



# **The Quintin Group Story**

## **A Real Estate Superteam**

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**HUB**

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## ABOUT

Our team was created to bridge the gap between what a brokerage should provide and what the agent is missing in their business. We are the supporting arm in the success of our agents. We believe in solid foundation built on systems, professionalism, training, ethical decisions and hard work. We built a team of specialists in every aspect of the real estate industry to support the growing needs and the changing landscape of our customers, our business and our team members.

### **T.E.A.M. – Together Everyone Achieves More**



**Win-Win:** or no deal

**Integrity:** do the right thing

**Customers:** always come first

**Commitment:** in all things

**Communication:** seek first to understand

**Creativity:** ideas before results

**Teamwork:** together everyone achieves more

**Trust:** starts with honesty

**Success:** results through people

## ABOUT

### **MVVBP**

At the core of The Quintin Group is a conviction that who you are in business with matters. We believe that the company we keep can contribute to our lives in untold ways. To help cement this understanding, we've formalized a belief system called the WI4C2TS that guides how we treat each other and how we do business.

### **Our Mission**

To build careers worth having, businesses worth owning, and lives worth living.

### **Our Vision**

To be an industry leader, the TEAM of choice for our agent partners, employees and clients.

### **Our Values**

God, Family then Business.

### **Beliefs**

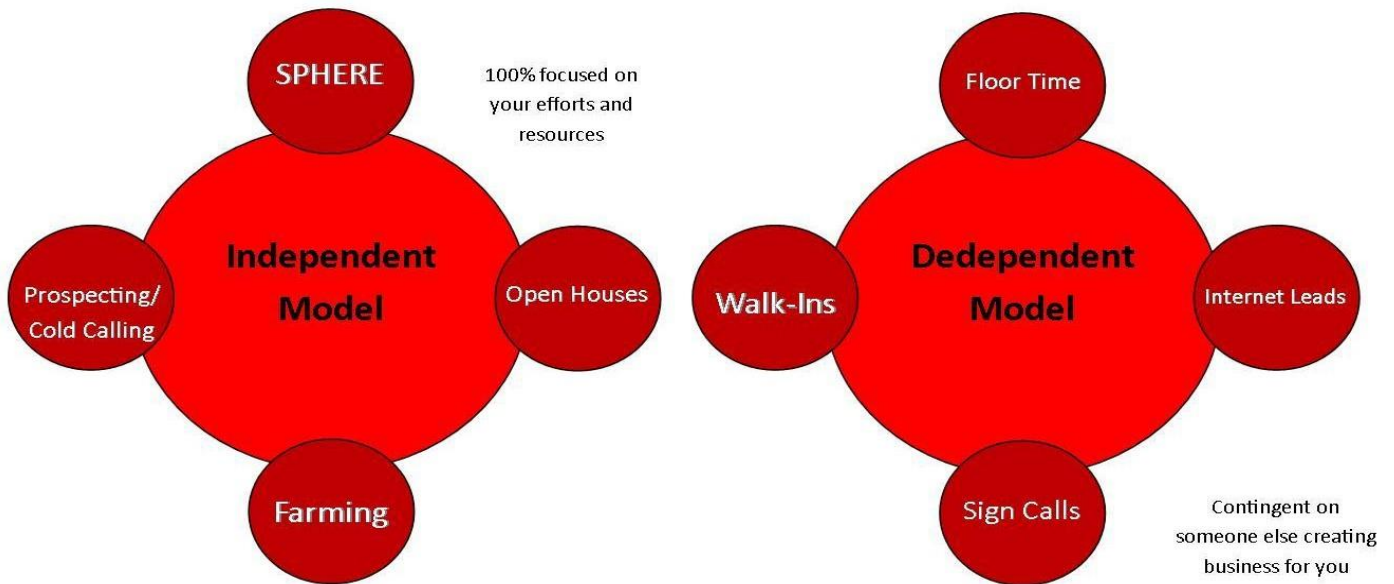
We believe that when you take care of other's needs, your needs are automatically taken care of. We believe that people don't care how much we know until they know how much we care. We also believe that no one succeeds alone and through Passion of our own we help those around us fulfill their dreams.

### **Our Perspective**

A training, consulting and systems based TEAM that also provides front end and back end services that lead to productivity and profitability. The Quintin Group thinks like a top producer, acts like a trainer-consultant, and focuses all its activities on service, productivity, profitability and culture.

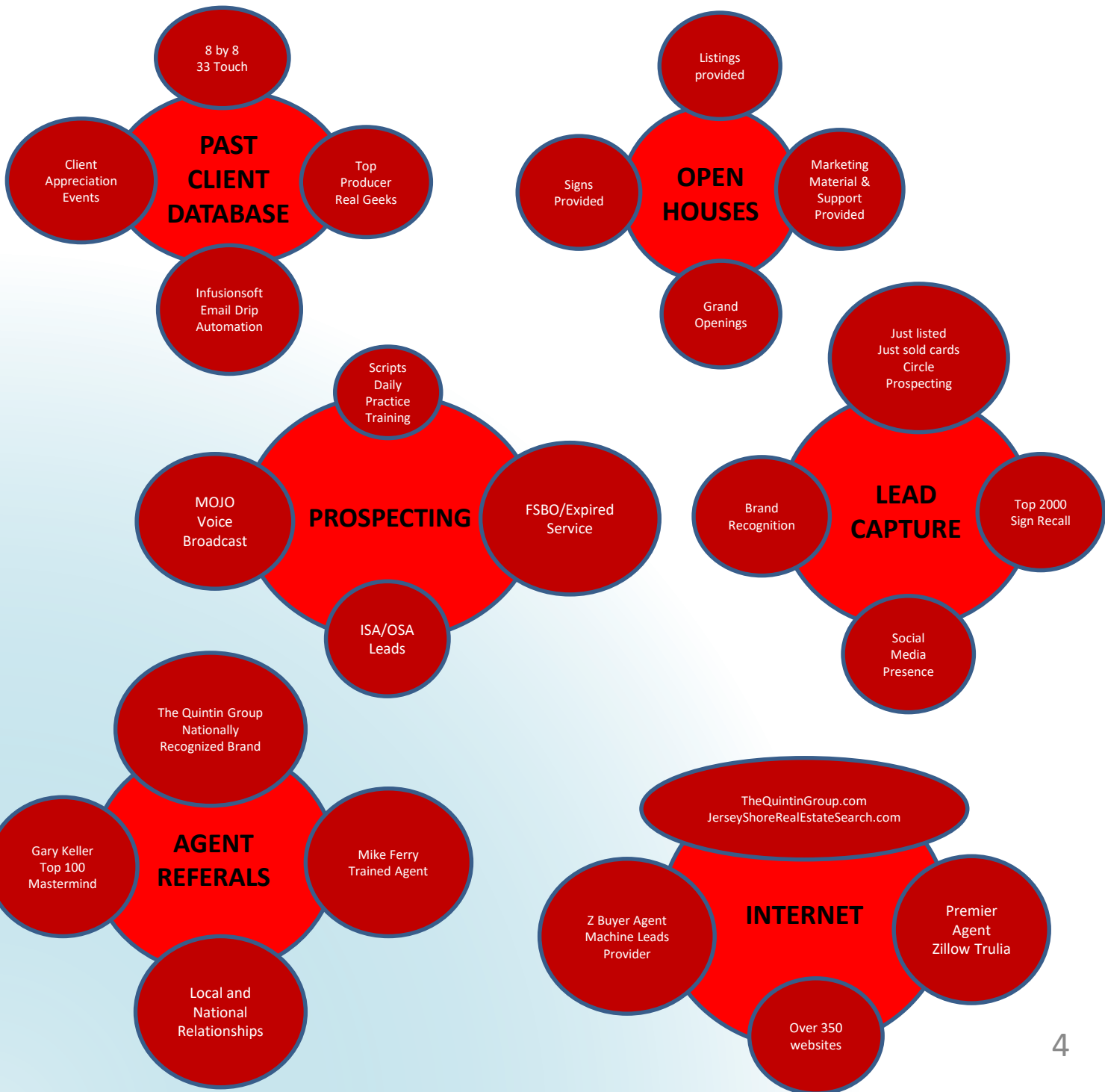
# SALES MODEL

## Traditional Brokerage Sales Models



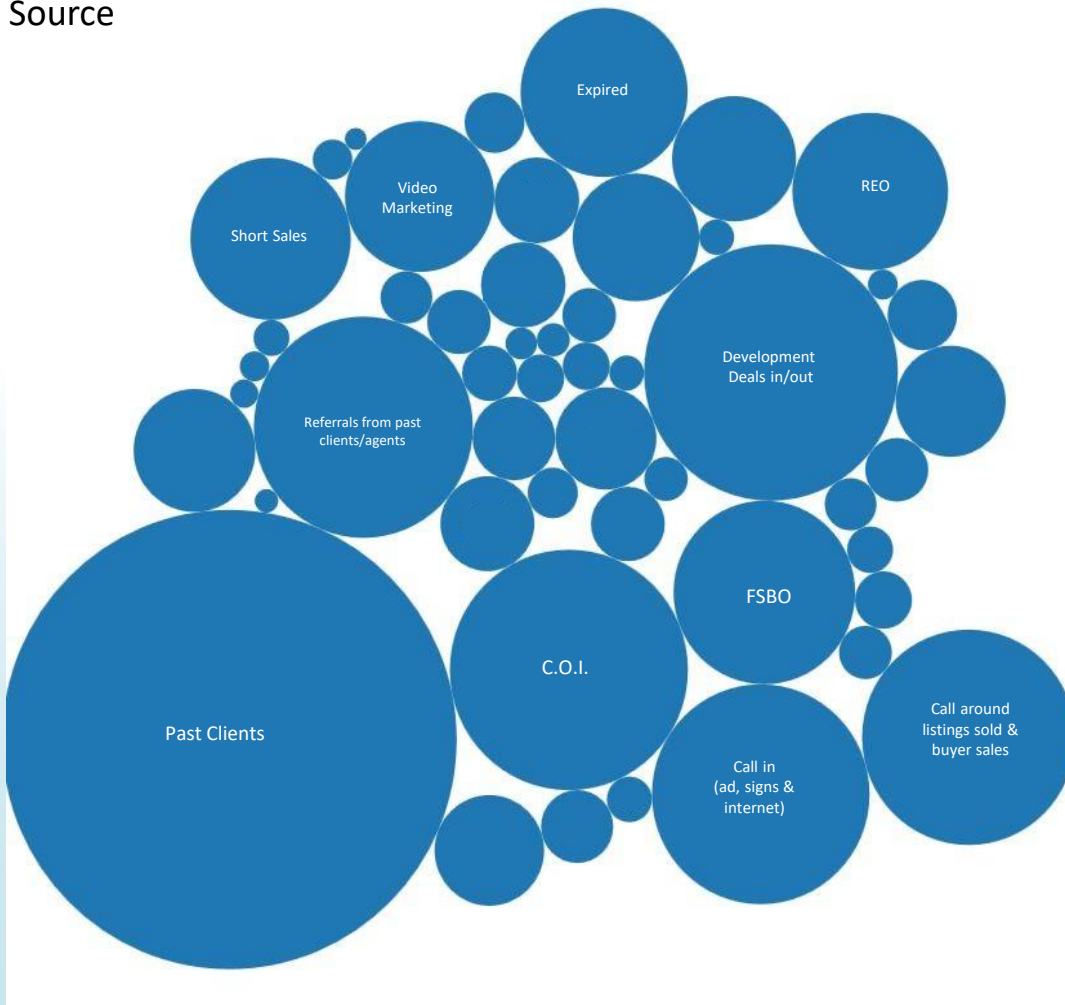
# SALES MODEL

## The Quintin Group Sales Model



# SALES MODEL

## The Quintin Group GCI by Source



- Sphere
- Prospecting/Cold Calls
- Open Houses
- Demo/Geographic Farming
- Sign Calls
- Agent Referrals
- Past Clients
- Referral Companies
- National Endorsements
- Blogs
- Google AdWords
- Circle Prospecting
- Vyrnal Marketing
- Internet Portals (Zillow/Trulia, Homes.com, TheQuintinGroup.com, JerseyShoreRealEstateSearch.com, etc.)
- Social Media
- Vendor/Partner Referrals
- FSBO and Expireds

Our model is built on an inter-dependent relationship where we achieve more results together than we could on our own.

## Value Proposition The Quintin Group-Hub

We have the organized processes, systems, scripts, experience, and manpower that will allow you to focus on the 20% of activities that make you money, rather than on the 80% of activities that don't. By being on our team - though paying a portion of your commissions to us - you will earn more money and have greater freedom than you would working on your own. Does that sound interesting to you?

TQG INVESTMENT TO GENERATE BUSINESS	VALUE	FREQUENCY	ANNUAL COST
<b>Lead Generation &amp; Lead Capture Machine</b>			
Call Center ISAs	\$1,000	12	\$12,000
Facebook Ads	\$100	12	\$1,200
OSA Support Expireds/FSBO	\$500	12	\$6,000
Support for Open Houses/Door Knocking/Circle Prospecting	\$50	24	\$1,200
Rapid CMA Leads - House Values	\$100	12	\$1,200
Referrals from TQG & Other Agents & B to B	\$3,500	2	\$7,000
Online Marketing Listings	\$200	12	\$2,400
TQG Rerral-Rewards Program	\$50	36	\$1,800
Internet Leads-IDX-SEO-Web Site-Video	\$400	12	\$4,800
Circle Prospecting/Just Listed/pend/closed	\$100	12	\$1,200
Data Base Built	\$5,000	1	\$5,000
Voice Broadcasting	\$500	12	\$6,000
Drip Campaigns with call to action	\$400	12	\$4,800
Support Open Houses/Door Knocking/Circle Prospecting	\$50	12	\$600
<b>Total</b>	<b>\$12,050</b>	<b>12</b>	<b>\$57,600</b>



## Value Proposition The Quintin Group-Hub

AGENT BENEFIT TO JOIN TQG	VALUE	ANNUAL FREQUENCY	ANNUAL VALUE
<b>Director or Sales</b>			
Weekly coaching & training to your goals	\$1,000	12	\$12,000
Advice, Intervention & Support			Added Value!
4-1-1 Goal Setting & Accountability			Added Value!
Quarterly Leadership Huddles	\$500	4	\$2,000
Education Opportunities BOLD, ESO, FR, MC, MM	\$2,500	2	\$5,000
Opportunity to Build Sales Team with Override			Added Value!
Opportunity to Build Downline w/sales team recruits			Added Value!
Opportunity for further mentorship			Added Value!
<b>HUB Support</b>			
Closing and customer care assistant	\$400	36	\$14,400
Listing and marketing assistant	\$300	36	\$10,800
DocuSign	\$20	12	\$240
Dot Loop	\$20	12	\$240
You Tube Videos of Listings	\$100	18	\$1,800
Phone System & Long distance, 800#, Internet	\$50	12	\$600
Vyral Marketing	\$500	12	\$6,000
Copies: B&W & Color	\$50	12	\$600
Lockboxes	\$100	9	\$900
IT support	\$45	12	\$540
ISA: Lead Management/Pipeline Reports	\$39	12	\$468
Care for business while on vacation	\$2,250	1	\$2,250
Business cards	\$60	1	\$60
CRM systems for staying in touch InfusionSoft/Email touch/Video Touch	\$59	12	\$708
Buyer Needs: Saved/sharable searches	\$50	12	\$600
Seller Needs: Property Values,Pending Sales, Solds	\$50	12	\$600
Professional Photography	\$100	18	\$1,800
Use of Mojo 7 Dialers	\$150	12	\$1,800
Voice Broadcasting	\$199	12	\$2,388
Administrative Salary for Admin Assistant	\$45,000	1	\$45,000
Legal & Professional	\$300	12	\$3,600
Insurance	\$100	12	\$1,200
Supplies	\$150	12	\$1,800
BOLD 100 support (admin, decorations, snacks)	\$400	4	\$1,600
Pipeline Support of all nurturers	\$100	12	\$1,200
Nurter the B,C, D buyers	\$100	12	\$1,200
Local Web Site each location	\$200	12	\$2,400
Closing gifts in clients name	\$50	36	\$1,800
Personalized Email Signature	\$15	12	\$180
Listing Presentations	\$25	12	\$300
Buyer Presentations	\$25	12	\$300
Team training library – Learning Zen	\$200	12	\$2,400
Special KW caps and splits	\$11,500	1	\$11,500
The minimum it would cost you to recreate what TQG provides, plus "Added Value" items below	\$25	12	\$300
			<b>\$126,874</b>

## Value Proposition The Quintin Group-Hub

AGENT BENEFIT TO JOIN TQG	VALUE	ANNUAL FREQUENCY	ANNUAL VALUE
<b>Extra Benefits that add up</b>			
Quality, preselected allied businesses			Added value!
Faster path to income with less risk			Added value!
Leverage of HUB so you can focus on high-level tasks			Added value!
Introduction to higher price range			Added value!
Ability to compete for Luxury Buyers & Sellers			Added value!
Leveraging Client Feedback/Testimonials			Added value!
Systems & checklists			Added value!
Follow up Plans (8x8, 33 Touch)			Added value!
Scripts & Script Training			Added value!
Leadership			Added value!
Lead Generation coordination			Added value!
Presentation materials			Added value!
No administrative expenses			Added value!
No marketing expenses			Added value!
No lead gen expenses			Added value!
Team support and encouragement			Added value!
Reduced risk and few upfront costs			Added value!
Reputation and strength of a successful business			Added value!
A supportive culture			Added value!
Time back			Added value!
Reduced stress			Added value!
Shadowing with our hub/expansion partners			Added value!
Leveraging rainmaker/businesses' success			Added value!
Educational Incentives			Added value!
Reporting lead summary, production and pipeline			Added value!
Reputation and strength of a successful business			Added value!
Security & Low Risk			Added value!
Accountability to help you get what YOU want			Tremendous value!
Personal Income Due to Association with TQG			
Minimum Income for Team Agent			\$75,000
<b>TOTAL BENEFIT OF JOINING TQG</b>			<b>\$259,474</b>

## TEAM VALUE

### INTANGIBLE VALUES

Systems & Proven Models

Reporting (Pipeline Reports, Sales Scoreboards & More)

Access to Dedicated Sales Team Leader

Accountability

Support, Encouragement, and Momentum

Reputation & Strength of a Highly Successful Team

Culture

Weekly Coaching by Mega Agents

Business Planning

Regular Masterminds

Incentive Plans

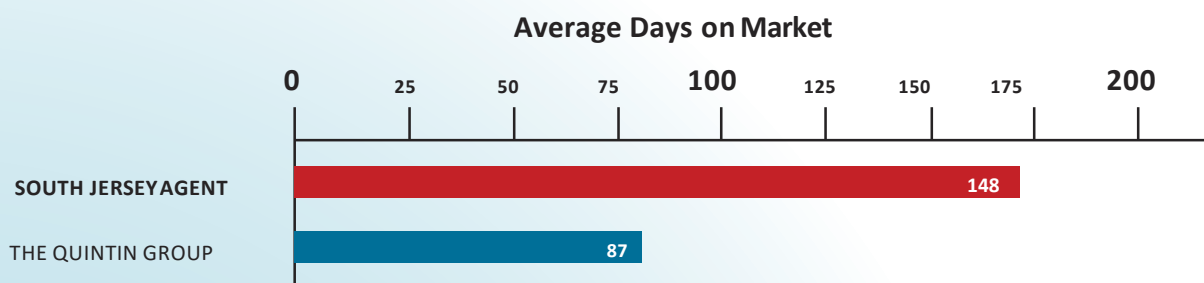
# THE QUINTIN GROUP VS AVERAGE AGENT

Other  
**South Jersey**  
Real Estate Agents

**vs.**

**The Quintin Group**

LISTINGS	SOUTH JERSEY AGENT	THE QUINTIN GROUP
Average Days on Market	148	<b>87</b>
Average % of List	91.34%	<b>94%</b>



## TALENT ASSESSMENT

TALENT	NON-TALENT
Pushes for Solutions	Has to be pushed to want answers
Shares your goals and fulfills your needs as a natural by-product of fulfilling their own	Doesn't fulfill your needs and ends up giving you back pieces of their job
Knows what they want or is actively searching to know	Doesn't know what they want and isn't searching
Pushes you constantly	Requires you to push them
Is continually raising the bar and wants to be associated with talent	May not know where the existing bar is set or even what bar you're talking about
Usually focuses their talk on the language of challenge and achievement	Talks about anything and when they try to emulate the talk of talent, it is just rhetoric

# EXPECTATIONS

COACHING	FREQUENCY
4-1-1 Coaching	Weekly
Business Planning	Annually
Marketing Planning	Quarterly
Team Meeting & Training Videos	Weekly
Scripts	Daily

## EXPECTATIONS

SALES AGENTS	FREQUENCY
Masterminds	Quarterly
MVVBP and Accountability	Quarterly
Prospecting	Daily 9-12 minimum
Scripts	Daily 8:30-9:00
COI Upload for 8x8 and 33 Touch	Within 30 Days
5 per week to 8x8	Weekly
3 Sales	Monthly
Team 20 listings	Monthly

### BOOKS TO READ

Millionaire Real Estate Agent - Gary Keller	The One Thing - Gary Keller
Give and Take - Adam Grant	SHIFT - Gary Keller
4 Disciplines of Execution - Sean Covey	MREA 2016 - Gary Keller
Fanatical Prospecting - Jeb Blount	

### AUDIO TO WATCH AND LISTEN

Language of Sales	Mike Ferry One on One Retreat
Over the Phone Prospecting	Attend Bold 1 <sup>st</sup> Year

## 7 Steps Career Path

	<b>Team Role</b>	<b>Compensation (Annual)</b>
<b>1</b>	ISA (Inside Sales Agent – Junior Agent)	Hourly + Bonus 40K – 50K
<b>2</b>	Sales Agent	Commission 100K +
<b>3</b>	Location Leader Expansion (in production)	Commission 150K +
<b>4</b>	Director of Sales (in production)	Commission + Bonus 150K - 250K +
<b>5</b>	Regional Director of Sales (out of production)	Bonus + Profit Interests 300K+
<b>6</b>	Expansion Director (out of production)	Bonus + Profit Share + Owner Shares 400K+
<b>7</b>	CEO	Salary + Bonus + Profit Share 500K +



# Organizational Chart

