



Commercial MasterMinds

Commercial Real Estate Advisors

CMM FAQs

What makes Commercial MasterMinds different?

- Operates in a virtual office environment, reduced expenses result in superior earnings for our advisors
- No commission splits expected, flat fee available or option to split commissions 75/25
- No quotas, no pressure, and freedom to work from your home or shared offices
- Not a residential mix office, **strictly commercial real estate**
- Benefits are tailored specifically to commercial real estate advisors
- Property marketing strategy includes sharing fee 50/50 with selling agent

Commercial MasterMinds Fees and commission

Commercial MasterMinds (CMM) has a different business model than traditional brokerages. Instead of commission splits, Advisors have the option to pay a modest monthly fee with a transaction fee. The monthly fee is \$1200 (credit cards accepted) and the transaction fee is \$1500 or 2.5% of the gross commission (whichever is greater). See examples below.

If you prefer a favorable commission split, CMM offers you a 75/25 split to \$75,000 gross commission.

Above \$75,000, you may choose to pay the transaction fee only or continue the 75/25 split.

CMM's objective is a large group of like-minded professional, commercial Advisors participating in MasterMind calls. Advisors' objectives should be to close more deals, grow their business and elevate their market knowledge to higher levels.

Comparison of CMM Fee model vs. Traditional commission splits

<u>\$1200 Monthly Fee Option</u>			
Gross Commission: \$200,000			
CMM monthly fees for 1 year	\$14,400	Traditional Brokerage split 50/50 to \$200k	
CMM transaction fee	<u>\$5,000</u>		
Total fees paid to CMM	\$19,400		
Paid to you:	\$180,600	\$100,000	(80% advantage at CMM)

<u>75/25 split to \$75,000, then the 97.5% split</u>			
Gross Commission: \$200,000			
75/25 split to \$75,000	\$18,750	Traditional Brokerage split 50/50 to \$200k	
97.5/2.5% for remainder*	<u>\$3,125</u>	(*based on one commission valued at \$200,000)	
Total fees paid to CMM	\$21,875		
Paid to you:	\$178,125	\$100,000	(78% advantage at CMM)

What do I get for my \$1,200/month payment? (Most frequently asked question)

- Higher Earnings- you keep the majority of your commissions!
- Salespersons/Brokers can hang their license under CMM with no quota expectations.
- E&O insurance, risk management and worker's compensation are included in the transaction fee.
- Marketing material templates are provided in an easy-to-assemble manner.
- An online system to track your listed and "in contract" properties, allowing 24/7 access.
- An escrow tracking service and transaction coordinator to remind you to collect documents and notify you of upcoming events.
- Ongoing referral bonuses paid for the duration of your tenure.
- CoStar is available, please call to discuss any other data services you require.
- Broker Assistance + CMM MasterMind group discussions including weekly conference calls and webinars.

Our objective is to streamline your transaction process, allowing you to spend more time prospecting with clients. Run your business more efficiently by learning from industry experts and adapt your style with proven business strategies.

CMM Website Access

CMM will provide a username and password to allow full access to the most common forms, disclosures, guidelines, documents, policies, checklists, useful links, and much more. Here you will find everything you need to conduct your business.

Errors & Omissions Insurance, Risk Management and Worker's Compensation

By DRE regulation, the broker is directly responsible for any real estate transaction completed under his/her license. To cover possible expenses connected with this responsibility, CMM collects a Transaction Fee (\$1,500 or 2.5% of the gross commission, whichever is greater) which pays the E&O Insurance (subject to end of year adjustments, based on individual's performance), satisfies the risk management and Worker's Compensation fees for each closed transaction.

The Transaction fee may also cover items such as legal advice, settlements, judgments, legal fees, claims and litigation, and other risk-management costs. Risk Management is for CMM company benefits. If an agent requires personal protection, he/she will need to purchase this individually.

What is a CMM MasterMind group? CMM MasterMind groups are based on the concept that together CMM Advisors are the market experts and can share knowledge, tackle challenges and build their businesses. These groups are composed primarily by product type. CMM MasterMind discussions are designed to help each participant grow their business, provide accountability and successfully close more deals.

Experience required to become a Commercial MasterMind Commercial agents proficient in prospecting, marketing and the escrow process are ideal candidates for CMM. Preference will be given to those with a higher number of completed transactions. CMM cannot train candidates who are new to the business, however, established agents willing to train new agents are welcome to do so (see referral program below). Teams of two or more are more efficient as they allow the further reduction of expenses. CMM extends the same compensation arrangements to your team. The CMM plan is to grow at a controlled pace; thus, not all applicants will be accepted on their initial request.

Marketing materials A property marketing template is available for you to complete. Simply fill in the blanks, adjust, amend as required for your specific property and convert to PDF. Not restrictive in size, blank templates are available to add pictures, articles, maps, demographics, etc. A link is attached to the company website and you are ready for email blast campaigns, postcard campaigns, etc. CMM chose to keep this simple utilizing existing software that most everyone recognizes.

Postcards and mailers

Kreativz.com can tailor postcards and/or mailers for your specific area and property type. This is a third party vendor and this cost is your responsibility.

Escrow Files

Commercial MasterMinds uses a third party vendor to track escrows online. Accessible from any Internet connection, this system allows you as the listing or selling agent to see what documents are received and what items are outstanding. It also displays deadlines for specific tasks! You and your clients will appreciate the organization and efficiency of this process during your first escrow. Who uploads the data? You will upload documents in the form of PDFs to your respective online transaction area. A CMM escrow coordinator will keep you on track. This escrow tracking service is included in your transaction fee.

CMM Referral program

CMM wants to attract like-minded successful advisors, so we encourage each CMM Advisor to recruit commercial agents they believe are a match for the CMM model and who would contribute to the growth of their respective business.

For each recruit that a CMM Advisor nominates and CMM accepts, the recruiting Advisor receives credit towards the Monthly Office Fee for the duration of the recruits' tenure at CMM! There is no maximum number of recruits per Advisor.

The 75/25 commission split option credits your referrals one time in the form of a \$1,000 credit at your next closed transaction. Again, there is no maximum number of recruits per Advisor.

Sounds great, so what's the catch? The catch is you are still an independent contractor and responsible for your own office equipment and business expenses.

With CMM's flat fee option, Advisors' earn more money to invest in themselves. Stop splitting your hard earned commission and start increasing your bottom line!

To ask a question or to request an application for consideration to CMM, email your request to: futureadvisor@commercialmasterminds.com or call us at 866-645-3901.



CommercialMasterMinds
Multiple Minds Working For You