



Frequently Asked Questions for Agents

Q: Does The Realty Association really offer all agents a 90/10 commission split?

A: Yes. We are in our 20th year of offering all agents a 90/10 split! Call us at (615) 385-90/10.

Q: With a 90/10 split, are your monthly office fees really high, and what is included?

A: Our fees are among the lowest in the industry. The base monthly office service fee is just \$150.

All of the following services are included at The Realty Association at no additional cost:

- RealTracs MLS fees
- full broker services provided by principal and managing brokers
- full front desk services and live receptionist call transfers 7 days a week
- appointment center staffed 7 days a week
- email and text message verifications of your showings plus optional automated feedback requests
- personal real estate website (and hosting) with full MLS search features
- MLS Tracker lead generation tool
- automated feature sheets/flyers to help market your listings
- 24 hour on-line access to all forms (<http://RealtyAssociation.com>)
- the best training program in the business including in-house professional designation and certificates
- voice mailbox with automatic notification service
- T-1 high-speed internet connections at all work station computers, wireless service for your laptop
- private conference rooms and state-of-the-art training room
- transaction department to assist you with coordinating required paperwork
- closing department offering same day commission checks 9 to 6, Monday through Friday
- 90/10 commission split with \$12,000 cap! Call us at (615) 385-90/10.

Q: How much are the transaction fees?

A: Zero. The Realty Association has no transaction fees of any kind.

Q: How much are the franchise fees, or company annual dues?

A: Zero. The Realty Association has no franchise fees or annual dues.

Q: How much are the advertising fees and "technology fees?"

A: Zero. The Realty Association has no advertising or separate technology fees.

Q: What other expenses do agents have to pay for at The Realty Association?

A: We believe in being upfront about all expenses. So here goes: Our monthly office service fee is just \$150 (which **includes** your RealTracs MLS fees). As independent contractors Realty Association agents are also responsible for their own REALTOR® association dues, licensing fees, continuing education expenses, E & O insurance, personal insurances, taxes, vehicle expenses, MLS key, lock boxes, signs, business cards, cell phone and long distance charges, copies, faxes, and office supplies. Personal advertising and promotional expenses are also paid by the agent, but at The Realty Association, these are **totally under the agent's control** as there are **no required advertising expenses**. You decide when and where to advertise. You reap all the benefits. Call us at (615) 385-90/10 for more information.

Q: Some companies have a maximum annual "cap" on commission dollars paid to the company, after which agents receive 100% for the balance of the year. Do you offer such a plan?

A: Yes. Once a Realty Association agent has contributed a cumulative total of \$12,000 to the company (from the 10% portions of each commission) for any given calendar year, the agent will get 100% of all commissions received until the end of that year. This is one of the best commission plans in the entire real estate industry. Give us a call at (615) 385-90/10.

Q: Do commissions ever drop below 90/10 based on an agent's production?

A: No. Realty Association agents never receive less than a 90/10 split

Q: I've heard that "high-split, low fee" companies can only offer minimal services. What level of services do you offer to The Realty Association agents?

A: We offer the finest high level real estate services in the state. Our full-service office and appointment center are open and staffed 7 days a week. We have principal and managing brokers to help you with broker issues. The Realty Association offers great service, great training, great marketing tools, and a 90/10 split with a \$12,000 cap! Visit us at <http://RealtyAssociation.com>

Q: Do I have to use your mortgage company and title company to get such a good split?

A: No. TAR teaches that it would be a violation of RESPA for an agent to receive a "thing of value" such as a reduced desk fee or a high commission split as an inducement for steering consumers to affiliated real estate services. We are not in the mortgage and title businesses. We are **only** in the real estate business.

Q: I've heard that "high-split, low fee" companies can't survive financially. How do I know you'll be here next year?

A: While it is true that many "high-split, low fee" companies have quickly gone out of business or converted to a high cost franchise, we are in our **20th year of offering a 90/10 split!** The Realty Association is the home of the original 90/10 split! Call us at (615) 385-90/10.

Q: Do you offer any training?

A: Yes. We offer the real estate industry's best in-house training program at no cost to our agents. There are over 40 different training topics to choose from at The Realty Association with several different classes scheduled each month. Our 6 part "TRA Series" covers all the fundamentals and will teach you how to master Buyer Agency and Listing Agreements, the Purchase and Sale Agreement, Counteroffers, Amendments, Addendums, and other forms. We also offer a "Mentor Series" on successful marketing, a "Pro Series" for advanced real estate topics, "Realty Real Estate" and "Realty Technology" courses for all skill levels. We even offer a free in-house professional designation, the GRA (Graduate Realty Association). For a description of free classes see:

<http://www.realtyassociation.com/index.cfm?page=annclassdesc>

Q: How long does it take to get my commission check after a closing?

A: The Realty Association offers same day commission checks Monday through Friday until 6 PM.

Q: Does the broker's name compete with my name on signs and advertisements?

A: No. Unlike most real estate companies, no personal broker names (example - "Smith & Jones Realty") appear on your signs or advertising. Other brokers do this to brand their own names and to promote personal interests. The Realty Association company name does not interfere with the branding of your name in your marketing. Because your name is the only personal name that appears on your signs or advertisements, the leads go only to you. All marketing and promotional advantages benefit and brand you. Give us a call at (615) 385-90/10.

Q: Does The Realty Association offer a recruiting incentive?

A: Yes. If you refer a friend to the company you will receive a \$100 credit as a recruiting bonus!

Q: Does The Realty Association offer commission overrides or residuals if I sponsor other agents?

A: No. We have found that commission overrides, residual income, profit sharing, multi-level plans, single-level plans, or other programs that focus on sponsoring are counter-productive for many reasons:

1. *Loss of agent income.* The money paid out to sponsors is coming at the expense of the new recruits in the form of a significantly lower commission split.
2. *Conflicts of interest.* Divisive conflicts occur when the broker refuses to sign in a potential recruit introduced by another agent, or the broker needs to fire an agent who was sponsored by another agent, or the broker must decide who will get the credit for recruiting a new agent, or an agent and one of their own "downline" agents (or their own sponsor) are targeting the same recruit.

3. *Displaced focus.* How much will you earn if your recruits yield to the temptation to focus on the recruiting business versus focusing on the real estate business. The Realty Association exists to help agents succeed in the real estate business.

4. *Lack of longevity.* Real estate licensees are typically self-employed independent contractors, free to change company affiliations or even occupations whenever they desire. They can "exit" at anytime. Many agents change companies frequently. And it has been estimated that barely half of all real estate licensees have been in the business for more than five years. That's not much of a lifespan for a "perpetual" residual income.

5. *Lack of control.* The agent you sponsored could quit the business, transfer to a different firm, or get fired. You could get fired. The owner could close or sell the office. Complicated company rules could change at any time. The real estate laws could change. None of these possibilities are good for long-term security.

6. *Diminishing returns.* As the market for sponsoring becomes more and more saturated, recruiting will become increasingly challenging. Agents will have less and less motivation to remain in a low split multi-level program. The pyramid nature of these plans means that the last in will be the first to go. The initial wave of enthusiasm will pass, and it will become more and more difficult to find fresh converts.

7. *Lack of privacy.* Your sales production is now public record. Your sponsor knows what you make. You know what your recruits make. At The Realty Association, your financial information is confidential.

8. *Exploitation of relationships.* Agents can be put into a horrible bind when asked to decide who will be their sponsor for life. Because there is a misconception that a lot of money is at stake, emotions can run high. Which friend do you sign up under? And when convincing others, are you willing to risk being perceived as greedy or pushy? Neither The Realty Association nor our agents are in the business of exploiting anyone for our own financial benefit. When you invite your friends to take a look at our company, we want you and them to know that your invitation is not a ploy to profit off of their life-long earnings, but rather an act of true friendship. We believe that The Realty Association offers the best total package available to any real estate professional, anywhere.

Q: Does The Realty Association belong to the Association of Realtors?

A: Yes, we belong to all 6 middle Tennessee Realtor associations, plus the Tennessee Association of Realtors and the National Association of Realtors. All of our agents must adhere to the Realtor Code of Ethics. The Realty Association gives its agents the choice of any of the 6 middle Tennessee local Realtor associations.

Q: What is the business philosophy of The Realty Association?

A: At The Realty Association we focus on developing real estate professionals by means of a "bottom-up" agent-centered management style. We place a high value on the individual. We value both freedom and responsibility and do not believe that one can exist without the other. Real estate agents cannot become responsible professionals if they are not held accountable for their action, nor can they be accountable if they are not given the freedom to act. At The Realty Association our Independent Contractor's Agreement and our every communication to our agents reflects these fundamental values. The Realty Association is the company for the entrepreneurial type -- the professional who prefers a high degree of independence and control over his or her efforts. We act upon our belief that ***IT'S YOUR BUSINESS***. All our Associates are treated alike. We have only one commission split: 90/10, all transactions, all the time -- no resetting the clock at the beginning of the year. We really believe that ***IT'S YOUR BUSINESS***. Our Associates work hard to generate their business and we are structured to see to it that the fruits of their labors remain with them. All business belongs to a particular individual and we honor and protect that relationship. We respect the fact that ***IT'S YOUR BUSINESS***.

Be sure to visit us at <http://RealtyAssociation.com>

To schedule a confidential interview with our Principal Broker Perry Hamlett,
please call Nallie at (615) 385-90/10.