



ChantelRay®

Your Future Is Looking Up



With so many real estate companies that you can work for, how can you make sure that you are choosing the BEST one?

This guide was created to give you the facts so you can make the most informed decision about your future.

The Chantel Ray Difference To Offer Your Clients:



Sold in 90 days
or the commission
is free!

One click and
we donate to your
charity of choice.

Live Agent
available 8am -
9pm every day

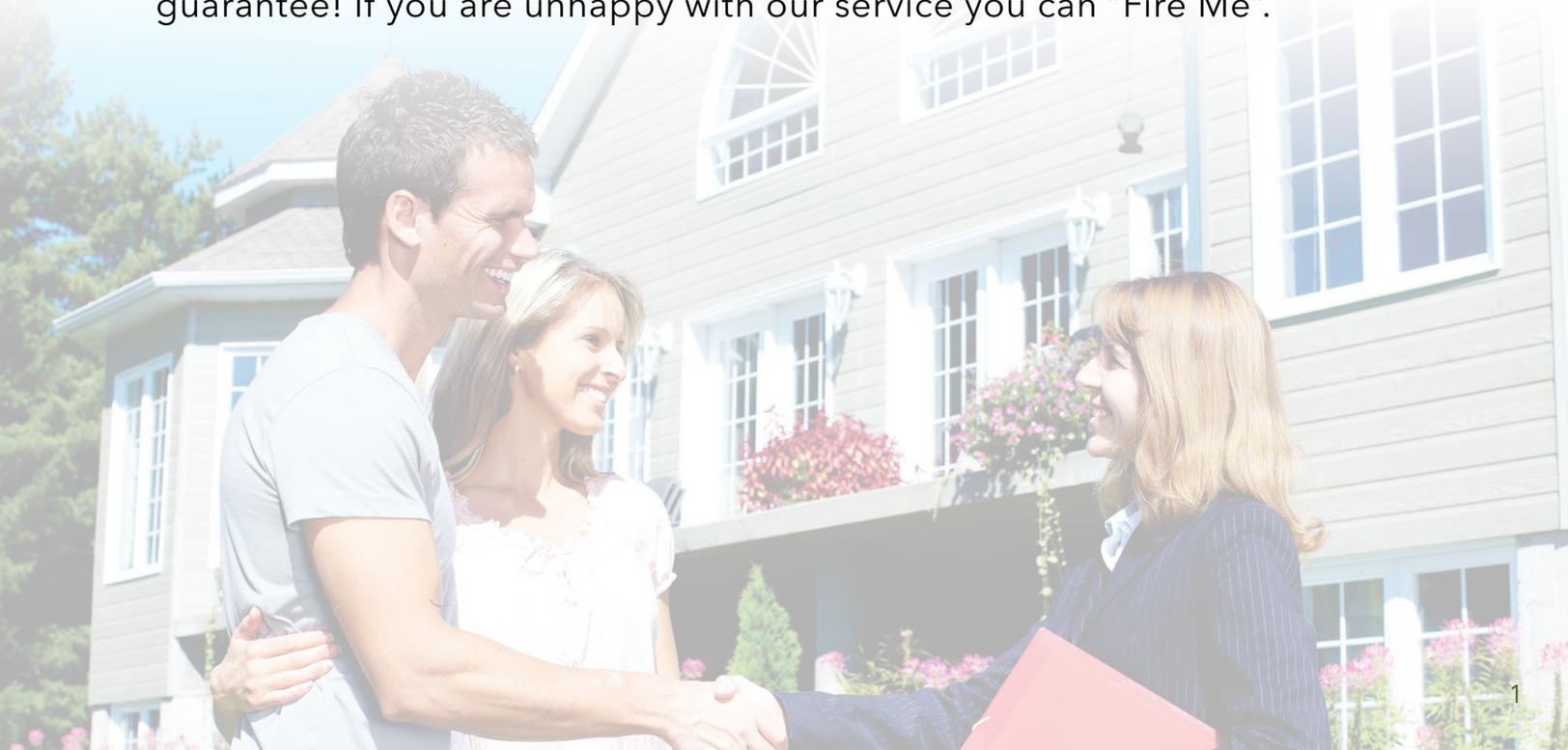
Don't get
stuck in a long
term contract

S You want to sell your home guaranteed? We have you covered! If we don't sell your home in 90 days we will waive our commission or buy your home. You choose!

O Do you love giving back to the community? I know we do! If you buy or sell with us, we will donate 10% of company profit to your choice of one of ten charities!

L Hate not being able to get a hold of an agent when you need help? We have live agents available 7 days a week from 8am - 9pm. This way we never miss a call!

D Don't get stuck in an agreement that you regret. We have our "Fire Me" guarantee! If you are unhappy with our service you can "Fire Me".



Technology Included Free For Our Agents

PAPERLESS OPEN HOUSE SOFTWARE



Spacio
\$30/month Value

LEAD GENERATING WEBSITE



Boston Logic
\$400/month Value

MOVING CONCIERGE SERVICE



Move Easy

TRANSACTION COORDINATION MANAGEMENT



BrokerMint
\$250/month Value

SOFTWARE TO SCHEDULE SHOWINGS



Showing Time*
\$25/per listing Value

LISTING EXPOSURE SOFTWARE



ListHub
\$45/month Value

TOP OF THE LINE CONTACT MANAGEMENT SOFTWARE



\$100/month Value

AGENT CLIENT FACING MOBILE APP



Smarter Agent
\$250/month Value



*When not provided by your local MLS.

Saving Our Agents Money:

Chantel Ray Real Estate provides so many services for our agents every month, at

No Cost!

<i>Some Typical Monthly Expenses:</i>	<i>Other Companies</i>	 ChantelRay®
Post Signs	\$50	\$0
Advertising Listings	\$2,000	\$0
Desk Space	\$150	\$0
Personal Website	\$400	\$0
CR Mobile App	\$250	\$0
Spacio	\$30	\$0
Top of the Line CRM	\$100	\$0
BrokerMint	\$250	\$0
ShowingTime* <i>(based on four listings)</i>	\$100	\$0
Transaction Coordination <i>Based on doing two deals</i>	\$800	\$0
Facebook Boosting	\$400	\$0
E & O Insurance	\$50	\$0
Office/Tech Fees	\$150	\$0
Copies/Paper/Printer <i>(100 copies/month)</i>	\$20	\$0
TOTAL	\$4,750	\$0

You will save THOUSANDS every month!

* In areas where it is not provided by your local MLS.



Overview of Agent Commission Splits

Commission Split

For Buyers & Sellers

70%/30%

Agent Company

95%/5%

Once \$20K Cap is reached

Does not include 5% Brokerage Fee

Referral Fees

- Appointments or Live Transfers
35% Referral Fee
- Personal Sphere
0% Referral Fee

Included With Your Listings

Inputting Listings

(\$50 value)

Enter Price Changes

(\$10 value each)

Yard Sign

(\$25 value)

Sign Installation

(\$35 value)

Showing Time

(\$100 value)

When not provided by your local MLS.

Professional Photography

(\$125 value)

Facebook Marketing

(\$100 value)

Total Value
\$445+

Agents who have reached a cap of \$20k in company dollars* are eligible to receive 95% of the commission. Their team members will be eligible for the 95% once they contribute a "half-cap". Company dollars that apply to the cap are any closing in which you do not pay a referral fee to Chantel Ray Real Estate. Most of the time this will be a personal sphere closing in which no referral fee is paid to the company.

*Company Dollar is defined as that portion of a real estate brokerage commission received by the individual Chantel Ray Real Estate office of the referred agent's office after all of the participating brokers have been paid, and after the applicable sales associates have been paid their portion of the commission not including: 5% brokerage fee, \$395 transaction fee, 35% appointment setting fee and BLT where applicable.

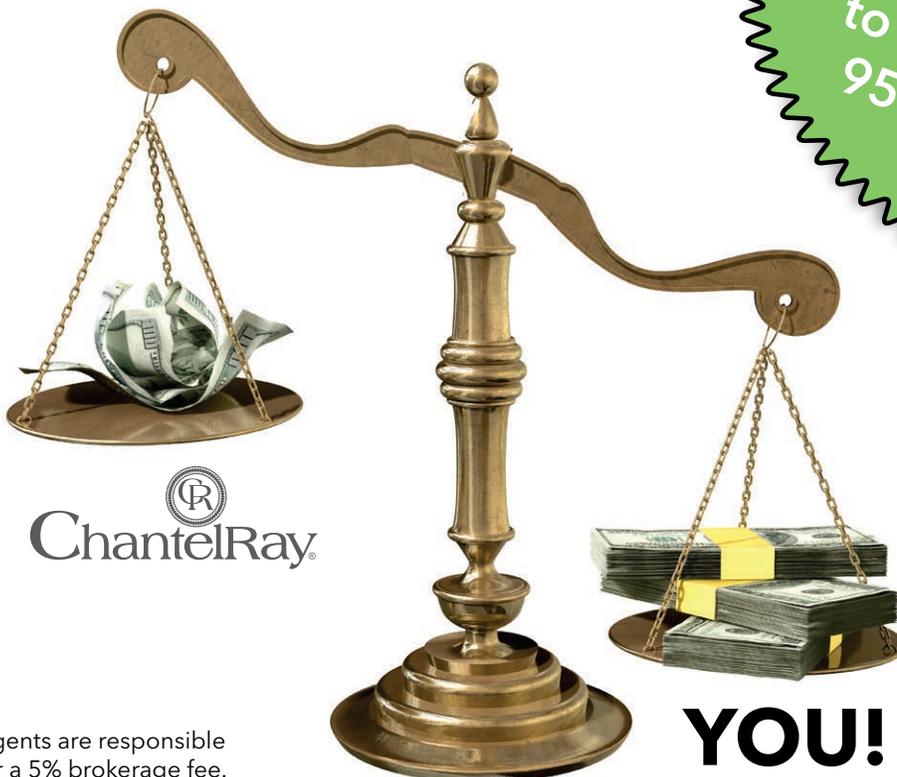
Chantel Ray Real Estate Believes...



There Is A Limit To How Much Money You Give The Company Annually.

Once you contribute the income cap of only \$20,000 in company dollars on your personal closings, you can receive a 95% commission split on your remaining personal transactions for the rest of your anniversary year.

Team members need to reach a \$10k "half-cap" to make the above 95% commission split.



YOU!

Agents are responsible for a 5% brokerage fee.



Chantel Ray Real Estate Commission Cap Program

How Does It Work?

In most traditional real estate companies, the commission structure is set up so that the more you earn, the more you give away. At Chantel Ray Real Estate, we believe that the harder you work, the more you should be rewarded. Chantel Ray Real Estate offers agents a commission cap, which means that after you hit the cap, you are promoted to a 95/5 split for the remainder of your anniversary year.

What Is The Cap?

This means that once you have paid Chantel Ray Real Estate \$20k in company dollars on your personal closings, you will be promoted to a 95/5 split for the remainder of your anniversary year on your personal transactions.

Any team member that pays at least 25% of each of their commissions to the team leader will qualify for a "half cap" of \$10,000.

Company Dollar is defined as the portion of a real estate brokerage commission received by Chantel Ray Real Estate after all of the participating brokers have been paid, and after the applicable sales associates have been paid their portion of the commission, not including 5% brokerage fee, transaction fee, referral fee or BLT (where applicable).

Example: Agent joins the company on April 1. On January 1, the agent "caps" at the predetermined amount. From January 1 - March 31, the agent will remain on a 95/5 split.

Who Is Eligible?

Every agent is eligible for the Chantel Ray Real Estate Cap Program.

What Sales Count Towards The Cap

These Count

- Personal Sphere
- Referrals

These Do Not

- Appointments
- Live Transfers

If a Chantel Ray Real Estate agent does not reach their cap in a year, they DO NOT have to make up the difference...the cap is simply a max payout per anniversary year.



How We Help You Grow Your Business

At other companies, you go through a training class and then you are sent on your way to figure it out on your own.

At Chantel Ray Real Estate, new agents with less than 4 transactions in the past 12 months will be assigned a mentor*, who has extensive real estate knowledge and will train you on all procedures needed to be successful with our company.

Your Mentor Will:

- **Assist you with meet and greets**
 - **Join you on appointments**
 - **Review contracts**
- **Review your appointments**
- **Answer any and all questions**

The mentorship program is so important to your success because you have live, hands on training with an experienced real estate agent who has a proven track record of success in our company. They are able to answer questions, attend appointments and are available to you during your time at Chantel Ray Real Estate.

**Mentoring and Training New Agents Can
Earn You Over \$50k+ Annually!**

* FOR NEW AGENTS: A portion of your first four transactions will be given to your mentor for helping you succeed. That is their compensation for the assistance they give you. This is for new agents that have closed less than four transactions in their last 12 months. If you have closed four or more transactions you are excluded from the mentorship program. See your Managing Partner for additional exceptions.

You Can Make Money By Referring Agents To Chantel Ray Real Estate!



Help someone you know in their career and make money doing it!

It's simple! Just refer an agent to work at Chantel Ray Real Estate.



*After you have been
with us 3 years, you can
collect the 5% for LIFE...
even if you leave!***

Just make sure they mention that YOU referred them!

When an agent applies, there is a section for them to fill out with who referred them to our company. Make sure they put your name down so we can send you the payments! It is as easy as that!

Please direct all applicants to apply online at
www.ChantelRay.com/Careers

* License must be retained by Chantel Ray Referral Company. See the Chantel Ray Real Estate Revenue Share Program for details.

** Must keep license in referral status with Chantel Ray Referral Company.

Chantel Ray Real Estate Revenue Share Program

This is based
on REVENUE
NOT PROFIT!

The Chantel Ray Real Estate Revenue Share Program provides incentives, in the form of cash rewards, to Chantel Ray Real Estate agents and licensed admin who actively recruit other real estate agents to Chantel Ray Real Estate. In addition to developing our team of experienced associates, we hope that the program will motivate our associates to be ambassadors for Chantel Ray Real Estate agents throughout the industry, sharing our achievements and core beliefs with others.

Qualifying for Chantel Ray Real Estate Revenue Share Program:

Refer a real estate agent to Chantel Ray Real Estate by doing the following:

1. Initiate a recruiting conversation with a real estate agent.
2. Refer a candidate and contact information on the Candidate Submission Form to your Managing Partner.
3. Maintain communication and follow the directives of your Managing Partner.

The Chantel Ray Real Estate Revenue Share Reward

5% of the Company Dollar of EVERY SINGLE CLOSING thereafter to be paid quarterly in January, April, July and October

Company Dollar is defined as that portion of a real estate brokerage commission received by the individual Chantel Ray Real Estate office of the referred agent's office after all of the participating brokers have been paid, and after the applicable sales associates have been paid their portion of the commission not including:

5% brokerage fee, \$395 transaction fee, 35% appointment setting fee and BLT *where applicable*.

• • Exceptions List • •

Recruits excluded from the Chantel Ray Real Estate Revenue Share appreciation program are as follows:

1. Licensed Assistants.
2. Spouses of Chantel Ray Real Estate agents who work as a team.
3. Chantel Ray Real Estate agents converting from licensed assistant status to individual associate status or vice-versa.
4. Agents who are coming from CR Referral Company Inc.
5. Agents who are re-joining Chantel Ray Real Estate within 12 months of departure.

President's Club Success Trip

*The All-Inclusive
Experience Of A Lifetime!*

4 Days • 3 Nights

Airfare • Meals • Drinks • 5 Star Resort

Previous trips have included:

- A Butler On Every Floor To Unload Your Bags
- Champagne And Fruit Delivered To Your Room Upon Arrival
- Three Waterfall Infinity Pools With Swim-Up Bars
- Free Spa Treatments With \$500 Resort Credit
- Fitness Classes Including Spin Class In The Pool
- Private Night Club With Live Band And DJ

Platinum Level

Minimum \$1,000,000 in TGC

4 People V.I.P.

Two Private Rooms For You And Your Guests

First Class Airfare For Four

\$1000 Resort Credit, \$2,000 Spending Money

Gold Level

Minimum \$500,000 in TGC

2 People V.I.P.

One Private Room For You And Your Guest

First Class Airfare For Two

\$500 Resort Credit, \$1,000 Spending Money

Silver Level

Minimum \$200,000 in TGC

2 People

One Private Room For You And Your Guest

Airfare For Two

\$500 Resort Credit

Bronze Level

Minimum \$150,000 in TGC

1 Person

Shared Room (Option to pay for a 2nd guest)

Airfare For One

\$250 Resort Credit



ChantelRay
Luxury Homes



The Finest Homes Deserve The Finest Marketing.

Thousands of Dollars in Marketing

All This Is Done For Your Clients! The Best Part Is, You Pay Nothing!

Our elite, customized plan will provide everything your clients need in the upper tier real estate market.

We Pay For:

- Luxury Signs
- Custom sign riders highlighting pool, acreage & other unique features
- Expert staging and organization consultation
- Professional video tour to include aerial photos for those with acreage
- Professional luxury digital brochures with special features for the interior of the home
- Engaging and powerful email campaigns to over 30,000 potential purchasers
- Extensive exposure on web sites and social media: syndicated to over 60 web sites internationally
- "Just Listed" announcements to friends in the surrounding areas on social media

EXTREME INTERNET MARKETING:

97% of all buyers search for their home online. We advertise on all of the top sites and add more on a regular basis.



Your client's listing will also be on the Multiple Listing Computer Service, exposing it to thousands of real estate agents throughout your local area.

A video tour will be featured on

ChantelRayLuxury.com



533 Paradise Road

Stunning Home In Paradise!
533 Paradise Road, Paradise, USA

Luxury Benefits On The Website Include:

- Unlimited Media: photos, videos, 3D and more
- Mobile Responsive and SEO-optimized
- Content management system to easily refresh content
- Fully hosted with automated data uploads
- Multi-lingual, supporting 17 languages and their associated currencies
- Lifestyle-focused approach which appeals to buyers of luxury homes
- Client Data

The client gains detailed insight into all digital marketing activity through the extensive analytics capability of the Proxio system. The agent can also see what works, and what doesn't

- Sharing
Easy to promote on social networks
- Agent Connections
Find and connect with other luxury professionals, anywhere, anytime with Proxio Connect, Proxio's global agent networking platform
- Buyers
Find potential partners by specialty, language, or location

We take the steps to ensure that your listing gets noticed.



For homes on the water, or with extensive acreage and features, we will include aerial photos in your virtual tour.

We will connect you with an expert home stager.

Advice and Organization
We will be there every step of the way with tips and resources until your listing is show ready.



International Advertising



facebook



INCLUDES PAID ADS TARGETING LOCAL USERS

You Tube



INCLUDES STUNNING HD AERIAL VIDEO



Using sophisticated demographic targeting, your clients' homes will reach thousands of local high-wealth buyers and investors with engaging, high profile paid ad placement.

In some circumstances, we will provide aerial photography to showcase the home's unique features and location.



Your listing will gain international exposure in over 60 prominent Real Estate search sites around the world targeting affluent global investors, including China, Russia, Canada, Germany, Brazil, France, Singapore, UAE and many others.

More Than Just Leads

Other real estate companies might give you leads, but many of them are nothing more than names from an internet website. At times those names don't even have a valid email or phone number. At Chantel Ray Real Estate, our leads are quality leads. They will either be an actual qualified appointment set for you by one of our Inside Sales agents, or the agent will contact the lead on the phone, then transfer them directly to you.

Appointment or Live Transfer (35% Referral Fee)*

- Someone who has contacted Inside Sales and the Inside Sales agent creates an appointment for the agent by setting up time/date/place of meeting.
- If the Inside Sales agent is unable to set the appointment for you, they will transfer the live call directly to you.

Personal Sphere

- Friends
- Family
- People you see out and about every day
- Every person that signs up on your personal website



Personal Sphere (0% Referral Fee)

- Clients that are earned by your own merits without any assistance from the company.
- If a Company generated client's referral gives you a referral.
- Open Houses.

We provide you with opportunities to work events that we sponsor at no cost to you and you get the appointments with no referral fees! So, if we spend \$2,000 on a booth at a show or event, you get the commission **WITHOUT** paying us any referral fee.

- Company generated clients that gives you a referral.
- Referral from an employee or management.
- Company sponsored event.
(i.e. event booth, etc.)
- Walk-Ins

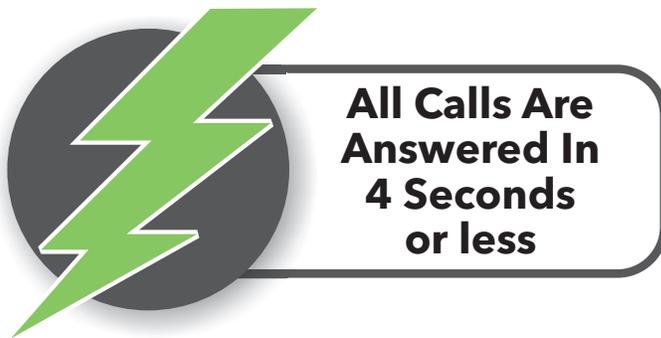
* Any closing that happens within 2 years of the acceptance date of an Appointment or Live Transfer from Chantel Ray Real Estate, will result in a 35% referral fee to the company.



Inside Sales

Generating Appointments
To Help You Grow
Your Business!

When a lead comes into our system with a phone number, our technology automatically calls them within 4 seconds and transfers to our live agent in our call center. We have spent hundreds of thousands of dollars on technology to ensure the fastest response.



If you choose to do so, you can participate in Inside Sales appointments. As a real estate professional, your focus should be on closing deals! Let us help you with the rest, by nurturing and converting appointments, and sending them to you when they are ready to move forward!

Inside Sales takes pre-screened leads and sees them through until they are ready to either book an appointment or talk directly to an agent. Once we've determined the lead is serious and motivated to either buy or sell, we will introduce them to an agent!

As soon as the potential buyer or seller reaches out, we begin the process of screening them and gauging their motivation, time line, and ability to buy or sell.



When it comes to converting leads, timing is everything, and response time is crucial! Like most agents, you are probably always on the run, but our Inside Sales agents are available and ready to answer inquiries 8am-9pm seven days a week!

We reach out to our leads within four seconds on average. Talk about lightning fast! Did you know almost 80% of consumers buy from the first person who reaches out to them?



Once we get the customer on the phone, we begin collecting crucial data such as price range, preferences, time line, and urgency to buy and/or sell. We will even ask them how they consider their credit to be, just to get an idea where they think they stand!



We will attempt to set an appointment with the caller.

Otherwise, we will transfer the caller to a live agent.



If the caller is interested in buying a home and would like to talk with an agent, the Inside Sales agent will begin the process of transferring the call. While the Inside Sales agent is talking to the customer, they will be searching our agent database to find the right agent who serves the right zip code and is compatible with that customer.

Customer Details:

Name: Amy Buyer .
State: Virginia
Appointment Place: At Property -
Office Location: Virginia Beach

Property Details

Address: 2300 Property Rd
City: Virginia Beach
Price Range: 450,000.00 - 500,000.00 -
Please accept or decline – if not selected the system will auto-decline in 5 min. If you accept you must call the customer within 1 hour.

*It is up to you
to decide if you
want to accept the
appointment or not.*

[ACCEPT / DECLINE](#)

As soon as the Inside Sales agent has identified compatible agents, they will send out a text with the client's vital stats: location, price range, etc. Each eligible agent has the choice to accept or decline the appointment.

Inside Sales Has A Call! What's next?



It's An Appointment

Examples might be:

Seller: I want to sell my house and I am free 2pm on Thursday to meet with an agent.

Buyer: I want to buy a house in the next 6 months and I want to see what is available.

Opportunity goes to the 1st person.

They have 5 minutes to reply. If they don't...

Opportunity goes to the 2nd person.

They have 5 minutes to reply. If they don't...

Opportunity goes to the 3rd person.

They have 5 minutes to reply. If they don't...

Opportunity gets blasted out to every agent in the region. The first one to accept, gets it.

It's A Live Transfer

Examples might be:

Seller: I live in CA, but I have a rental home in VA that I want to sell.

Buyer: I am not ready to meet in person and I have a few questions.

They are on the phone holding.

Opportunity goes to the 1st person.

They have 15 seconds to reply. If they don't...

Opportunity goes to the 2nd person.

They have 15 seconds to reply. If they don't...

Opportunity goes to the 3rd person.

They have 15 seconds to reply. If they don't...

Opportunity gets blasted out to every agent in the region. The first one to accept, gets it.

What Are My Options When Receiving Appointments



You have several variables that you can control to select the appointments that suit you best. The wider the range of options you choose, the more appointments that you have available to you.

1

Location:

Choose the areas you wish to serve.

1st choose your PRIMARY territory.

Then choose your SECONDARY territory.

Then choose how far you are willing to travel from your primary territory.

- 5 miles
- 10 miles
- 15 miles
- 20 miles
- 25 miles
- 30 miles
- 45 miles
- 60 miles

Only check the FARTHEST you are willing to drive.

2

Client Type:

Choose the client type you want to serve

You can check off as many as you wish.

- Buyer/Seller
- Buyer
- Seller
- Investor
- Renter

3

Price:

Choose the price point you want to serve.

You can check off as many as you wish.

Based on your transaction history, not all price points will be available to you.

- \$0 - \$100k
- \$100k - \$200k
- \$200k - \$300k
- \$300k - \$500k
- \$500k - \$1 million
- Over \$1 million
- Not Specified

Leads Take Time To Convert To A Client

The Inside Sales Agents Can
Save You 15 Hours Per Client!

It takes a lot of time to convert a lead, inputting the number, texting, and finding the lead takes hours. The formula we have found to make an agent successful is:



With this formula, you are making 200 phone calls for 1 closing. The Inside Sales agents will save you 15 hours PER client by making the phone calls and setting appointments.

Success Is In The Follow-Up

Why Some Agents Don't Succeed...

How agents typically follow up

On the average, agents follow up with leads **ONLY TWICE** before giving up.

40% of the time a customer uses whoever responds first

Agents typically fail to respond to about **25%** of online leads they receive.

If an online lead isn't contacted within 5 min the chance of closing is reduced by **90%**

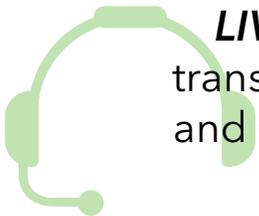
Over **50%** of leads come in on nights and weekends, when agents aren't answering their phones

How Inside Sales Can Increase Your Odds Of Success

We Get To Your Leads FAST! - We call almost all leads within 4 seconds, our phone instantly calls when the internet leads come in.



LIVE Agents - We live transfer motivated buyers and sellers to agents who are available.



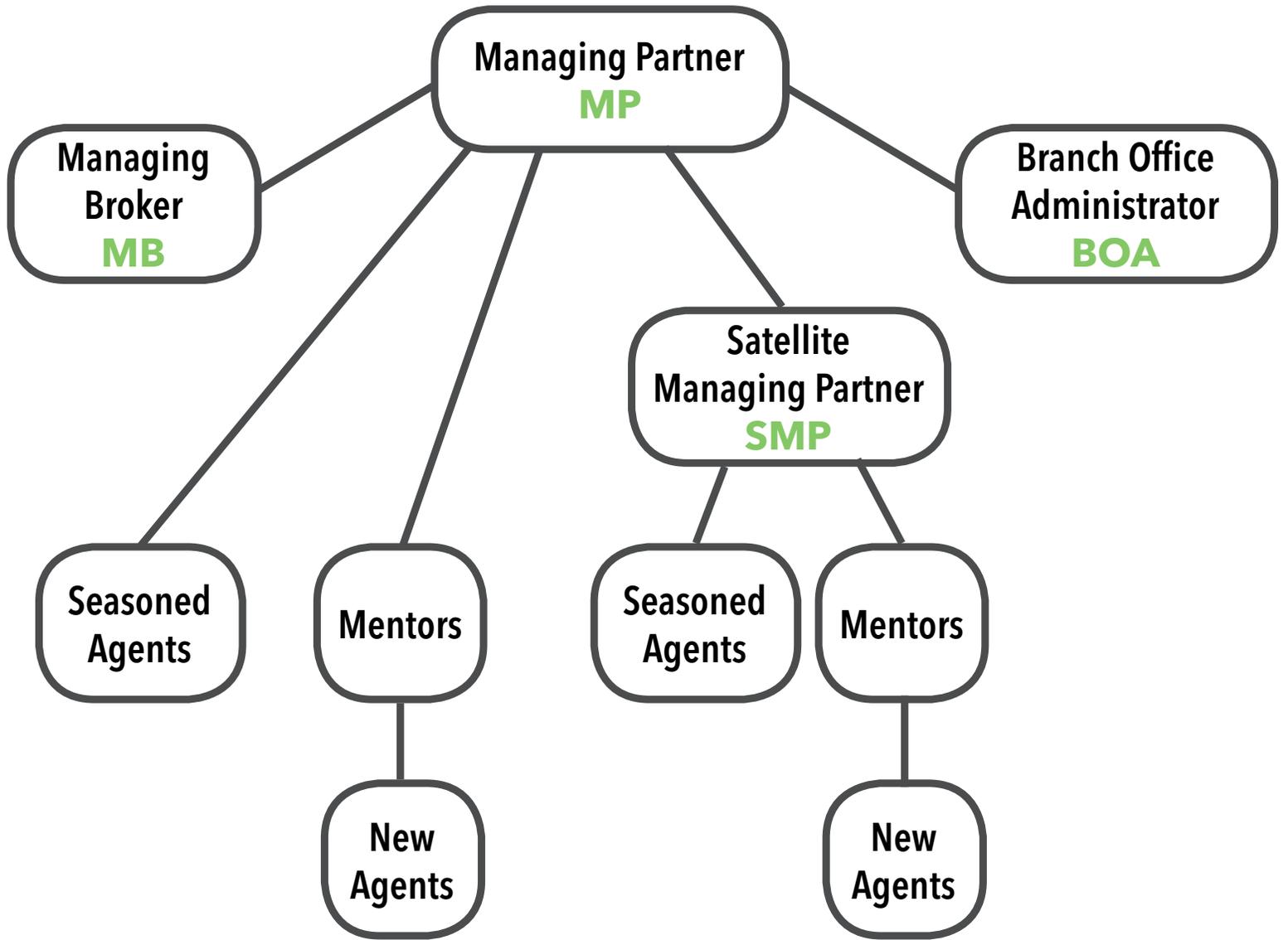
We Are The Matchmaker Between Agents and Clients
We match each call with the agent most likely to want that lead.

Analytics & Accountability

We watch which agents are converting the highest and they move to the top of the rank.



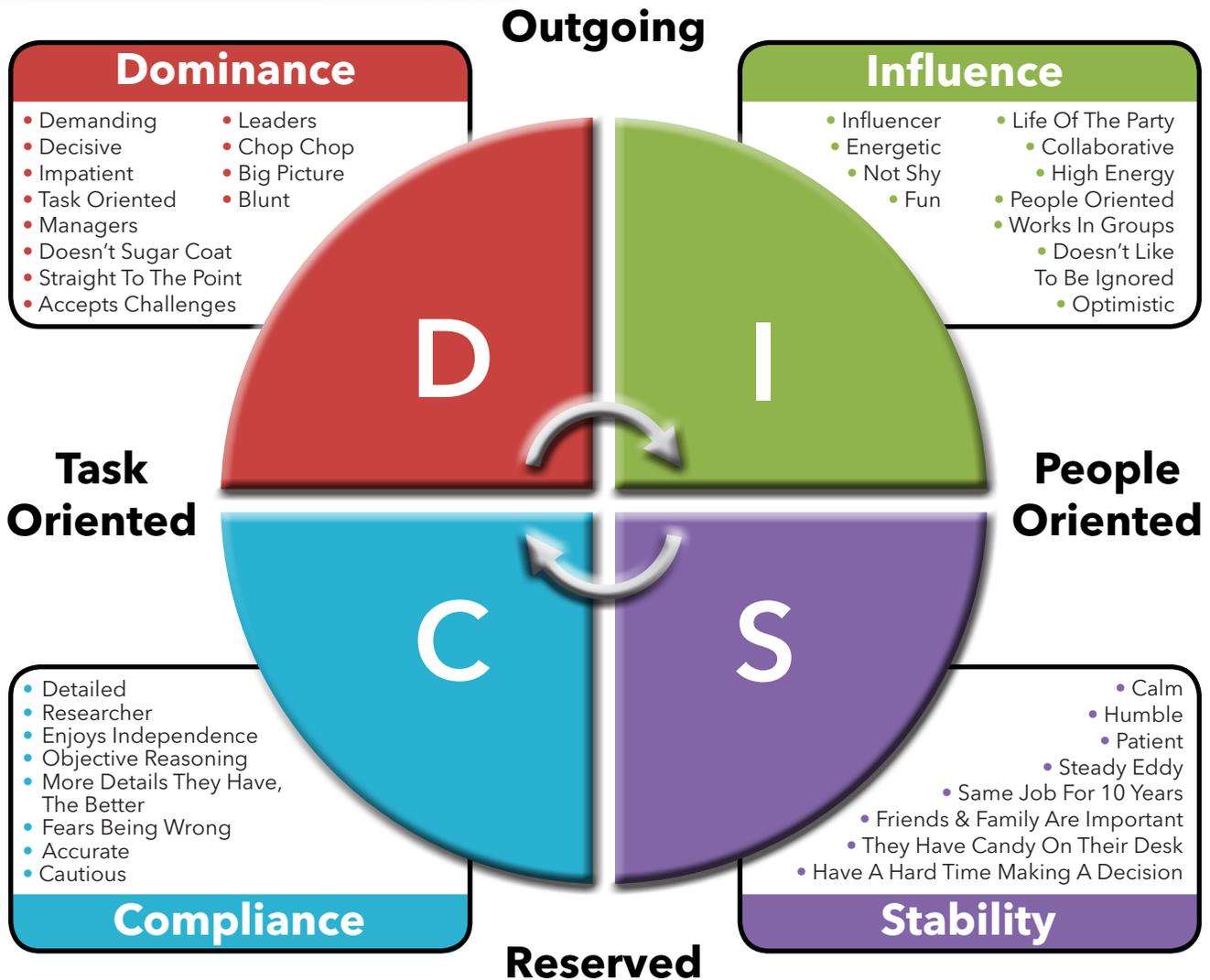
How Each Office Is Organized





Know Your DISC

Successful companies are comprised of all different types of people. At Chantel Ray Real Estate, we believe everyone can excel if they are given the right environment. Take the free personality test on our website at www.ChantelRay.com/careers to find out where you will fit best in our company.



Where Will You Fit In Best?

I D or I S

Great Buyer Agents, SMP, or Mentor

Self-starters who are also reliable and great at any kind of sales.

D I

Great Listing Agents or Managing Partner

Extremely knowledgeable agents who can move the process along efficiently and never give up.

S C

Great Admin Agents

Great understanding of developing technology and following up on every lead.

If this is you, see your Managing Partner about specializing as an administrative Agent.

The Chantel Ray Give Back Program 10% for TEN Causes

We want to partner with our clients to help the causes that they are most passionate about. When they close a home with us, your clients can choose from one of 10 different charities and we will give 10% of our profit directly to that cause.

**100%
is Paid By The
Company... The
Agents Pays
ZERO!**



HELP KIDS IN FOREIGN COUNTRIES **URGENT NEED**

Most Urgent Need-Our board of directors will assess the needs of approved churches and charities, and allocate the donation to the organization that has the most pressing needs at the time.



HELP THOSE IN NEED **HOMELESS**

We are passionate about partnering with local organizations who provide food, clothing, shelter, and medical care to those in need, right in our backyard.



HELP A CHILD FIND A NEW HOME **FOSTER CARE**

We love to partner with local organizations who raise support and awareness for children in need of foster care.



HELP KIDS IN FOREIGN COUNTRIES **BEYOND THE BORDERS**

Compassion International has helped meet the physical needs of over 1.9 million children in extreme poverty all over the world.



SUPPORT **CLEAN WATER**

Togo Network provides access to life's most essential ingredient: clean water, changing the world, one village at a time.



HELP THE COMMUNITY **LOCAL CHURCH**

Churches play a crucial part in meeting spiritual and physical needs of our local communities, and we are passionate about partnering with them to change lives, both inside and out.



HELP THOSE IN CRISIS **PREGNANCY CENTERS**

Crisis Pregnancy Centers support families in crisis- related pregnancies by offering real help for the present, hope for the future, and healing from the past.



INTRODUCE GOD TO CHILDREN **YOUNG LIFE**

Young Life doesn't start with a program. It starts with adults who are concerned enough about kids to go to them, on their turf and in their culture, building bridges of authentic friendship.



OPERATION **CHRISTMAS CHILD**

A project of Samaritan's Purse International, Operation Christmas Child has delivered 157 million gift-filled shoeboxes to boys and girls in need around the world.



HELP THOSE WHO HELP OTHERS **LOCAL CHARITY**

We work with dozens of local charities to meet physical needs of the widows, orphans, homeless and disabled, by meeting them right where they are.

01

**CORE
VALUE 1**

Think Win Win


ChantelRay®

**CORE
VALUES**

02

**CORE
VALUE 2**

Be A Go Getter

03

**CORE
VALUE 3**

Follow Up &
Follow Through

04

**CORE
VALUE 4**

Address Issues
Head On

05

**CORE
VALUE 5**

Do The Right Thing

**MISSION
STATEMENT**

To glorify God by
putting our
clients' interests
above our own.

We base every decision
on what's best for:

- 1st Our clients
- 2nd Our company
as a whole
- 3rd Individual team
members

**VISION
STATEMENT**

To provide
a wowing
experience
100% of the
time

We love to hear your ideas!

Management will filter them through these 3 questions :

1. Does it "Wow" our customers and team members?
2. Will it provide a consistent & repeatable experience?
3. Does it stop production?

866-370-5575

For A Complete List Of Offices Go To
www.ChantelRay.com/locations

Chantel Ray Real Estate is an equal opportunity employer