

# New Agent Info Kit



# Welcome to RexDirect!



We hope that you will choose to grow your real estate career with us. Please, take a look around and make yourself at home. But first, a little more about who we are...

- **Rex** = Residential Exchange. Our determined purpose is to help individuals buy and sell homes.
- **Direct** = No middle man. Real estate agents are the lifeblood of the real estate industry. So why do brokerages take a cut of their earnings? We believe the traditional brokerage model of 50/50, 60/40, or even 80/20 commission splits are not equitable or sustainable. 100% commission just makes sense. It's the way of the future. RexDirect never takes a cut of our agents' commissions. Ever.



A strong house begins with a solid foundation. At RexDirect, our foundation is built from our **Core Values**:

**Loyalty**

**Transparency**

**Honesty**

These Core Values encapsulate the standard to which we hold ourselves accountable as a brokerage to our agents, and in turn the standard to which we expect our agents to follow.

We are fiercely **Loyal** to our agents and clients. We go above and beyond to ensure full **Transparency** in all transactions. And at the end of the day, **Honesty** is always the best policy.





## Why join RexDirect?

If you are a real estate agent looking for a real estate platform on which to launch and grow your career, there is no better place than RexDirect. We provide all of the brokerage essentials for you to do your job without getting in the way.

At RexDirect, you will make higher commissions, get paid faster, and have the freedom to establish your unique brand.

### Compensation:

- 100%+ Comp Plan

### Additional Benefits:

- SkySlope Account
- RexVerify Pro Unlimited Account
- Build YOUR brand
- Keep your clients!
- E&O Insurance
- Compliance & Accounting
- Commissions Direct Deposited





## The RexDirect Difference

Our goal is to empower real estate agents to maximize their earning potential through our unique **100%+ Comp Plan**. It's all about the PLUS! In addition to our commission structure, we provide additional ways to earn revenue:

### Agent Commission

#### 100% Commission

All Agents at RexDirect are eligible for 100% Commission from day one. No limits, no caps.

The only exception is if the Agent opts in to participate in our **Agent Mentorship Program** or our **Team Program**. Both of these programs are optional, and can be opted in or out of at any point. For both programs, there is a split between the Agent and Mentor / Team Leader.

The default commission for New Agents is 100%.

### +Comp

#### \$500/\$100 Agent Referral Fee

Refer an Agent to RexDirect and earn a bonus on every transaction they close. Earn \$500 when their first transaction closes and \$100 on every subsequent transaction they close.

#### Agent Mentorship Program / Team Leader

Agents with 3+ years of experience can sign up to be a Mentor and / or Team Leader and earn additional revenue.



## Agent Fees

In real estate, just like in any business venture, there are always costs to conduct business. For this reason, we provide additional ways for Agents to earn revenue through our **100%+ Comp Plan** (see page 3). The +Comp is designed to help offset these costs. As a real estate platform we keep the fees we charge to our Agents as minimal and simple as possible:

### **Technology Set-Up Fee: \$130\***

One time fee charged at onboarding. Includes the first month's Technology Fee.

### **Technology Fee: \$75\***

Charged monthly, starting after the first month.

### **Transaction Fee: \$155\***

Charged per transaction.

## Client Fee

The Administration Fee is charged exclusively to the buyer / seller, per transaction. This fee allows us to keep costs to our agents low.

### **Administration Fee: \$695\***

Charged to the buyer / seller per transaction.

\*Fees subject to change.

\*\*All Licensing, NAR, MLS, Association Fees / Dues, as well as all third party fees are solely the responsibility of the Agent.



## Getting paid!

While working in real estate can be its own reward, getting paid to do what you love is even better. Agent payments are of utmost importance to RexDirect. All RexDirect Agents are hired as Independent Contractors. All payments to Agents are made via Direct Deposit.

There are two types of payments an Agent will receive from RexDirect:

## Commission

Paid for any closed real estate transaction where the RexDirect Agent serves as either the buyer's or the seller's Agent. We aim to keep the time between closing and the Agent receiving their commission check as minimal as possible. We accomplish this through our **Compliance Checklist**. This is a streamlined process that each transaction will follow to ensure a smooth closing.

## +Comp

Any revenue earned via any of our +Comp options on eligible transactions.





## Powered by RexDirect

RexDirect Agents have the freedom to build their own unique brand on the RexDirect platform. Choose your own colors, branding, and signage. Our only requirements are all marketing must feature the “Powered by RexDirect” logo and must comply with all NAR requirements and guidelines.

Powered By





The **Agent Mentorship Program** is designed to help new Agents learn the ins and outs of the real estate business from a seasoned professional. It is part of our +Comp plan and provides a way for experienced Agents to earn additional revenue.

There are two ways to enter this program:

## Mentor

If you are an Agent with 3+ years of experience (does not have to all be with RexDirect) and you enjoy educating Agents, you may opt in to serve as a Mentor.

As Mentor, you will be available to all Mentees assigned to you to assist with problem solving, answering questions, improving and growing their real estate business.

## Mentee

Agents who would like to learn from an experience Agent can opt in to work with a mentor.

## Commission Split

Participating in this program is fully voluntary. Participants can opt in and opt out at any time. While participating in this program, commission on all of the Mentees closed transactions will be split 90/10:

- 90% to the participating Agent
- 10% to the Mentor

This structure will continue until the Agent opts out of the program.





# Start a Team!

Agents with 3+ years of experience (does not have to all be with RexDirect) have the option to set up a Team as **Team Leader**. This is another key part of our +Comp Plan.

As Team Leader, Agents can recruit others to their Team. Team Leaders have the freedom to create their own unique team name and branding.

## Commission Splits & Referral Fees

Team Leaders are allowed to set their own commission splits with their team. Team Leaders also benefit from the **Agent Referral Program**. For each new RexDirect Agent that joins the Team, the Team Leader receives a \$500 Bonus when that Agent closes their first transaction and a \$100 bonus on all subsequent transactions closed.





Real estate agents do it all for their clients. They are advisors, friends, and counselors. They help people navigate what is often the largest decision of their lives. The connection between real estate agent and client is one of trust, forged over time.

At RexDirect, your client list is yours, always. We hope that our agents choose to spend their careers with us, but we understand sometimes change is needed. If you ever decide to leave RexDirect, you take your clients with you. We do not require referral fees. We do not go after clients. They are yours, and we respect that.







We take Agent safety very seriously. All RexDirect Agents receive a Pro Unlimited account with **RexVerify** at no additional charge. You are not required to use this service, but we do recommend using the RexVerify platform for all clients.

RexVerify provides two services to Agents:

**Background Checks:**

Perform an instant background check and ID Verification on clients. This is done with full knowledge and consent of the client and results are 100% accurate.

**Asset Verifications:**

Perform an instant Asset Verification on Cash Buyers to verify sufficient funds to complete a purchase without having to ask for bank statements.



At onboarding, each RexDirect Agent will be assigned a Personal Mortgage Advisor. **There is no requirement to use or recommend your Personal Mortgage Advisor to any of your clients.** You are free to work with any lender you prefer.

The Personal Mortgage Advisor is available to you 24/7 to act as a business partner and advisor for any finance related questions. They are a reference point to help find financing solutions for all potential clients, even if the client is working with another lender. At any point, lean on their expertise to provide higher level answers to your clients' finance questions.

## Benefits of Personal Mortgage Advisor

At your intro meeting, your Personal Mortgage Advisor will guide you through each of these programs which are made available at no cost to you by our in-house lender:

### Mobile App

This co-branded mobile app allows clients to easily apply for financing, upload documents, and access a mortgage calculator.

### Marketing

Co-marketing is available via TotalExpert. Through this platform you will have access to print, digital, email, and social media marketing templates and custom marketing material.

### Friends & Family Rate Discount

Boost your listings and ensure less time on the market with this seller specific program.

### MAP Leads

Generate organic leads through a proprietary financial education program called MAP. Through affiliation with employers, you and your Personal Mortgage Advisor will provide ongoing financial and homebuying education to companies.





To join RexDirect and begin the onboarding process, simply complete the following steps:

- Complete & sign the New Agent Application Form
- Submit your completed application with a copy of your resume & real estate license to **support@rex-direct.com**

We will then contact you to schedule an application review and onboarding!

We support our Agents online! So be sure to follow us:

**Facebook.com/rexdirectrealestate**

**Instagram: @rexdirectrealestate**

**www.rex-direct.com**

