

## CINCINNATI AGENT SERVICE MENU



Your administration support team is here to help assist you as you grow your business. As a virtual real estate company, our goal is to provide the service you need...when you need it.

Go to <http://www.agent-manual.com> for more services available to OwnerLand agents.

Service Description	Service Detail	Service Cost*
<b>Communication Support</b>	When calls, faxes and/or emails for agents come into our corporate office, we will notify the agent via email right away. We will email agents when agent's mail is received by our corporate office and we will place the mail in a designated place for agent to pick-up at their convenience.	FREE
<b>Business Agent Center</b>	<p>The Business Agent Center is an office set up at our corporate office for agent use. Agents can use the office to meet with their clients, access their virtual office and manage their business, as needed. A desktop computer is available for all OwnerLand agents, or agents can bring their laptop and use our Wi-Fi network.</p> <p>The Business Agent Center is offered on a first-come-first-serve basis and agents need to call ahead to reserve or confirm availability.</p>	FREE
<b>Conference Rooms</b>	<p>OwnerLand Realty's conference room located in the corporate office suites is available and can be reserved by OwnerLand agents to conduct their business, meet with their clients, hold closings, and seminars. This is offered on a first-come-first-serve basis and agents must call ahead to check availability.</p> <p>Agents can also call the leasing office at 513-771-1212 to reserve any of the 3 conference rooms provided by CMC Properties-Springdale. Make sure to have the corporate office name (OwnerLand), building (230) and suite number (215) ready when making reservations.</p> <p>Conference rooms at other CMC Office Centers (Beckett, Beechmont, Blue Ash, Mason and Turfway) are also available. Some locations are available at a small fee (\$15/4hours.) Agents should call each individual CMC Leasing office to find out any fees charged prior to scheduling appointments with clients to meet at these other CMC Office Center locations.</p>	FREE
<b>Listing &amp; Closing Package Virtual Assistant</b>	<p>Physically drop off or fax the listing and/or closing package to your office manager. Your listing file will be processed including MLS submission and Showing.com setup.</p> <p>Upon closing, simply deposit the commission check into broker's National City account. Fax copy of deposit slip, signed settlement statement, and any other pertinent documents to your manager.</p> <p>File will be processed by your office manager and your net commission will be deposited into your account within 48 hours.</p>	\$75/per processed package.
<b>Open Houses</b>	<p>Need someone to host an Open House?</p> <p>Agents start by emailing area OwnerLand Agents (<a href="mailto:agents-cincinnati@ownerland.net">agents-cincinnati@ownerland.net</a>) to find an Agent to host an open house. Agents can also call the corporate office to find out if an Agent-in-Training is available.</p>	FREE
<b>Call-In Leads Re-Direct</b>	Buyer calls into the corporate office from OwnerLand Agent's listings will be re-directed to listing agent by email. Listing agents are required to respond to buyer lead email sent by corporate office within 24 hours of receiving lead. If reply email is not received within the 24 hours, agent forfeits buyer lead to corporate office.	FREE
<b>Agent Back-Up/ Vacation Service</b>	<p>Office manager will cover agent's business while agent is out of town, on vacation or when other agents/clients call the corporate office because they are unable to locate their listing/buyer agent.</p> <p>Agent may choose which file they wish for this service. Fee is deducted from agent's commission on each file when service was provided by the office manager in agent's absence.</p> <p>Services may include one or all of the following: setting up and be available for showings, handling calls, negotiating contracts, submitting offers, coordinating closing, etc.</p> <p>This service is voluntary; however, in the event that an agent does not inform the office manager of any plans to be unavailable and/or other agents/clients call the corporate office because they are unable to locate their listing/buyer agent, the office manager will address any issues reported by other agents/clients, this fee will apply to each file handled by the office manager and will be deducted from the corresponding agent's file(s) commission.</p>	25%**/agent's commission after broker fee deduction.

\*\* In the event that agent is unable to provide service to their clients for 4 weeks and the office manager has provided services during agent's absence, agent forfeits commission less a referral fee of 30% paid to agent at the close of transaction.

\* Because we offer some of the best commission plans in the industry, we make some of these services available at an additional charge to the agent. Not every agent requires a lot of administration support, so it's available to those who need it. The costs described are in addition to the commission plan you choose and will be deducted from your commission upon closing of the corresponding transaction.

Agents are responsible for obtaining the most current agent service menu when ordering services. Services listed above are subject to change with out notice. **Created 2/2009**



## AGENT STANDARD MARKETING

We provide marketing services to meet each agent's individual needs. If you need something that is not listed below as a standard marketing service, please contact corporate office and we will customize a marketing program to meet your needs.

Service Description	Marketing Detail	Service Cost*			
<p><b>Business Starter Package</b></p> <p><i>Package Discount:</i></p> <ul style="list-style-type: none"> <li>• \$50 off package</li> </ul>	<p>Customize your Business Starter Package to smooth your transition to OwnerLand Realty. Mix and match the following products until you reach the Soft Dollar Value.</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 33%; vertical-align: top;"> <p><b>PRINT MARKETING*</b></p> <ul style="list-style-type: none"> <li>• Business Cards (150) \$25</li> <li>• Showing Cards (100) \$20</li> <li>• Listing Presentation \$75 (digital + 5 color copies)</li> <li>• Buyer Presentation \$75 (digital + 5 color copies)</li> </ul> </td> <td style="width: 33%; vertical-align: top;"> <p><b>DIGITAL/WEB MARKETING*</b></p> <ul style="list-style-type: none"> <li>• Website Setup and Training \$100</li> <li>• Update Personal Photo \$50 Value</li> <li>• Unique Domain and Set-up \$10</li> <li>• Postcard and Print (400 sm) \$80</li> <li>• Data List Services (400 names) \$75</li> </ul> </td> <td style="width: 33%; vertical-align: top;"> <p><b>YARD SIGNS*</b></p> <ul style="list-style-type: none"> <li>• Main Panel \$25</li> <li>• Directional \$15</li> <li>• Sign Rider \$10</li> <li>• Steel Frame \$25</li> </ul> </td> </tr> </table>	<p><b>PRINT MARKETING*</b></p> <ul style="list-style-type: none"> <li>• Business Cards (150) \$25</li> <li>• Showing Cards (100) \$20</li> <li>• Listing Presentation \$75 (digital + 5 color copies)</li> <li>• Buyer Presentation \$75 (digital + 5 color copies)</li> </ul>	<p><b>DIGITAL/WEB MARKETING*</b></p> <ul style="list-style-type: none"> <li>• Website Setup and Training \$100</li> <li>• Update Personal Photo \$50 Value</li> <li>• Unique Domain and Set-up \$10</li> <li>• Postcard and Print (400 sm) \$80</li> <li>• Data List Services (400 names) \$75</li> </ul>	<p><b>YARD SIGNS*</b></p> <ul style="list-style-type: none"> <li>• Main Panel \$25</li> <li>• Directional \$15</li> <li>• Sign Rider \$10</li> <li>• Steel Frame \$25</li> </ul>	<p>\$350/pkg Cost: <b>\$300</b></p>
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<p><b>Listing Marketing Campaign</b></p> <p><i>Package Deal- Discount:</i></p> <ul style="list-style-type: none"> <li>• \$15 off Just Listed or New Price</li> <li>• \$5 off Open House, Sale Pending, or Just Sold</li> </ul>	<p><b>Neighborhood Postcard Series for Your New Listing</b></p> <p>Choose from: New Listing, Open House, New Price, Sale Pending, or Just Sold</p> <ul style="list-style-type: none"> <li>• All Postcard Series include: Postcard Design, Print, Database, Postage and Handling</li> <li>• Just Listed or New Price also include: Property Flyer Design, Print (20) and Digital</li> </ul>	<p><i>Cost per Service Summary*.</i></p> <ul style="list-style-type: none"> <li>• Each Series Include: 100 Postcards</li> <li>• Postcards: Personalized/Design \$25</li> <li>• Small Postcards: Print/Full Color \$10</li> <li>• Neighborhood Database List \$9</li> <li>• Postage and Handling \$35</li> <li>• Property Flyer: Personalized/Design \$25</li> <li>• Property Flyer: Print &amp; Digital/Full Color \$5</li> </ul>	<p><b>JUST LISTED or NEW PRICE</b> \$90/series <i>Pkg Cost: \$75</i></p> <p><b>OPEN HOUSE, SALE PENDING, or JUST SOLD</b> \$50/series <i>Pkg Cost: \$45</i></p>		
<p><b>Home Staging and Re-Design Consultation Certificates for your Listing Clients.</b></p> <p><i>Package Deal- Product/Service</i></p> <ul style="list-style-type: none"> <li>• Any Series in Listing Marketing Campaign including Property Flyer Design, Print and Digital</li> </ul>	<p>Now you don't have to be the bad guy!</p> <p>Our certified staging professionals will provide your seller(s) with a written proposal of what can be done to maximize their home's appeal.</p> <p>During your seller(s)'s consultation, our stagers will walk through the home with you and your seller(s) to determine how to proceed. After the walk-through, your seller may decide to -- do it themselves...and that's okay.</p> <p>But if they want to leave it to the professionals, our certified staging partners are giving OwnerLand Realty sellers up to \$500 off select packages.</p>	<p>\$75/Consultation and Savings Certificate</p> <p><b>FREE Product/Service Value: \$90</b></p>			

*\* Products and services may be purchased separately as needed.*

Marketing Soft Dollar Certificates are provided to agents for internal marketing use only. Soft Dollars may provide discounts on some services, be used for unspecified marketing products, or be restricted to select programs. Soft Dollars are given at marketing department's discretion and can be changed or terminated without notice. Soft Dollars can not be used for more than one service or product at a time.

Because we offer some of the best commission plans in the industry, we make some of these services available at an additional charge to the agent. All marketing costs described are in addition to the commission plan you choose and is due at the time of service. If payment is not made on a timely basis, all outstanding invoices will be deducted from agent's commission.

*Agents are responsible for obtaining the most current marketing list when ordering services. Services listed above are subject to change with out notice.* **Created 8/2008**