say that but I am sure you will find yourself feeling the same way when you join our team!



You cannot improve if you lower your standards. -Morris Code



Lauren Fus Trainer/Agent

941.726.8208 | laurenfus@gmail.com

Hello my name is Lauren, originally from north of Boston! I've been selling real estate for over 10 years in Florida. I enjoy spending time with my husband and son traveling to Orlando. I greatly enjoy working with the agents in our offices, I started working with Steve in 2008 and have seen the company grow from one agent to over two hundred and thirty agents!



Andrea Capek Sarasota Office: Agent-to-Agent Support 941.927.6060 | andreacapek@yahoo.com

My name is Andrea Capek and I have been an agent with EXIT since 2005. Selling real estate and providing my clients with a high standard of service that I can be proud of is my goal. Working with Steve and Izabela and the EXIT King family of agents and team members is a perfect fit. I enjoy assisting new agents with Agent-to-Agent support and help guide them in this amazing career.



The secret of getting ahead is getting started. -Morris Code

The HUB All Your Tools At Your Fingertips www.exitkinghub.com



FYI—Important Office Information, Office Addresses and contact information, Tax-ID #, Broker ID #



Office Forms— Forms for your day-to-day business; listings, contracts, referral, etc.



Training—Webinars, Techinars, New Associate, On-line and Live Training



Presentations—Listing and Buyer Presentations along with Seller and Buyer Guides



Marketing— Logos, Preferred vendors for business cards, name badges, signage and apparel



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New Construction— A list of links of new home communities in Manatee, Sarasota and Charlotte Counties

Links- Important links; MLS, EXIT Resource Center, Your Lead Generation Platforms



Forum— Post your Open Houses, Hot New Listings or your agent needs and wants here!



News— Your Weekly Newsletters, with reminders for upcoming training and office events



Recruitment— Build your supplemental, retirement and beneficiary income by recruiting new team members



A person with absolute conviction is a majority in any crowd. -Morris Code

The Kings Of Lead Generation

Commissions<mark>Inc</mark>.ı

www.viewsarasotahomelistings.com \$150/per month 8-12 Leads \$250/per month 20-30 Leads

With a focus in Sarasota and Manatee Counties, Commissions Inc. provides high-quality leads and an agent-friendly platform that allows the agent to send property alerts, drop campaigns and so much more. CINC has become the fastest growing Real Estate Technology platform in the industry to date—and EXIT King Realty is proud to offer it to our agents to help them build their real estate business and to meet and exceed their goals!

BoomTown!

www.exitkingrealestateteam.com \$100/per month 8-10 Leads

With a focus in Charlotte and Sarasota Counties, BoomTown—with one system you are covered from fist click to closing. We attract leads to your site and help you get to know them. Automated marketing tools make building relationships simple and predictive intelligence gives you insight you can act on. EXIT King Realty is excited about this new platform and giving our agents an excellent source to build and grow their business.



www.exitkingrealty.com \$100/per month 7-10 Leads \$150/per month 13-17 Leads

With a focus in Sarasota, Manatee and Charlotte Counties, Market Leader is a pioneer in online lead generation and marketing, their goal is to provide an easy-to-use, integrated operating system that includes everything you need; a powerful website, lead generation tools, contact management and a robust marketing center. Market Leader offers these solutions in one place! This tried and true "work horse" has been a staple with EXIT King Realty, with many closed transactions through leads generated on this site.

Okunversion

www.exitkingrealtygroup.com \$0*/per month 20-30 Leads *Commission split on any transactions generated through Kunversion is a 50/50 split between agent and EXIT King Realty.

With a focus in Sarasota and Manatee Counties, agents that are on Kunversion get the benefit of a team—to support, encourage and facilitate on-going training. This user friendly platform is perfect for those new to the industry or those who haven't found their footing yet. Your own website, drip campaigns, call reminders—Kunversion will help you build and fine



Act as if what you do makes a difference. It does. -Morris Code

Annual Convention EXIT's Top Sales Rankings

Regional Franchise Sales Rankings

- 1. Kenny Lynn and Stacy Strobl, Regional Owners EXIT Southeast
- 2. Bill Pankonin, Regional Owner EXIT Realty Upper Midwest
- 3. Scott Forbes, Regional Owner EXIT Realty Florida

Largest Grossing Office (Single) Rankings

- 1. Philip Duplisea and Dave Sawler EXIT Realty Advantage, NB
- 2. Bob Lamb and Jeramie Taber EXIT Realty Bob Lamb & Assoc., TN
- 3. Chad Schwendeman EXIT Lakes Realty Premier, MN
- 4. Parise Cormier EXIT Realty Associates, NB
- 5. Roman and Solomon Davydov EXIT Realty First Choice, NY

Largest Grossing Office (Multiple) Rankings

- 1. Sonny Downey and Ray Rivera EXIT Real Estate Gallery, FL
- 2. Vincent Koo and Emily Koo EXIT Kingdom/Landmark Realty, NY
- 3. Steven and Izabela Forbes EXIT King Realty, FL
- 4. Nick Libert EXIT Strategy Realty, IL
- 5. Sheryll and Marc White EXIT Realty Denver Tech, CO

Top Grossing Team Rankings

- 1. The Chad Schwendeman Real Estate Group EXIT Lakes Realty Premier, MN
- 2. Team Vasile EXIT Real Estate Property Solutions, FL
- 3. The Marc Austin Highfill Team -EXIT First Realty, VA
- 4. The Messecar Team EXIT Lifestyle Realty, ON
- 5. The Lancaster Team EXIT Right Realty, MD
- 6. Vurganov Group EXIT Preferred Realty, MD
- 7. The Cottle Team EXIT Realty Legacy Heber, UT
- 8. Taber Team EXIT Realty Bob Lamb & Assoc., TN
- 9. The Tessier Team EXIT Realty Matrix, Brokerage, ON
- 10. The Banks Group EXIT Elite Realty, MD

"Surround yourself with people who make you feel



Believe you can and you are halfway there. -Morris Code

Forged For Exponential Growth Dijective: 3,600 Franchises, 100,000+ Associates across North America





Energy and persistence conquer all things. -Morris Code



MIND-SET Training Systems

Free Educational Techinars / Webinars

Detailed Agent Transition Program

Free Smart Sign™ Geolocation Lead Generation Technology

Free Mobile Business Cards™

Free Leads from www.exitrealty.com

EXIT Promo Shop Marketing System

The EXIT Achiever Online Newspaper

EXIT Shoptok Public Relations Press Releases

Comprehensive Resource Center (RC)

Value-Added Approved Supplier Program

Detailed Welcome Package

Expert Agent and Franchise Support

Visit www.exitrealty.com/join and find out how EXIT is Reinventing Real Estate!



MARKETING

The Listing Presentation and Home Buyer's Guide

Maintaining an inventory of active listings is often the way to accelerate your real estate career. EXIT offers you a customizable Listing Presentation in both PowerPoint and Word formats. Use your tablet or mobile device to promote what you have to offer, and leave your seller prospect with the Word version containing everything they need to know to make an informed choice.





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EXIT's Home Buyer Guide provides buyer clients with information on the buying process from choosing a real estate agent, to showings, to close. These templates have been created in easy-to-use programs for easy customization. Use the PowerPoint version for your electronic presentation, and leave the Word version with your buyer client to review. Includes Buyer Information Sheets to determine your buyer's wish list.

Just login to the Resource Center, navigate to Corporate Documents, and search "listing presentation" and "home buyer guide"



MIND-SET

TRAINING SYSTEMS

FIELD DAY* with Bill Nasby/Erica Nasby

Two- or one-day training workshop teaching the concept of earning a six-figure income by working smarter, not harder Course minimum: 30 participants *Day two of this workshop consists of actual prospecting at the doors

LISTING PRESENTATION CAMP with Kevin Ahearn

Two-day hands-on training camp designed to help agents get any marketable listing they want Course minimum: 30 participants

POWER PROSPECTING CAMP with Kevin Ahearn

One-day intense training camp teaching agents how to create a powerful prospecting strategy Course minimum: 30 participants

SURVIVAL CAMP with Kevin Ahearn

One-day intense training camp designed to help agents thrive and survive in any type of real estate market Course minimum: 30 participants

PERSONALITY PROFILES 101 & 102 with Angel Tucker

Two-day training (PP101 & 102*) or one-day training (PP101 or PP102*) learning about the four basic personality types Course minimum: 30 participants

* All participants must complete PP101 in order to attend

ALL CONFIRMED TRAINING DATES, TIMES AND LOCATIONS ARE AVAILABLE ON THE RC.

LOG ON AND REGISTER TODAY AT www.exitresourcecenter.com



Ingenuity at your fingertips

TECH

Tech it to the max with EXIT Realty's abundant technology resources! Offering real solutions for your real estate success, these tools will help you get the job done right, from day one throughout your career, no matter your level of expertise. Both low-cost and no-cost solutions round out this high-powered technology arsenal, and new features are continually added to help you stay ahead of the ever-evolving technology curve. In addition, we know that technology is only as good as the person who uses it. At EXIT Realty, we not only provide you with the best tools available in the industry, but we also teach you how to use them.

TO THE

CORPORATE WEBSITE

EXITRealty.com features a comprehensive and easy-touse home search. Leads generated from www.exitrealty. com on EXIT listings are emailed directly to the listing agent. Leads on properties listed by other companies are emailed to an EXIT brokerage determined by our detailed algorithm as the best one able to help the customer. No additional fees are charged by EXIT Realty Corp. International on any leads generated from exitrealty.com. Also, all of EXIT's technology is accessible on any mobile device.

MEMO (Managing EXIT's Momentum Online)

MEMO (Managing EXIT's Momentum Online) is EXIT Realty's central database and the secure, online engine behind our unique business model, The EXIT Formula. MEMO tracks every EXIT listing and transaction, every closing, every region, brokerage and agent and every sponsorship (through retirement and death) across the continent. MEMO feeds appropriate information to the Resource Center, exitrealty.com and select third party sources to ensure data integrity.

EXIT'S RESOURCE CENTER (RC)

Much more than a warehouse of marketing and administrative resources, the RC is the private member's area of www.exitrealty.com accessible only to our Associates. In the information hub of EXIT Realty, associates can access all of EXIT's technology resources here as well as the latest news and company information, fresh content, best practices, and training resources. In the RC you can view your own production and the production of the people you've sponsored in the "My Reports" section. Regardless of where you're located across North America in relation to the people you've sponsored, you have ready access to that information.

MAX

EXIT PROMO SHOP & EXIT PROMO SHOP PRINT

EXIT Promo Shop provides a huge selection of more than 4,000 marketing pieces to help you find, get and keep clients as well as sponsor agents. This powerful promotional tool makes it easy to create customized flyers, brochures, postcards and other marketing materials demanded by sellers and appreciated by buyers. EXIT Promo Shop also combines an exceptional Contact Management System with top tier online and offline drip marketing campaigns. EXIT Promo Shop Print contains a selection of marketing pieces and is free to all associates.

EXIT SHOPTOK

At EXIT Realty, we believe it's important to "do what you do best and delegate the rest." We understand that what you do best is building your business, not necessarily writing press releases, so EXIT Realty has picked up the cost and provided EXIT Shoptok. This online application helps franchisees write their own or select pre-built press release templates, update them with brokerage information and immediately distribute them to the right contact at their localized media outlets. Today's agents and consumers are used to living online. They want what they want when they want it, delivered in a way that is comfortable, easy and familiar to them. To that end, at EXIT Realty we believe that technology should be high tech and high touch. We innovate and build for the human behind the device, not for the device itself.

MONTHLY AGENT WEBINARS

Free training is provided by way of monthly agent webinars and techinars hosted by a variety of EXIT's top-producing trainers and leaders. These webinars provide valuable best practices, tips and techniques and recordings are available for reviewing any time in the media library section of the Resource Center.

FREE SMART SIGN™ GEOLOCATION LEAD GENERATION TECHNOLOGY

Imagine a buyer who sees any EXIT lawn sign in North America texting EXIT to 85377 and instantly receiving property details on their mobile phone. Imagine technology smart enough to know it's your lawn sign and instantly notifying you on your mobile device that this occurred. Imagine that lead information waiting for you in the Resource Center. And imagine that this technology is provided at no cost to you! It's all possible because included in EXIT's marketing suite, every EXIT agent has free access to our geolocation Smart Sign[™] technology when their brokerage has completed the MLS paperwork to allow us to pull IDX data.

FREE MOBILE BUSINESS CARDS™

Get your contact information right into the palm of a prospect's hand by using EXIT's free Mobile Business Card[™] technology. Choose a vanity code which prospects can text to 85377 to receive your Mobile Business Card[™] right on their smartphone. The system notifies you when someone has requested your MBC and delivers their mobile number right to your phone.

BLOGGING AND SOCIAL NETWORKING

EXIT Realty's corporate blog is realestateindustryleaders. com and we also have a presence on Twitter[™], Facebook®, Google+, LinkedIn®, Instagram, YouTube and Pinterest. EXIT Realty is committed to maximizing the opportunity for social networking through increased blog activity and other enhancements to our public-facing technologies. A social networking "SHARE" button simplifies the process of expanding EXIT's reach throughout the social web.

www.exitrealty.com/technology



Cutting Edge Technology At your fingertips

Marketing Your Property With EXIT Realty's Smart Sign[™] GEOLOCATION Technology

Text EXIT to 85377 in front of any EXIT Realty listing* and instantly receive the property details on your smart phone. Get the information you want, right when you want it, all the palm of your hand.

EXIT Realty is Real Estate Reinvented.



Courage is never to let your actions be influenced by your fears. -Morris Code



Featuring Revolutionary GEOLOCATION

SMART SIGN[™] TECHNOLOGY

. MLS

An EXIT Realty listing and photos are uploaded to the local MLS.

2. www.exitrealty.com

When an EXIT Realty brokerage signs an IDX agreement with its local MLS to allow ERCI access to their listings, the office's listings appear on EXIT Realty's corporate website.



3. TEXT EXIT TO 85377 for property listings

The listing agent installs a Smart Sign™ or Smart Rider on the listing inviting interested buyers to Text EXIT to 85377 for more information.

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EXIT Realty's geolocation Smart Sign[™] technology is similar to a GPS system connecting a mobile device to a destination. The buyer receives listing information right in the palm of their hand.



Agent receives lead on mobile device and in Resource Center. The listing agent immediately receives the lead and can follow up right away.





MOBILE BUSINESS CARD[™] TECHNOLOGY

1. Agent

EXIT's FREE Mobile Business Card[™] technology puts (and keeps) your information right in the palm of your client or prospect's hand!



2. Activation in the Resource Centre

Log into the RC, activate your MBC and choose your unique vanity code.

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Mobile Business Card[™] sent or requested

Invite clients and prospects to text your vanity code to 85377 or send them your MBC from your smart phone. They will receive a text with a link to download your MBC right to their smart phone.

4. Lead received

You receive notification on your smart phone and in the RC that someone has requested your MBC and you can follow up right away!





State-of-the-art technology at your fingertips!





EXPERT Marketing Suite





It's not what you look at that matters, it is what you see. -Morris Code



A person with absolute conviction is a majority in any crowd. -Morris Code



Take Your **Rest Level**



- Newsletters
 - Branded Home Tours
 - Greeting Cards
 - Postcards
 - Flyers
 - Sports Schedules
 - Spanish Content
 - E-Mail Campaigns
 - Buyer's Guides

<u>PLUS FREE</u>

- Online Training
- Tech Support

So What Can <u>YOU</u> Do With These Pieces?

- Print Pieces at Home
- Order Printing
- Hand Them Out
- Mail Them
- E-Mail Them

All These Pieces Are Mouse Clicks Away!

Conviction is convincing. -Morris Code



30-Day Trial For

EXIT AGENTS

Our Formula, YOUR **Future**

10

% SPONSORING BONUS As a thank you for beloins to

As a thank you for helping to grow the company, you receive a residual bonus equivalent to 10% of the gross production generated by your recruit. This single-level bonus is paid out by EXIT's Head Office as your recruits' transactions close, continuing for as long as your recruits stay with EXIT and generate sales.

RETIREMENT RESIDUALS Residuals fill in the gaps between closings acting as a

supplement for the future. Should you choose to retire or take a break from real estate, your 10% Sponsoring Bonuses convert to 7% Retirement Residuals, continuing for as long as your recruits stay with EXIT and generate sales. You can even enhance your retirement by continuing to sponsor more associates into the system.

% BENEFICIARY BENEFITS

Rest assured that your number one priority in life, your loved ones, will be looked after. You will have a predetermined beneficiary already in place, so your 10% Sponsoring Bonuses or 7% Retirement Residuals will convert into 5% Beneficiary Benefits that continue to provide security for your family for as long as your recruits stay with EXIT and generate sales.

THE NEW EVOLUTION OF REAL ESTATE



TO DATE, EXIT REALTY CORP. INTERNATIONAL HAS PAID OUT MORE THAN

ONE THIRD OF A BILLION DOLLARS

IN SINGLE-LEVEL RESIDUALS TO OUR ASSOCIATES ACROSS NORTH AMERICA

> It usually takes a long time to find a shorter way. -Morris Code

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EXIT Realty is a thriving, diverse community comprised of persevering individuals with an innate belief in the spirit of camaraderie. At EXIT Realty, we believe in building each other up, mentoring, and inspiring one another, much like a good family. We are a by-invitation-only company, where growth and success naturally flourish, creating a unity-driven work culture unlike any other in real estate.

EXIT Realty's holistic **Focus on Good Health** approach to well-being at work and home is the undercurrent to everything we do, recognizing that a person's emotional, physical and spiritual state-of-mind are intrinsically linked to a better quality of life.

We are responsible corporate citizens and our **Teal is the New Green** initiative encourages environmentally responsible business practices. A portion of every transaction fee collected by EXIT Realty Corp. International is applied to our charitable fund and through the **Spirit of EXIT Dollar-for-Dollar Matching Program**, EXIT offices and associates can raise money for local, approved, registered charities and apply to EXIT's head office to have those funds matched from our pledged pool of funds. To-date, \$4 million has been pledged to charity.

EXIT Realty's humanitarian mind-set, sharing our passion for corporate responsibility and philanthropy are making a difference in the world. This is the real estate evolution. Experience the EXIT Realty difference.

there's no place like

Home is a feeling.

It wraps you in comfort, and fits you perfectly. It's a place filled with your story and the simple pleasures of life.

It's where you feel most like yourself, spend your days and make your memories.

So when it's time for you to choose your home, trust your most important decision and investment to the experts at EXIT Realty. We are a people-oriented company of real estate professionals who know that your home is much more than simply a roof over your head. EXIT associates are among the most highly trained in the industry, with the experience, knowledge and resources to make your homeownership dreams a reality.



Let Us Help You Find Your Welcome Home.

THINK BIGGER!

If you want to build a rewarding and lifetime career in real estate, you're looking for the best company to help you achieve your personal and business goals. EXIT Realty is the only real estate company created with an agent's lifestyle, success, family and security in mind.

THINK RESIDUALS!

• Fabulous new cash flow streams Including retirement and beneficiary benefits

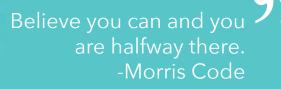
Cutting edge technology to help you
Market yourself much more effectively for
minimal cost

State-of-the-art Hands-On Training Programs that are second to none

Empathy-Oriented Methodology of Mentoring creates an affable environment and much more!

For those who want the

VERY BEST!





We help you.... SUCCEED

• Monthly online Broker, Associate and Administrator webinars

• Cutting-edge training programs taught by real industry top producers

• Approved Supplier program offering exclusive pricing on products and services

• Agent-centric philosophy of mentoring

 Online proprietary and EXIT Resource Center programs to better manage your real estate business and go paperless

 Robust contact management and marketing systems to achieve maximum visibility—both digitally and in print

 Green designation and investor certification training programs

 Unmatched Franchise Support System



Believe you can and you are halfway there. -Morris Code

EXIT Success Card Do you have one of these?

EXIT Realty Associates all across North America have, in total, earned 1/3 of a Billion Dollars Paid out in single-level residuals on top of their commissions! And now thanks to e-business, EXIT Associates can conveniently and instantly access their residual income with the EXIT Success Card—accepted wherever MasterCard® or debit cards are accepted.

Could you do anything with this?





Energy and persistence conquer all things. -Morris Code

theEXITformula

- 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 generated by the recruit. 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.

- 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.
- 10 EXIT Associates pay a transaction fee per full closed transaction side that is tiered based on the commission level. This fee is capped at \$2,700 per year. A portion of each transaction fee is allocated to national advertising.
- 11 EXIT's head office allocates a portion of each transaction fee paid by the salespeople in each EXIT office to a special Administrative Bonus Fund. This bonus fund is distributed to the support staff of that office after the end of each calendar year.
- 12 EXIT head office dedicates a portion of each transaction fee generated by all offices in

SPONSORING IS MENTORING WITH A VESTED INTEREST: IT GENERATES PERPETUAL FINANCIAL RETURNS AND CREATES AN INCENTIVE TO PASS DOWN WISDOM.



Use time as a tool, not as a crutch. -Morris Code

theEXITformula

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.

the corporation to its charity of choice, Habitat For Humanity.

- 13 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.
- 14 All EXIT Associates (active and retired) pay an annual membership fee of \$345. This qualifies them to receive EXIT residuals as well as many other benefits.
- 15 An EXIT Associate who has participated in sponsoring continues to receive 7% residual bonuses should they wish to take a break from actively selling real estate or retire. 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 furthe responsibility to sell real estate.
- 16 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%.
- 17 EXIT is also created for industrial and commercial specialists. The standard commission splits are the same as those for residentia specialists.
- 18 EXIT Associates designate a beneficiary when they join EXIT Should an EXIT Associate become deceased, a special residua beneficiary benefit of 5% is dedicated to the beneficiary fo 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 to the broker who licensed the Associate who is now deceased.

Could You Do Anything with this?



It's your attitude not aptitude that affects your altitude. -Morris Code



If you're interested in **building a rewarding and lifetime career**, real estate is one of the few occupations that offers a flexible and entrepreneurial business lifestyle and EXIT is the best company to provide you with that great career.

EXIT's truly unique Formula sets it apart as the company for those wanting to get the very best and most out of themselves. Access the best training in the industry, leading-edge marketing technologies, supplementary income streams, retirement security for you and your family and all the while having more fun and freedom to "be your own boss". Now that's innovative!

EXIT is the opportunity of a lifetime for any real estate professional, offering benefits that no other company in the industry.





Don't let what you cannot do, interfere with what you can do. -Morris Code

Good Agents Are Born Trained

Becoming a part of EXIT means joining the on-going commitment to create the most highly trained and skilled professionals in real estate. Our sales training is taught by the industry's leading top producers and is among some of the most comprehensive coaching you will ever receive. Designed to remove and eliminate the inhibitions and anxieties that have rendered so many salespeople average, EXIT's training programs range from topics such as initiations, finalization, negotiation, personality profiles and strategic planning. No matter what your real estate career level, there's a training perfectly suited to your needs. When you join EXIT, you've making it your business to get the finest and the best return on your invested time.

For more information on EXIT's numerous training programs visit: www.exitrealty.com/training



Want to evolve? Get involved. -Morris Code



Whether you're a veteran or a brand-new agent, Peak Producers gives you the fundamentals to successfully grow your business. Combining the realworld strategies that industry expert Brian Buffini and top producer Joe Niego used to build rock-solid businesses, this training program teaches you to generate leads every day, professionally serve every client, and optimize your business for maximum profits. By addressing the many hats an entrepreneur wears, you'll receive a step-by-step action plan to run your business by Working by Referral, and produce at a consistently high level.

| WEEK 1 | WEEKS 2-5 HOW TO BE A RAINMAKER (CEO) | WEEKS 6-9 HOW TO BE A DEAL MAKER (COO) | WEEKS 10-12 HOW TO BE A MONEY MAKER (CFO) |
|--|---|--|--|
| Day 1: What it means to be a Peak Producer | Week 2: Setting S.M.A.R.T. Goals | Week 6: Professionally Serve Every Listing | Week 10: Financial Systems for the Self-Employed |
| Day 2: Building a Dynamic Database | Week 3: Doing the Unexpected Extras | Week 7: Manage Your Time and Productivity | Week 11: How to Be a Successful Entrepreneur |
| Day 3: Creating Referrals | Week 4: Breaking Bread with Customers | Week 8: Getting Buyers off the Fence | Week 12: How to Stay on Track |
| Day 4: Working with Buyers | Week 5: The Attitude of a Peak Producer | Week 9: The Art of Negotiation | |
| Day 5: Working with Sellers | B | | |

COMPANY & COMPANY



Want to evolve? Get involved. -Morris Code





EXIT Realty Connect App

FEATURES & BENEFITS

Quick Leads - with just a few clicks, send:

- Mobile Business Card[™] to any prospect including personalized message
- Text message or email to potential seller with option to include link to Expert Marketing Suite™ video
- Text message or email to potential buyer with option to include Home Search Link
- Text message or email to potential recruit with option to include 4MM video, About Me, and the Residual Calculator

The Lead Type is added to your Lead Stream and Contacts so you can leverage every interaction!



Lead Stream – notifications alert you to new activity. Lead Stream is a live record of your inbound & outbound lead activities with one-touch navigation to contact info to keep the conversation going.



Office Directory – one-touch navigation to a list of your office colleagues' public contact info to connect quickly.



Share App – now you can send the app to your prospects – they just enter their email address and they're connected to you!



EXIT Realty Connect App FEATURES & BENEFITS

EXIT's Resource Center features on the go:

| | Marketplace – review current offers by some of our Premier Partners. | | Mobile Business Card™ Management – easily navigate to your Mobile Business Card™ screen to request or update your vanity code. | ' A') | Social Stream – Stay on top of EXIT's social media presence so you are in the know. |
|----|--|-----|---|--------------|--|
| Ę. | Media Library – make good use of your down time and watch webinars or listen to Leader's Path podcasts. | *** | To Do List – No paper? No problem! Add tasks easily to your virtual memo pad and check them off as you go. | ٢ | Profile Management – Update your email address, your photo, and your bio quickly and easily. |
| • | Document Library – Access EXIT documents and review Top Broker and Agent Resources. | | e-Manuals – EXIT's on-demand knowledge base to answer your questions on everything that EXIT has to offer. | 3.0 | EXITize Me – access EXIT's tools and partners easily such as EXIT Promo Shop, EXIT Shoptok, dotloop and more. |

Expert Marketing Suite[™] in the palm of your hand:



Property Marketing – Access property flyers, virtual tour, single property website, social sharing, map pin and more.



Lead/Contact Management – Now you can take the Expert Marketing Suite[™] everywhere you go. Share and promote your listings to your social media channels or download property flyers to print or send.



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Convention – Purchase tickets for convention and review Frequently Asked Questions.

Reports – With just a few clicks, access reports on your listings and transactions, and those of your recruits, your earned residuals, tax forms, report card, awards history and more.



BUSINESS TOOLS

THE LISTING PRESENTATION AND HOME BUYER'S GUIDE





Maintaining an inventory of active listings is often the way to accelerate your real estate career. EXIT offers you a customizable Listing Presentation in both digital and print formats. Use your tablet or mobile device to promote what you have to offer, and leave your seller prospect with the print version containing everything they need to know to make an informed choice.

EXIT's Home Buyer Guide provides buyer clients with information on the buying process from choosing a real estate agent, to showings, to close. These templates have been created in easyto-use programs for easy customization. Use the digital version for your electronic presentation, and leave the print version with your buyer client to review. Includes Buyer Information Sheets to determine your buyer's wish list.



Believe you can and you **99** are halfway there. -Morris Code

EXIT REALTY CORP. INTERNATIONAL HAS PLEDGED \$5,500,000 TO CHARITY

A portion of every transaction fee collected by EXIT Realty Corp. International is applied to its charitable fund. Through the Spirit of EXIT Dollar-for-Dollar Matching Program, EXIT offices and members can raise money for local, approved, registered charities, including Habitat for Humanity, and apply to EXIT's head office to have those funds matched from the company's pledged pool of funds.

To date, EXIT Realty Corp. International has pledged \$5,500,000 to charity. We have sponsored 19 Habitat for Humanity home builds in Canada and the U.S., and participated in a community revitalization project and the Jimmy and Rosalynn Carter Work Project. In addition, we have pledged hundreds of thousands of dollars to benefit those hardest hit by Hurricane Irma and tropical storm, Harvey. Find out more at www.exitrealty.com/spirit.

Many of our members work tirelessly to raise funds for charity in their communities. We believe that by matching the funds they raise, we can have an even greater impact than ever before. The Spirit of EXIT Dollar-for-Dollar Matching Program allows EXIT to touch more lives."

- Tami Bonnell, CEO, EXIT Realty Corp. International



AGHIEVER

The EXIT Achiever is marketing made totally blogable, perfectly portable, extremely sociable, completely downloadable, and absolutely customizable.

Find our latest edition online at: achiever.exitrealty.com

What's News This Issue?

- · Family is Everything
- Our Product is Real Estate;
 Our Priority is People
- · Champions of Industry
- ...and so much more!

Keep Current on Real Estate News with EXIT!

AGHIEVER



Every accomplishment starts with the decision to try. -Morris Code

Who We Are

EXIT King Realty





Always deliver more than what is expected. -Morris Code

Who We Are

Each year we host an Agent Appreciation Picnic, all loved ones are welcome to attend.









EXIT King Realty















When you think about quitting, think about why you started. -Morris Code

Why I chose EXIT



I began my real estate career in 2004, I signed on with a different brokerage where I felt like a small fish in a big pond. After a year there, I had the opportunity to join EXIT Realty. Immediately I not only had a better commission split, but I was provided a website and lead generation platform and I was able to capture leads from floor time, sign calls and walk in traffic. The thing I found most interesting was that other EXIT agents were willing to help and provide me with advice and training. I was able to learn what worked with other agents and how they worked. I have now been a top producer with EXIT Realty for 10 years. EXIT has all the tools I need to be successful. With all the technology, corporate structure and support, this company is second to none. The family atmosphere makes this a company I am proud to be with—from family BBQ's, bowling, sporting events to the care and support, I know this is a company that is invested in my success and happiness.

--Cody Craig (Over 14 years with EXIT)



Thank you for putting together a wonderful team that supports all of us, every day. Many thanks to all the terrific office managers we have (and that is no accident because Steve and Izabela built a great team). We may be in business for ourselves, but the platform and support your EXIT King Team provides, makes all of our businesses more successful and less stressful. Other companies may use the motto, "You're in business for yourself, but not by Yourself", but EXIT King truly walks the walk!

--Eliot Ford (over 9 years with EXIT)



Shoot for perfection and expect excellence. -Morris Code

Why I chose EXIT



I love Exit & recommend it without hesitation. When I first got into the real estate business I decided to join another branded real estate company and after reflection, I wish that EXIT would have been my first choice. Exit King provides a very supportive & friendly environment - it's always a nice experience to come into the office and say hi. Steve and Izabela go out of their way to provide helpful educational opportunities and fun company and family events. The opportunity to sponsor other agents is a great (and unheard of) perk in this business.

--Amy Jones (over 7 years with EXIT)



I am thankful to work at EXIT King Realty. After searching and working at brand named Real Estate Companies, I have found a place to work that goes out of its way to help my business be a success. Steve Forbes, Broker/Owner and his wife, Izabela Manager/Owner are always available to answer questions, guidance, support and offer agents many opportunities for additional training. EXIT King Realty is a team atmosphere of professional agents who offer assistance when needed and recognize you for your achievements. I love what I am doing and enjoy working with a company that is invested in encouraging and helping you establish and accomplish career goals.

--Kathy Toonder (over 6 years with EXIT)



In 2011 I changed companies and started working at EXIT King Realty. It is the best move I ever made in my professional life. I went from struggling for leads and income to having more leads than I can handle and consistently making over six figures. Not only have I had the opportunity to earn a six figure revenue, I also receive supplemental income through mentoring and recruiting other agents. I feel like part of the family at EXIT King Realty and plan to retire here. Thank you EXIT!!

--David Rothermel (over 8 years with EXIT)



Impossible only means that you haven't found a solution yet. -Morris Code

Why I love EXIT

Testimonial

Just a note to let you know how very grateful I am for the 4 day intro/New Agent Orientation! I have been an active broker for 30 years in another state and I must say EXIT King Realty training is STELLAR! I am very relieved to know I have chosen an agency with not only location, location, location but brains and a heart! You have created an organizational flow chart and fantastic personnel who have all the bases covered. This structure affords me an excellent foundation to build an exceptional future on! Thanks so much! Let's do this! ~ Debra F.

Testimonial

I am sincere when I tell you that EXIT King is amazing and no other place does this onboarding as This is my 3rd attempt to get it since December. Everyone talks it... EXIT King walks it! ~ Joyce S.





Impossible only means that you haven't found a solution yet. -Morris Code



EXIT KING REALTY

Believe you can and you are halfway there. -Morris Code



EXIT's commitment to environmental stewardship shines through our Teal is the New Green initiative, making our associates the greenest choice when buying or selling thanks to these and other eco-resources such as:

- EcoBroker® certification program
- Paperless transaction solution
- e-signature capabilities*
- Digital marketing strategy

- 24/7, online YouTube webinar training modules
- EXIT Success Card e-payment system (US only)
- Green Approved Supplier affiliations
- Online marketing & contact management software

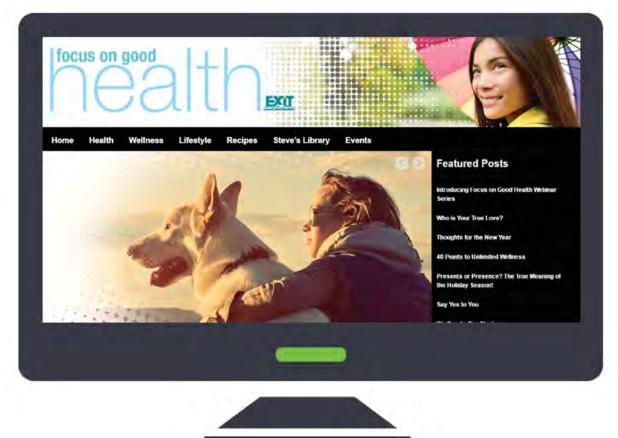
let's work together to better the place we all call home.

subject to state/provincial availability



Believe you can and you are halfway there. -Morris Code

One last thing...Focus on Good Health!



EXIT Realty Corp. International has always taken a holistic approach to the well being of its Associates. The EXIT Formula of single-level residuals provides income streams in addition to taking listings and closing transactions that include retirement and beneficiary benefits to help to provide financial security for an agent and his or her family, now and in the future.

EXIT Realty also recognizes that a person's emotional, physical and spiritual well being are keys to their overall quality of life. To this end the company's Focus on Good Health initiative includes a series of articles, webinars, tips and tools promoting wellness at work and home.

"Good health is the basis of a great life," says Founder & Chairman, Steve Morris. "This initiative encompasses the essence of EXIT's philosophy, to be healthy, wealthy, loving and wise."

Find us online at focusongoodhealth.com and on Instagram @focusongoodhealth



Believe you can and you are halfway there. -Morris Code

Notes:



The world stands aside to **99** let anyone pass who knows where they are going. -Morris Code