**Agent Attraction Presentation**

**Questionnaire Script**

1. How long have you been in real estate?
2. How long have you been at the office you are with now?
3. What brought you to that office?
4. Tell me about how you run your current business?
   1. Roughly how many transactions?
   2. What are the sources of your business?
   3. What percentage is on the Buyers side vs the Sellers side?
5. What do you see as your biggest challenges in the market today?
6. How are you dealing with them?
7. What is your goal for this year?
8. What does your business need to get there?
9. Fast forward several years – What ultimately do you want your business to look like?
10. What’s stopping you from doing that now?

**Transition Question:**

1. How much do you know about the eXp Realty model?
   1. What is the most interesting to you? (If they are familiar enough)
2. How much do you know about what we do at CoFounders to work with agents?

**Quick Intro/Overview of eXp’s Model**

eXp is the fastest growing real estate company on the planet. They are the fastest growing real estate company in American History, and they will be the #1 company in the world both by agent count and production in the next year.

The reason being is because they changed the way that agents were able to build wealth, while doing the business they were going to do anyways, anywhere else.

The financial platform breaks down like this…There is the financial platform and then there is what we do boots on the ground to help you grow your business. But first I want to run through the financial model.

It’s a basic 80/20 split, to a 16k cap, then you’re at 100%. How does that compare to what you have right now? (Great, so you’d be saving money…it’s really not the interesting part)

What’s really interesting is what happens along the way. So, when you close your first deal each year, you’re awarded stock and ownership in the company. When you cap each year, you are awarded stock and ownership in the company. And when you are an ICON agent, which is a capping agent plus 20 more transactions, you get the 16k cap that you paid in, given back to you in the form of stock and ownership in the company.

Here's why that matters. Had you been an ICON agent here the past 4 years and closed the transactions that you were closing anyways, eXp would have paid you half a million dollars right now. Just for doing what you are already doing. This is how agents are building wealth for themselves, just selling real estate.

They also have what we call Revenue Share. Have you ever heard that term used in real estate before? You see, most brokerages are built by agent-to-agent interaction. I’m sure you’ve referred agents to your company in the past and were given maybe a Starbucks gift card for helping to build their asset.

To give you an example of how that works, we have an agent named Jamiel McDowell, he works in our Tacoma market, and he referred over a couple of his friends who just wanted to be better listing agents, so he referred them to us. Within the past 14 months, those 2 people have turned into about 75. And what that means for Jamiel McDowell is now he has a 70k residual passive income that he can Will to his children.

Now if you look at the stocks that are awarded, and then the revenue share, and then the deals that you are going to do anyways, that’s a recipe for no longer just making money, but building wealth.

Do you see how just in the next 5 years down the road, what that would mean for you and your business?

It’s the greatest financial platform ever invented in real estate and its why eXp is growing so fast. Now we know that you can have the greatest financial platform that exists, and it doesn’t do any good if the agent doesn’t have the help boots on the grounds to grow their business and leverage this platform.

So, the problem that we solve is how to help agents in the day to day and take full advantage of this financial platform.

(Transition back to what was important to them that needed in their business and how we can help, or the parts of eXp’s model that aligns with their needs.)

(The focus is on what’s important to that agent. Do not just spew eXp on them.)

With everything we have spoken about what are your thoughts? How interesting is this to you? Do you see how \_\_\_\_\_\_ can help you with \_\_\_\_\_\_\_\_\_?

What questions do you have?

What I’m going to do next is send you a detailed email that has everything included that we went over, visually and in full detail, so that you can do your own research and due diligence. Then come up with all of the additional questions that you’ll have, and we will go over those next week and take it from there.

Does \_\_\_\_\_\_ or \_\_\_\_\_\_\_ work better for you?

**Benefit Transition:** What I hear you saying is that you want to get a lot better/effective at \_\_\_\_\_\_\_\_\_\_\_\_. Let me tell you about our \_\_\_\_\_\_\_\_\_\_\_\_\_\_ program which is going to provide you exactly what you need to excel here. And here is why…….

**5 Step Benefit Close**

1. Explain the benefit in a powerful 2-5 sentences

2. Include a testimonial - Increase in production and how long they've used the benefit

3. Ask a closed ended question - asking if they see value in the benefit

4. Ask an open-ended question that requires a response - how would you use this benefit in your business - Shut up so they can answer (make sure you are asking it the right way, this is where they will open up)

5. Quantify how many additional transactions they can see themselves doing