

YOUR FUTURE IS LOOKING UP




ChantelRay®



INSIDE



We have it all!



Are you interested in getting free coaching, leadership training and industry-leading technology?



Are you looking for a company where you can have 100% commission cap?



Do you want multiple levels of revenue coming in?

Chantel Ray provides you with the tools and technology you need to succeed as a real estate agent and exceed your career goals!

The Chantel Ray Difference

S

Sold in 90 days or the commission is free!

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

One click and we donate to your charity of choice.

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 profits to your choice of one of ten charities!

L

Live Agent available 8am - 9pm every day.

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

D

Don't get stuck in a long-term contract.

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



Our clients are our Top Priority. The four tools listed above are proven to be successful and are at your disposal if you choose to use them.

TECHNOLOGY HAS REVOLUTIONIZED EVERYTHING

Just like the taxi cab and movie rental industries, the real estate industry will never be the same again!

Brick and Mortar

Anytime.
Anywhere.



Uber



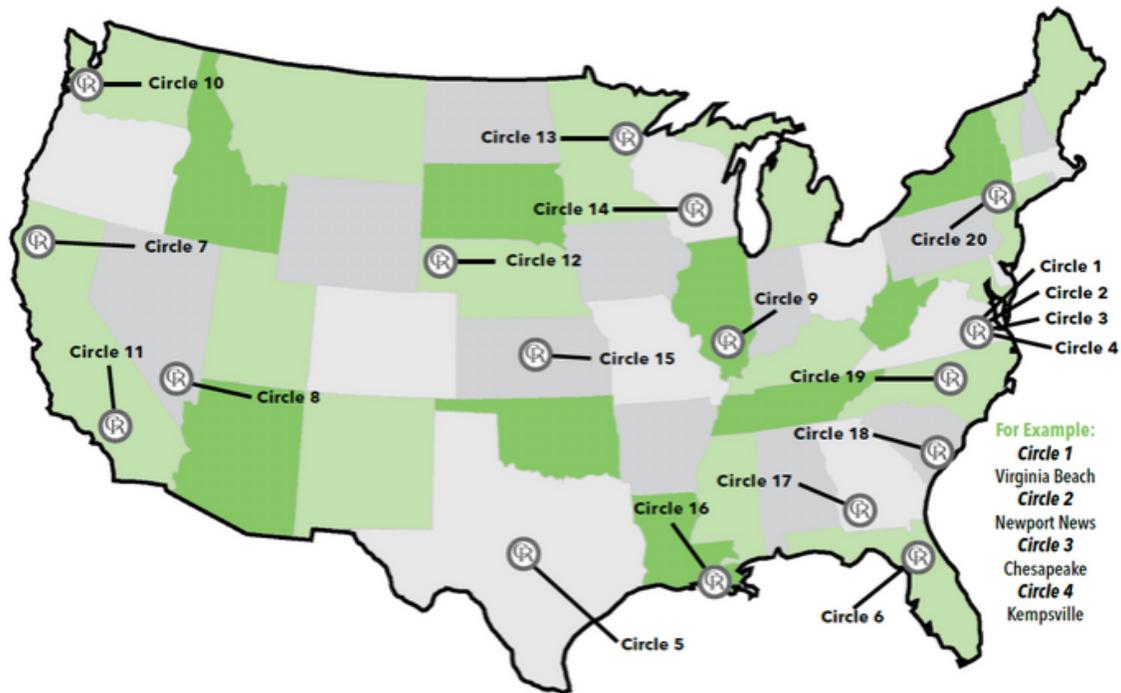
NETFLIX



Traditional Brick And
Mortar Company



YOU CAN BE AN AGENT WITH US NO MATTER WHERE YOU LIVE



BENEFITS OF CIRCLE MODEL

- Locations can be divided into Virtual Groups and Circles
- Not limited to physical location
- Focus is on efficiency of resources
- Flexible staffing

DOWNSIDES OF A TRADITIONAL OFFICE

- High cost to open new locations
- High monthly overhead costs
- Low utilization of resources
- Staffing issues
- Limited to physical locations
- Money is invested into brick and mortar, instead of revenue share to the agents

WHAT MAKES DIFFERENT?

	Traditional Brokerage
Expansive Revenue Share	Limited earning potential to just traditional commissions. No cap potential.
Lead Generation Platform Website: Robust Technology (KvCore)	Standard company website
Commission Split: 70/30 split with the opportunity to hit 100% after cap is reached.* Team members can earn half- or quarter-cap	High Splits with limited commission growth
Leadership: Get real time live support coaching from Managers and Brokers	Limited leadership support and paid coaching models
Live 24/7 On Demand Recorded Training	Training during set time and at set locations
Professional appointment scheduling for your sellers	Schedule your own showings
\$50 Monthly Flat Fee	High monthly fees and hidden costs
Transaction Coordinators and Admin support	No Admin assistant and you input your own listings

*5% brokerage fee still applies.

WITH OTHER MODELS...

THEY MAY HAVE:



Technology & Admin Support

BUT LACK:



Leadership

OR

THEY MAY HAVE:



Leadership

BUT LACK:



Technology & Admin Support

WE HAVE IT ALL!

Managing Broker

Live Agent from 8AM-9PM

Mentor for New Agents

Client support & outbound referrals

Contracts and compliance

MP/Circle Leader

Coach

You Don't Have To Do It All!

Admin Support

Helps with transaction coordination

Process Commission Checks

Marketing

Technology Tools

Systems & admin support for payroll and reporting

Custom Built In-House Marketing Program



Thousands of marketing materials at your disposal

BROKER MINT



Custom built internal site gives you the technology & in-house web support team

HOW WE HELP GROW YOUR BUSINESS

At other companies, you attend training and you are left to figure out everything else on your own.

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

The mentorship program is 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 can answer questions, review contracts and are available during your time at Chantel Ray.

Your mentor will:

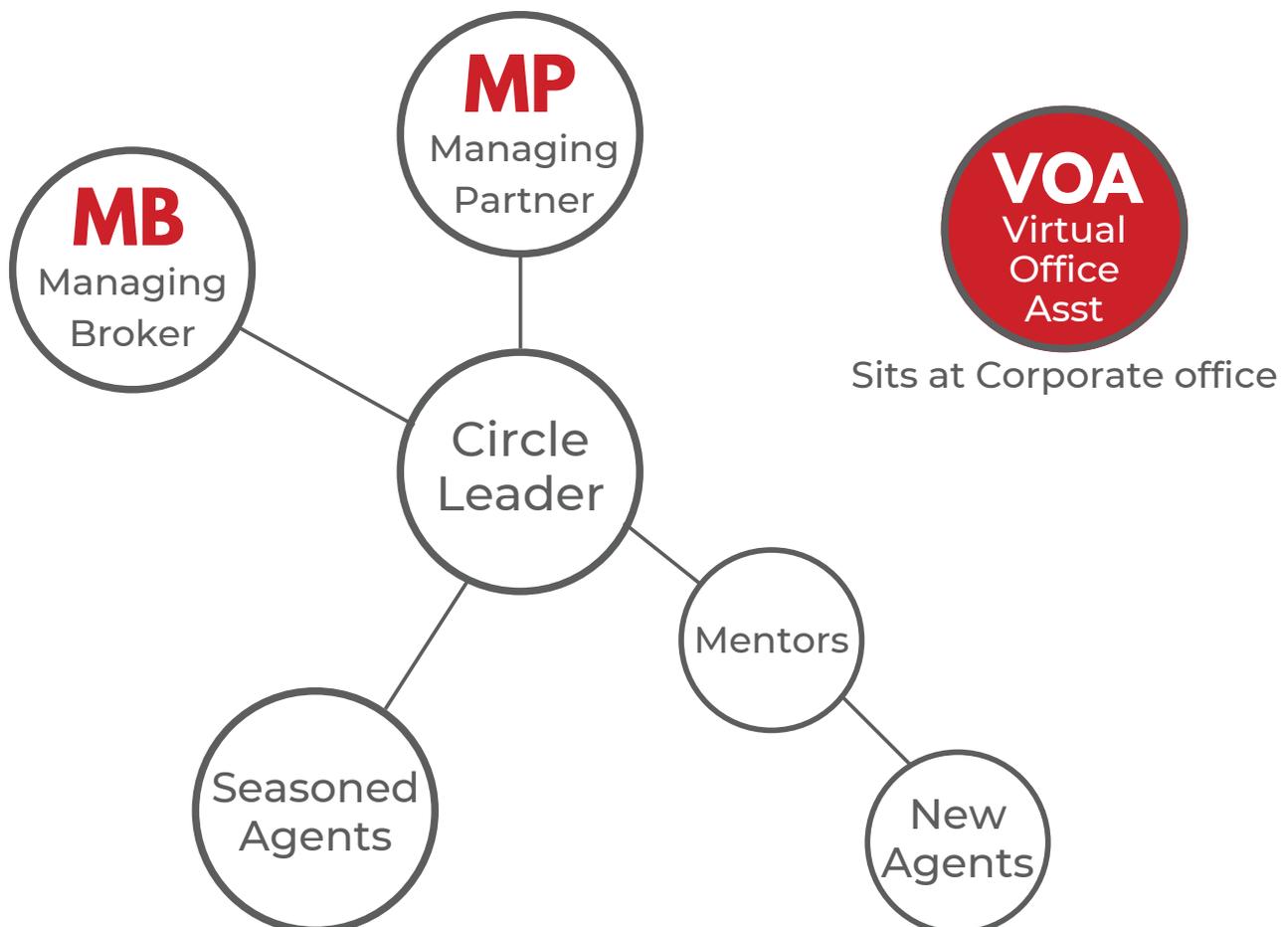
- Assist you with meet and greets
- Help you prepare a CMA
- Master your Listing & Buying presentations
- Review contracts
- Answer any and all questions you may have
- Shadow you on appointments

Mentoring and training new agents can earn you an additional \$50K+ annually!

* For BRAND NEW AGENTS or Agents who have done less than 4 transactions in the last year before joining us: We suggest hiring a Mentor to help you succeed. Twenty five percent 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 Circle Leader for additional exceptions.

HOW EACH CIRCLE IS ORGANIZED

Every circle will have a Managing Partner, Circle Leader, Managing Broker and Virtual Office Assistant. You will also have a group of people that you can connect with and mastermind with that can inspire you to exceed your career goals!



CIRCLE SUPPORT

Managing Partners will oversee and grow circle leaders. They can also help you grow your very own circle!

A circular icon containing the letters "MP" in a bold, red, sans-serif font.A circular icon containing the words "Circle Leader" in a bold, red, sans-serif font, stacked vertically.

Every circle will have a **Circle Leader** who will help drive your sales and provide the coaching, training & support you need to take your business to the next level.

Month after month, you can meet them virtually or in-person to review objection handling, sales tactics, profitable business tips and much more!

Not only will you have direct access to a support staff of admin, but also to your **Managing Broker**. They will help navigate the constantly changing contracts and forms in your local area.

A circular icon containing the letters "MB" in a bold, red, sans-serif font.A circular icon containing the letters "VOA" in a bold, red, sans-serif font.

A **Virtual Office Assistant** will input your listings into the MLS, help with transaction coordination on your files, and process commissions.

You will also have a group of people that you can mastermind & connect with who will inspire you to do more!

VIRTUAL OFFICE ASSISTANT

TRANSACTION COORDINATION

- The \$395 transaction coordination fee will be charged to the buyer or seller and will be split between Corporate and the Transaction Coordinator.

\$195

Corporate
Transaction

They will be responsible for:

- Quality Control
- Automatic Reminders
- Keep the files

\$200

Local
Transaction

They will be responsible for:

- Oversee all aspects of buyer & seller transactions from executed purchase agreement to closing.
- Coordinate title/escrow, mortgage loan and appraisal processes.
- Regularly update & maintain communication with clients, agents, title officer, lender etc.
- Submit all necessary documentation to office broker for file compliance.
- Input all client information into transaction database system.

You have the option to be your own Virtual Office Assistant and get paid for inputting your own listings and transaction coordination.

CR

TRAINING

UNIVERSITY

Live or On Demand

Chantel Ray University has training to not only fit every agent, no matter what their experience level is, but to fit any schedule!

There are over 100 hours of pre-recorded training led by top agents from different brokerages all around the world.

We also have LIVE training every week that is all done virtually so you never have to worry about missing any events.

We are always adding new classes and events based on your needs and experience level!





WE BELIEVE IN WEALTH FOR OUR AGENTS

That's why we offer 4 revenue streams.



COMPENSATION PLAN

Pre-Cap Split	70/30
Cap	\$20,000
Split After Cap	100%*
Brokerage Fee	5%
Revenue Share	1st Base - 5% 2nd Base - 3% 3rd Base - 2%
Monthly Fee	\$50

*5% brokerage fee still applies.

OVERVIEW

Standard Commission Split	Split After Cap Is Reached
For Buyers & Sellers	For Buyers & Sellers
70% / 30%	100%
Agent Company	Agent
	<i>Once \$20K Cap is reached*</i>

Does not include 5% Brokerage Fee

- Agents who have reached a cap of \$20k in company dollar* are eligible to receive 100% of the commission.
- Their team members will be eligible for the 100% once they contribute a “half-cap” or “quarter-cap” as applicable.
- Company dollar that apply to the cap are any closing in which you do not pay a referral fee to Chantel Ray.
 - 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 the portion of the commission that CR receives after all applicable fees and referrals have been paid. This does not include any fees or referrals paid to CR. 5% brokerage fee still applies.

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 dollar on your personal closings, you can receive a 100% commission split* on your remaining personal transactions for the rest of the anniversary year.

	Individual Agent	Standard Team	Mega Team
Minimum in Company Dollar	\$20,000	\$20,000 for Team Leader \$10,000 Reduced "Half Cap" for Team Members	\$20,000 for Team Leader \$5,000 Reduced "Quarter Cap" for Team Members
Minimum Referral to Team Leader		25%	25%
Required Written Team Agreement		YES	YES
Minimum Number of Transactions		25 per Team	100 per Team

COMMISSION FROM PROPERTY SALES

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. We believe that the harder you work, the more you should be rewarded. Chantel Ray offers agents a commission cap, which means that after you hit the cap, you are promoted to a 100% commission for the remainder of your anniversary year.

What is the cap?

Once you have paid \$20,000 in company dollar on your personal closings, you will be promoted to a 100% commission for the remainder of your anniversary year on your personal transactions.

- Any Standard 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.
- Any Mega Team member that pays at least 25% of each of their commissions to their team leader will qualify for a “quarter cap” of \$5,000.

Who is eligible?

Every agent is eligible for the Commission Cap Program.

If an 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.

GET 20% OF YOUR CAP BACK IN REWARDS!

Each year when you reach your \$20,000 cap, you will also qualify for an additional \$4,000 in rewards.



YOU WILL RECEIVE:
\$4,000

in rewards that can be spent on:

**OWNERSHIP
UNITS**

**AND
/OR**

**PRESIDENT'S
CLUB**

**AND
/OR**

**AD
SPEND**

- If you are half-capped, you will receive \$2,000.
- If you are quarter-capped, you will receive \$1,000.

HOW YOU CAN EARN LEADS & UNITS AS A REWARD

	\$ AMOUNT IN LEADS		\$ AMOUNT IN UNITS
When you join the company, after your first closing...	\$250 in ad spend	OR	\$250 in ownership units
Every time you sponsor an agent, after their first closing...	\$250 in ad spend	OR	\$250 in ownership units
When you cap...	\$4,000 in rewards that can be spent on: OWNERSHIP UNITS AND/OR PRESIDENT'S CLUB AND/OR AD SPEND		
When you cap and become an Influencer... HOW YOU BECOME AN INFLUENCER: <ul style="list-style-type: none"> • Cap • Sell 50+ homes • Teach one class per month 	You get \$10,000 \$4,000 on President's Club AND/OR Ad Spend AND \$6,000 in ownership units OR \$10,000 in ownership units		

We will start tracking ownership units now, and intend them taking effect November 1st. Ad spend can be used with any pre-approved vendor, such as Zillow, Trulia, KV Core, Optimized Real Estate, Facebook or Google Ad Words. Keep in mind that some companies may have minimum time or spending commitments. Once the reward has been earned, it's the agent's responsibility to claim that reward within 30 days. Once claimed, the reward will be added to the agent's digital wallet. The agent will be responsible for the up front cost of the ad spend, and will be reimbursed for the cost within 7 days of submitting their receipt. Rewards expire four months after they have been claimed.

HOW YOU CAN BECOME AN

INFLUENCER

**INFLUENCERS GET HALF THEIR CAP
BACK IN OWNERSHIP UNITS.**



THAT'S \$10,000 BACK!

In order to become an Influencer, you must be an agent who:



CAP



**SELLS 50 OR
MORE HOMES**



**TEACH ONE CLASS
PER MONTH**

From time to time, we are going to send you referrals from our Referral Network Call Center.

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

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 travel

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 - \$400k
- \$500k - \$1mil
- Over \$1mil
- Not specified



PRESIDENT'S CLUB SUCCESS TRIP

Each year when you reach your \$20,000 cap, you will receive up to a \$4,000 credit, which you can use towards our annual President's Club trip. If you're on a half-cap, you will receive half of that amount. If you're on a quarter-cap, you will receive a quarter of that amount.

- We choose the location at a luxury destination
- You book your airfare and accommodations
- We reimburse all, or part of, your travel costs based on your cap rewards preference.

When you cap...	Up to a \$4,000 credit*
If you're on a half-cap...	you will receive half of that amount, \$2,000
If you're on a quarter-cap...	you will receive a quarter of that amount, \$1,000

You do not have to use the full \$4,000 towards the President's Club trip. You can opt to split the \$4,000 between ad spend and/or ownership unit and/or President's Club.

REVENUE SHARING

It's simple! You can get paid monthly by attracting agents to the company. You don't even have to lead them!



When an agent applies, there is a section for them to fill out 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 [Your Recruiting Website](#)



REVENUE SHARE PROGRAM

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

What is Company Dollar?

Company dollar is defined as the portion of the commission that Chantel Ray receives after all applicable fees and referrals have been paid. This does not include:

5% brokerage fee, \$395 transaction fee, any applicable referral fees and BLT where applicable.

Qualifying for the Revenue Share Program:

Attract a real estate agent to the company by doing the following:

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

Exceptions List:

Recruits excluded from the the program are as follows:

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



REVENUE SHARE PROGRAM

A DEEPER DIVE

The Revenue Share Program is just for recruiting agents to the company. You do not have to lead the people you recruit in order to make money with this program. The Revenue Share Program has 5 tiers:

1. **Tier 1:** Sponsoring 1-4 active agents to the company
2. **Tier 2:** Sponsoring 5-9 active agents to the company
3. **Tier 3:** Sponsoring 10-19 active agents to the company
4. **Tier 4:** Sponsoring 20-49 active agents to the company
5. **Tier 5:** Sponsoring 50+ active agents to the company

Each tier has 3 bases:

- **Base 1** is your direct downline, or the person that you recruited to the company (let's say his name is Ryan)
- **Base 2** would be the person that Ryan recruited (her name is Sue)
- **Base 3** is the person that Sue recruited (his name is Dave).

You will make money every month off of your Base 1, 2, and 3, as long as they are active agents and close on a home(s) that month. As you recruit more people to the company and get promoted to different Tiers, the percentage you make on your Base 1 will increase. The percentage you make on your Base 2 and 3 remains that same, no matter what tier you are on.



REVENUE SHARE PROGRAM

Through attracting agents, you can make your way into Tier 5 by recruiting 50+ active agents, giving you 25% of the company dollar that's in your Base 1.

Once you hit Tier 5, you are at the maximum multiplier and will collect 25% of the company dollar every month on every agents in your Base 1, even if they do not cap.

HOW TO UNLOCK YOUR MULTIPLIERS *SIMPLIFIED*

TIERS	# OF ACTIVE AGENTS SPONSORED	SHARE % FOR BASE 1
Tier 1	1-4	5%
Tier 2 <i>Extra 5% on Base 1</i>	5-9	10%
Tier 3 <i>Extra 5% on Base 1</i>	10-19	15%
Tier 4 <i>Extra 5% on Base 1</i>	20-49	20%
Tier 5 <i>Extra 5% on Base 1</i>	50+	25%

Base 2 & Base 3 remain the same, no matter what Tier you are in:
Base 2 - 3%
Base 3 - 2%

Regardless of cap status, you will receive revenue share until the cap is reached, per agent, per month.

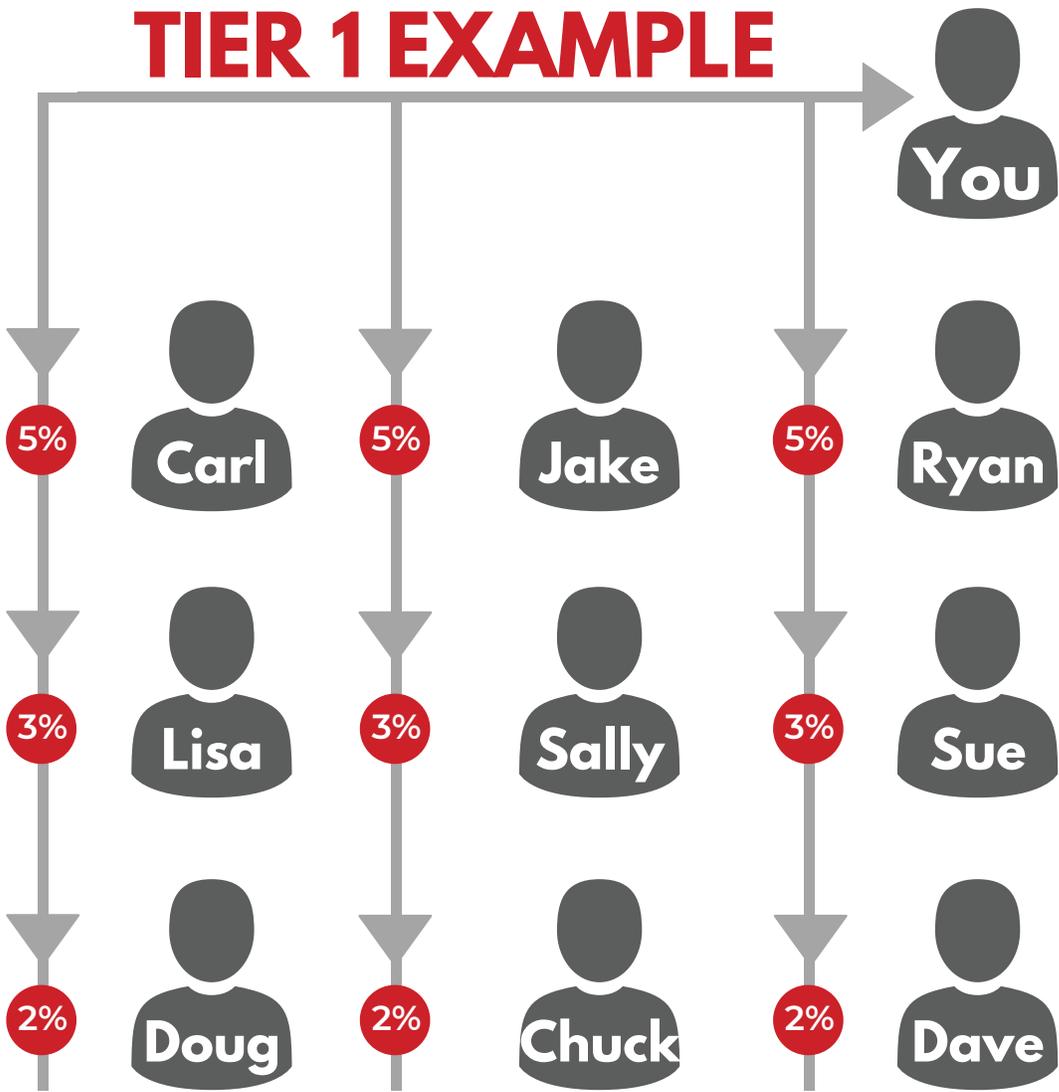


REVENUE SHARE & MULTIPLIERS

REVENUE SHARE

This program is available to every agent at the company and is based simply on revenue generated by the agents you attract to the company. Each person that you sponsor creates a new downline for you. Below you will find an example of Tier 1 (attracting 1-4 agents to the company)

TIER 1 EXAMPLE



You Sponsor Ryan

You get 5% of company dollar that Ryan makes.

This also starts a new downline for Ryan, so Ryan would make 5% off Sue, 3% off Dave & 2% off Joan

Ryan Sponsors Sue

You get 5% of company dollar Ryan makes PLUS 3% of company dollar that Sue makes

Sue Sponsors Dave

You get 5% of company dollar Ryan makes PLUS 2% of company dollar that Dave makes

Dave Sponsors Joan

You would not make any additional money beyond the level Dave is at since payment is only made for the first three levels in your downline

Every agent, Circle Leader and Managing Partner is eligible to receive Revenue Share under this model.



TIER 1

1+

PEOPLE RECRUITED

YOU

If you sponsor 1 person, you have the potential to make (if person caps*):

5%



BASE 1

\$20,000
(Company dollar)
x 5%

= **\$1,000**
+

3%

BASE 2 ALWAYS STAYS THE SAME



BASE 2

\$20,000
(Company dollar)
x 3%

= **\$600**
+

2%

BASE 3 ALWAYS STAYS THE SAME



BASE 3

\$20,000
(Company dollar)
x 2%

= **\$400**

TOTAL:

\$2,000

TIER 2

5+

PEOPLE RECRUITED

YOU

If you sponsor 5 people, you have the potential to make (if all 5 people cap*):

10%



BASE 1

\$100,000
(Company dollar)
x 10%

= **\$10,000**
+

3%

BASE 2 ALWAYS STAYS THE SAME



BASE 2

\$100,000
(Company dollar)
x 3%

= **\$3,000**
+

2%

BASE 3 ALWAYS STAYS THE SAME



BASE 3

\$100,000
(Company dollar)
x 2%

= **\$2,000**

TOTAL:

\$15,000

TIER 3

10+

PEOPLE RECRUITED

YOU

If you sponsor 10 people, you have the potential to make (if all 10 people cap*):

15%



BASE 1

\$200,000
(Company dollar)
x 15%

= **\$30,000**
+

3%

BASE 2 ALWAYS STAYS THE SAME



BASE 2

\$200,000
(Company dollar)
x 3%

= **\$6,000**
+

2%

BASE 3 ALWAYS STAYS THE SAME



BASE 3

\$200,000
(Company dollar)
x 2%

= **\$4,000**

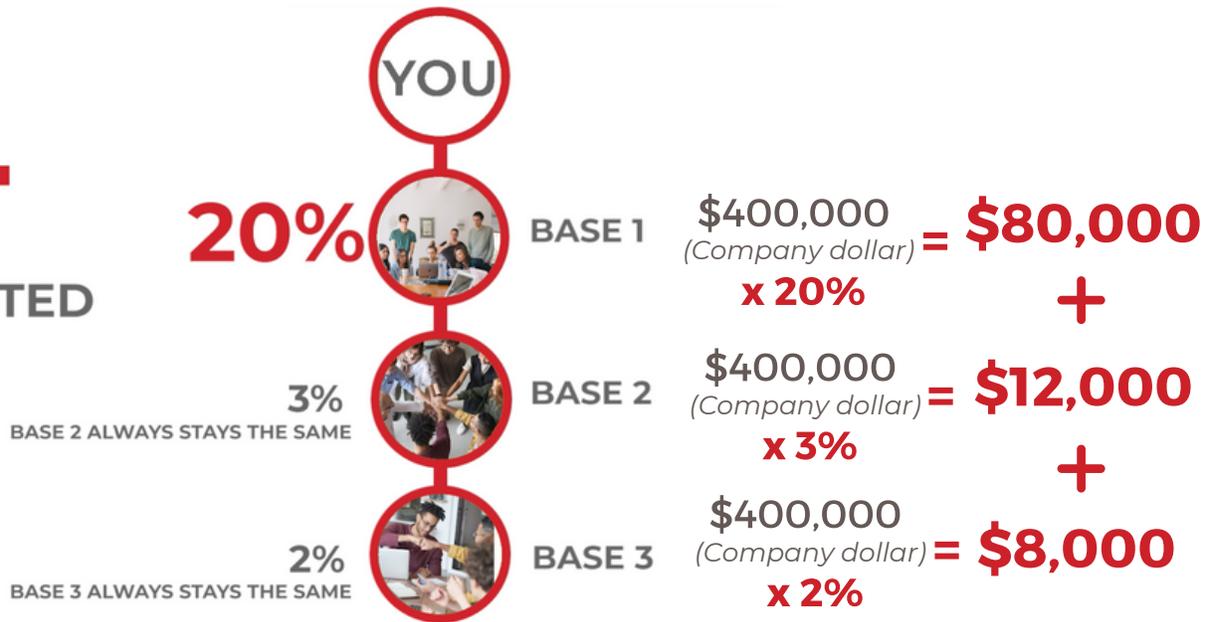
TOTAL:

\$40,000

If you sponsor 20 people, you have the potential to make (if all 20 people cap*):

TIER 4 20+

PEOPLE RECRUITED

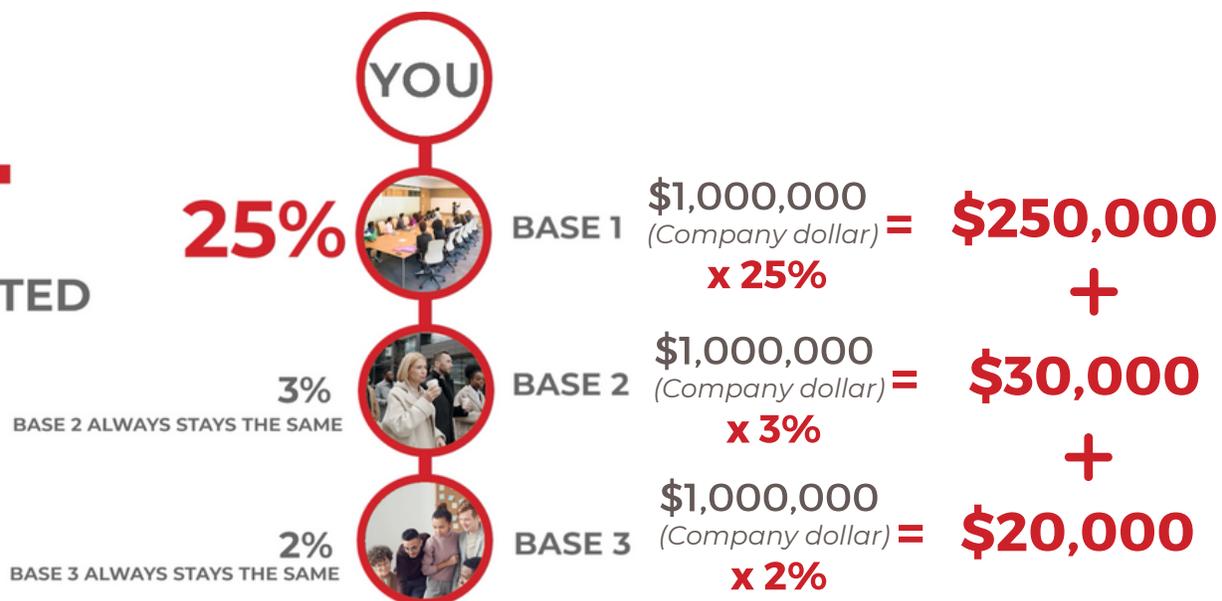


TOTAL: \$100,000

If you sponsor 50 people, you have the potential to make (if all 50 people cap*):

TIER 5 50+

PEOPLE RECRUITED



TOTAL: \$300,000

REVENUE SHARE & MULTIPLIERS



REVENUE SHARE PROGRAM

Every time you are promoted into a new tier by attracting more agents to the company, you multiply your earnings for your Base 1. Your Base 2 and 3 will always remain the same.

HOW TO UNLOCK YOUR MULTIPLIERS

TIERS	# OF ACTIVE AGENTS SPONSORED	SHARE %	MAXIMUM EARNING POTENTIAL PER DOWNLINE	HOW MUCH YOU CAN EARN WITH EACH DOWNLINE
Tier 1 5%	1+	Base 1 - 5% - \$1,000 + Base 2 - 3% - \$600 + Base 3 - 2% - \$400	\$2,000	1 Downline Capped = \$2,000
Tier 2 Extra 5% on Base 1 10%	5+	Base 1 - 10% - \$2,000 Base 2 - 3% - \$600 Base 3 - 2% - \$400	\$3,000	5 Downlines Capped = \$15,000
Tier 3 Extra 5% on Base 1 15%	10+	Base 1 - 15% - \$3,000 Base 2 - 3% - \$600 Base 3 - 2% - \$400	\$4,000	10 Downlines Capped = \$40,000
Tier 4 Extra 5% on Base 1 20%	20+	Base 1 - 20% - \$4,000 Base 2 - 3% - \$600 Base 3 - 2% - \$400	\$5,000	20 Downlines Capped = \$100,000
Tier 5 Extra 5% on Base 1 25%	50+	Base 1 - 25% - \$5,000 Base 2 - 3% - \$600 Base 3 - 2% - \$400	\$6,000	50 Downlines Capped = \$300,000

When you unlock to your next tier, you get an extra 5% on each Base 1. Base 2 and Base 3 stay the same. Regardless of cap status, you will receive revenue share until the cap is reached, per agent, per month.



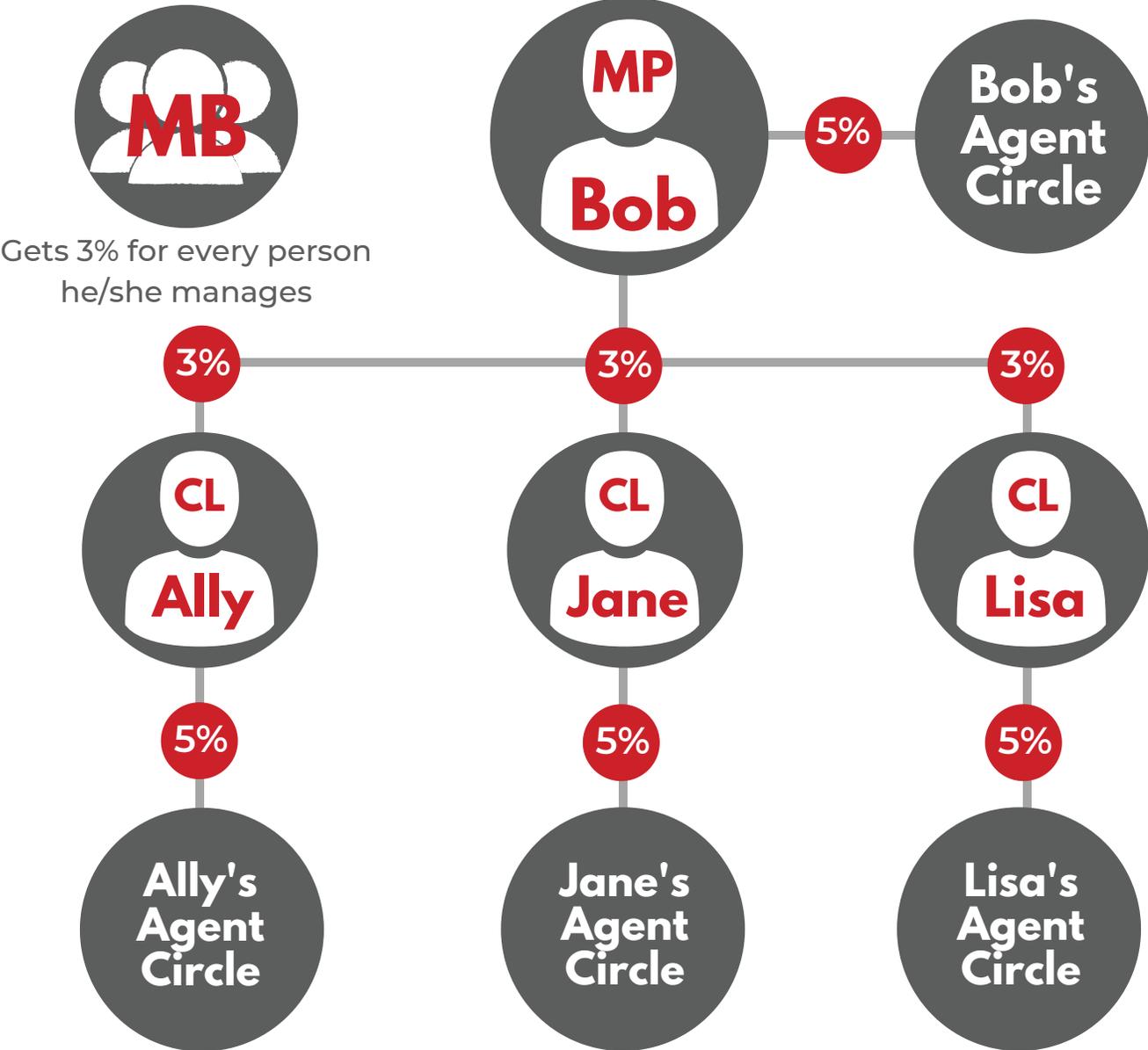
You can earn over \$300,000 in passive income!

*The numbers are based on agents capping at \$20,000
**The figures reflected are used as examples only.

LEADERSHIP

Leadership is completely different from sponsoring agents! You are also able to earn money by leading new agents and creating your own circles within the company.

The Managing Partner receives 5% of the company dollar for each circle that they lead, plus an additional 3% of the total company dollar for every circle leader that they have personally recruited and developed.

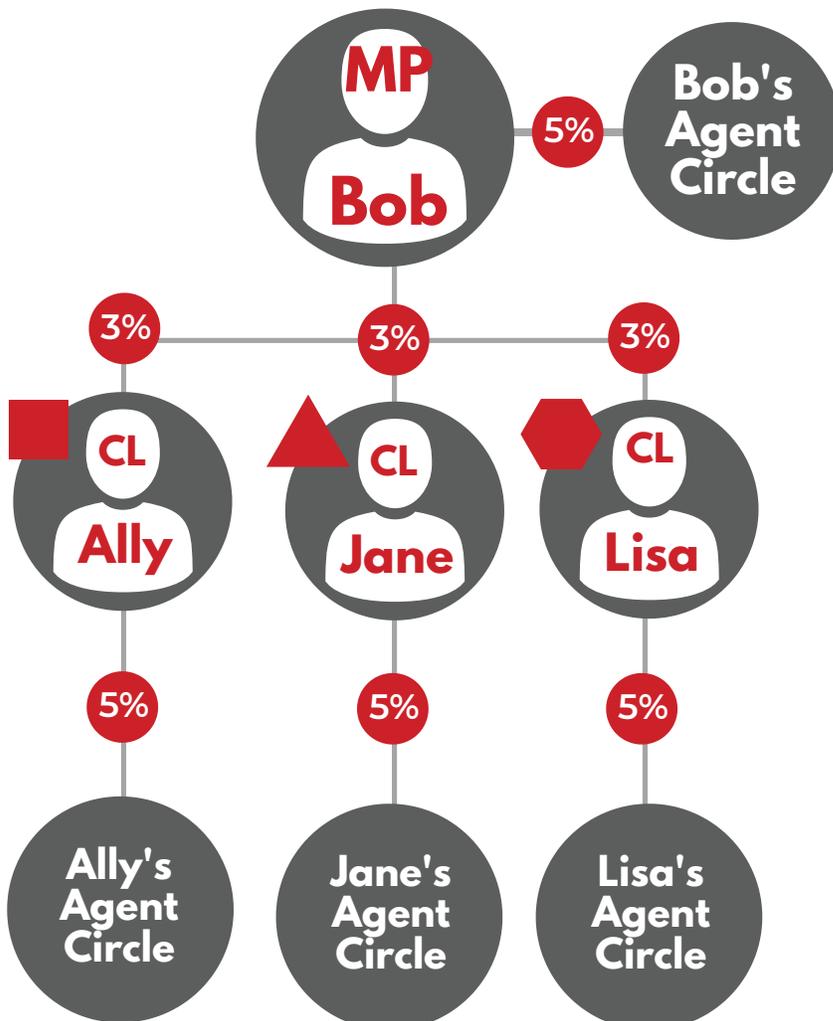


The Managing Broker gets 3% of company dollar on each transaction for the circle(s) they are Managing Broker for.

REVENUE OPPORTUNITIES

Bob's Circle	Address	TGI	Agent Split	Company Dollar
	2425 S Shirley Ave	\$13,320	\$9,320	\$4,000
	1925 W Main St	\$8,991	\$6,291	\$2,700
	1617 32nd Ave S	\$11,988	\$8,388	\$3,600
	4501 15th Ave S	\$13,487	\$9,437	\$4,050
	3551 32nd Ave S	\$10,050	\$10,050 (CAPPED)	\$0
	1219 W Century Ave	\$12,321	\$8,621	\$3,700
	1420 24th Ave	\$10,823	\$7,573	\$3,250
	896 S 29th St W	\$9,500	\$9,500 (CAPPED)	\$0
	1601 Market Place Dr	\$8,581	\$6,004	\$2,577
	1531 W Main St	\$20,979	\$14,679	\$6,300
	3275 N Reserve St	\$9,790	\$6,850	\$2,940
	110 Hutton Ranch Rd	\$9,191	\$6,431	\$2,760
	20330 N Deer Park Blvd	\$7,200	\$7,200 (CAPPED)	\$0
	7080 Mannheim Rd	\$15,485	\$10,835	\$4,650
7105 Grand Ave	\$9,893	\$6,922	\$2,971	
281 W Townline Rd	\$8,891	\$6,221	\$2,670	
339 N Randall Rd	\$9,923	\$6,943	\$2,980	
1611 Sherman Ave	\$5,150	\$5,150 (CAPPED)	\$0	
134 N Marion St	\$12,787	\$8,947	\$3,840	
1153 Brookforest Ave	\$13,487	\$9,437	\$4,050	
18717 Dixie Hwy	\$9,790	\$6,850	\$2,940	
16527 W 159th St	\$9,843	\$6,887	\$2,956	
72 S Weber Rd	\$12,288	\$8,598	\$3,690	
5120 W 95th St	\$11,242	\$7,866	\$3,376	
	\$265,000	\$195,000	\$70,000	

Bob's Circle made \$70,000 this month in company dollar



BOB'S REVENUE

-  5% of his circle's C.D.
 $\$70,000 \times 5\% = \$3,500$
-  3% of Ally's circle's C.D.
 $\$50,000 \times 3\% = \$1,500$
-  3% of Jane's circle's C.D.
 $\$60,000 \times 3\% = \$1,800$
-  3% of Lisa's circle's C.D.
 $\$40,000 \times 3\% = \$1,200$

TOTAL **\$8,000**

Bob would make an additional \$8,000 in revenue this month just for leading!

SPONSORING VS. LEADERSHIP



Meet Ally! She is a sponsor.

Ally has sponsored **25** people, but has decided she does not want to lead them. With the 25 sponsored people, she makes:

- 20% on the Base 1 agents she has recruited,
- 3% on the Base 2 agents and
- 2% on the Base 3 agents.

Ally will get paid monthly for every agent in her downline that closes on a home, no matter if the agent is capped or not, **This is Revenue Share.**

Meet Bob & Tim! They are leading.



- Bob went to Tim, his Circle Leader, to let him know he's interested in starting his own Circle.
- Tim informed him that he needs to recruit 3 new agents in order to become a Circle Leader.
- Bob found 3 new agents to recruit, which now makes him a Circle Leader.
 - Bob will make 5% off of any closing PLUS the additional money for recruiting them.
- Since Bob is now a Circle Leader, Tim has been promoted to Managing Partner, where he will earn 3% on any closing from Bob's Circle.
 - You become a Managing Partner when an agent that you sponsor becomes a circle leader.

You do not have to lead the people that you recruit. This is completely up to you!

THE MENTOR PROGRAM

Agents who are new to the industry are paired with seasoned mentors for guidance through their first several transactions.

With The Mentor Program, seasoned agents will help new agents with their listing appointments, meet and greets, CMA's and much more!



Through this program, you will receive 25% of their first 4 transactions. We have mentors making up to \$100,000 a year!

INCLUDED TECHNOLOGY



Website



Transactional Management



Custom Built In-House Marketing Program



Custom Built Internal Site



Inside Sales Call Center Available M-Su, 8AM - 9PM



Showing Management Tool



Commission & Accounting



Listing Management



Microsoft Online Suite

A total value of thousands of dollars a year!



SAVING OUR AGENTS MONEY

we are committed to providing services to our agents that will set them up for success. We provide all of these services every month at no cost!

Some Typical Monthly Expenses:	Other Companies	
KV Core Website	\$700	\$0
 Mobile App	\$250	\$0
Top of the Line CRM	\$100	\$0
BrokerMint	\$250	\$0
ShowingTime* <i>(based on four listings)</i>	\$100	\$0
E & O Insurance	\$50	\$50
TOTAL	\$1,450	\$50

You will save THOUSANDS every month!

All you need to pay is \$50 per month for you, and each of your team members, to cover the required E & O Insurance.

KvCORE PLATFORM



CLOUD
POWERED



MULTI-TEAM
MULTI-OFFICE



MOBILE +



INTEGRATION
LAYER



MARKETPLACE

LEAD ENGINE



MARKETING
AUTOPILOT

TRANSACTIONS



WEB & IDX



SMART CRM



LISTINGS



Every agent is given their own unique lead generation website and CRM through KvCore. This allows you to send campaigns to your clients, generate leads online and much more.

Picking up new clients and keeping in touch with your current clients is vital, and that's exactly what KvCore allows you to do! Normally this would cost you \$700 a month, but this is provided at no cost for our agents!

LEAD PURCHASING PROGRAM

We can do the heavy lifting for you with our Lead Purchasing Program!

THE STARTER

\$250/Ad Spend

- \$10-\$20 per lead nationwide
- Leads directed to your personal website
- No 3rd party portal fees
- No startup fee, 3 month commitment

THE EXPERT

\$500/Ad Spend

- Get leads flowing quickly!
- \$10-\$20 per lead nationwide
- Leads directed to your personal website
- No 3rd party portal fees
- No startup fee, 3 month commitment

THE PRO

\$750/month

- Perfect for supporting a team
- \$10-\$20 per lead nationwide
- Leads directed to your personal website
- No 3rd party portal fees
- No startup fee, 3 month commitment

THE DOMINATOR

\$1,000/month

- Perfect for supporting a team
- \$10-\$20 per lead nationwide
- Leads directed to your personal website
- No 3rd party portal fees
- No startup fee, 3 month commitment

The number of leads quoted in the above packages are based on national averages. Average Cost Per Lead varies based on area. Additionally, advertising can ebb and flow from week to week and month to month. We can't guarantee a certain number of leads.



CUSTOM BUILT TECHNOLOGY

Your current sales productivity		
\$1,780,425.78 Total volume of closed transaction for this month.	4 Total units sold this month. If you were part of another transaction that company-dollar was paid by you, you would get credit for that transaction.	231.0% Increase or decrease of volume processed month-over-month. This month volume: \$1,780,425.78, last month volume \$537,900.00.
Monthly Volume	Monthly Units	Month-Over-Month Growth Rate
Your commission and capping summary		
0 Total listings.	\$37,306 All commissions earned this month.	\$20,000 Your current capping amount. Current cap limit is \$20,000.
Pendings	Total Pending	100% Your current capping percentage.
		Capped Your current capping status.
		October 1, 2019 Date for capping calculation.
	Commission Earned	Cap Start Date

While most companies subscribe to technology, we build it! As an agent at , you'll have unlimited access to training on demand, collaborative tools and our incredible media library on our custom build team site.

With one click, you can access your commissions, cap standing, closing gifts, marketing materials, revenue share and much more!

Listing Report

Transactions

My Profile

Directory

Virtual Meeting Rooms

Training

Contact Support

Log Out

Agent Technology

Agent Resources for Your Client

Listings

LISTING	LISTING	LISTING	LISTING
3385 Willis Wharf Rd Create New Survey General Request Upload Documents Reduction Request Details, Checklists, & Docs New Seller Ratified Contract (Move To Pending)	3401 Willis Wharf Rd Create New Survey General Request Upload Documents Reduction Request Details, Checklists, & Docs New Seller Ratified Contract (Move To Pending)	2526 Rodgers St Create New Survey General Request Upload Documents Reduction Request Details, Checklists, & Docs New Seller Ratified Contract (Move To Pending)	3377 Willis Wharf Rd. Create New Survey General Request Upload Documents Reduction Request Details, Checklists, & Docs New Seller Ratified Contract (Move To Pending)

39

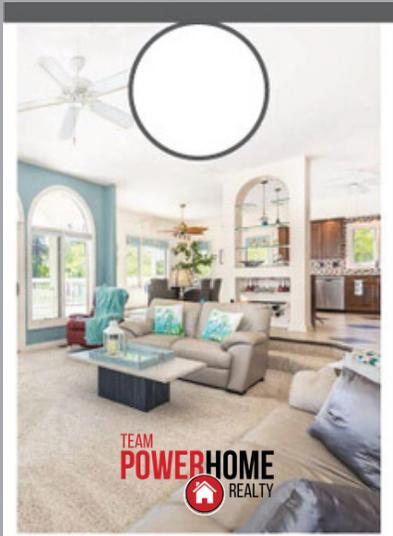
AUTOMATICALLY GENERATED MARKETING COLLATERAL

Easily create self-branded marketing material in minutes with your picture, name, phone number and more!

JUST LISTED!




804 Vanderbilt Avenue
VIRGINIA BEACH

TEAM POWERHOME REALTY

**4 BEDS | 3 BATHS
2,988 SQ. FT.
\$799,900**



Call for an appointment today!
Jane Smith
jane@chantelray.com
757.773.6829

ChantelRay REALTY



JUST LISTED!

TEAM POWERHOME REALTY



Jane Smith
jane@chantelray.com
757.773.6829

JUST LISTED!

804 Vanderbilt Ave
Virginia Beach

FEATURES



804
Vanderbilt Avenue
VIRGINIA BEACH

- 4 Bedrooms
- 3 Bathrooms
- 2,988 Square Feet
- Steps from the Beach
- 2-Car Garage
- Updated Kitchen
- Master Suite
- Oceanview
- Elevator
- Walk-in closets



Call for an appointment today!

Jane Smith
jane@chantelray.com
757.773.6829



FOR SALE!

TEAM POWERHOME REALTY



ChantelRay REALTY

JUST SOLD!

Jane Smith
jane@chantelray.com
757.773.6829

BUILD YOUR OWN BRAND

When it comes to signs on your listings, you have control over how they will look. There are a few required elements, however, you can customize them with your own design, photo and information!



FOR SALE

"Let me help you find your dream home!"

Meredith Flora
757-773-6828
 MeredithSellsHR.com

Powered by:  ChantelRay **866-370-5575**



BARRETT HOMES **FOR SALE**

"Let me help you find your dream home!"

David Barrett
757-698-5421
 DavidSellsHR.com

Powered by:  ChantelRay **866-370-5575**

SOLD **TEAM POWERHOME REALTY**



"Let me help you find your dream home!"

Team Power Home Realty
757-982-4609
 TeamPowerHome.com

Powered by:  ChantelRay **866-370-5575**



SOLD

"Let me help you find your dream home!"



Teresa & Kenny Bass
757-698-5421
 BassSellsHR.com

Powered by:  ChantelRay **866-370-5575**

INTERNATIONAL ADVERTISING



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 more.

ACCESS TO 3,000 OFFICE LOCATIONS IN 900 CITIES



have partnered to offer our agents a Global membership to shared offices around the world!

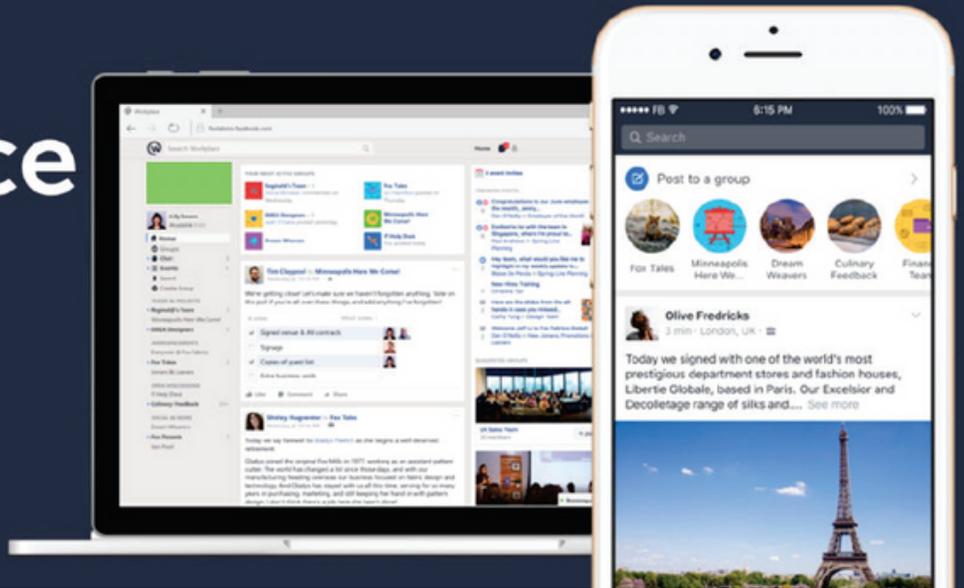


With this partnership, you are able to work in any Regus location across the world. Co-working gives you the benefits of a full-time office. Choose your own permanent desk or sit wherever you'd like each day.

chantelray.com/regus

Connect • Communicate • Collaborate

@workplace
by facebook



CONNECT WITH

- Other Chantel Ray Agents
- Chantel Ray Management
- Departments within Chantel Ray Corporate Headquarters

USING FAMILIAR FACEBOOK TOOLS:

- Newsfeeds
- Facebook Groups
- Messenger
- Facebook Events



QUESTIONS & ANSWERS

How do you change sponsors?

You don't! The person who sponsors you will always be your sponsor. However, if you would like to change leadership, you are able to do so.

What happens if my Circle Leader leaves?

If your Circle Leader leaves, your MP will fill in until a new Circle Leader is replaced.

Why is this such a great model if you are looking to grow your business?

Working at Chantel Ray gives you the opportunity to grow and build a business with \$0 in overhead. There are no brick and mortar costs, we provide you all of the tools you need to grow while you are able to enjoy the revenue stream of all of the people you sponsor and lead.

How can you grow?

1. You can be a Sponsor, a Mentor, or you can be multiple roles combined.
2. You can be a Circle Leader and a Managing Broker. Once you develop another Circle Leader, you can also add Managing Partner to your list, and be all 3!
3. As you grow, sponsor more agents and develop in your roles, you can wear multiple hats!

How can I become a Circle Leader?

You can become a Circle Leader by recruiting 3 outside agents and by getting approval from your Managing Partner.

What happens if someone that I recruit, loses someone in their downline? Do I then lose my 3rd base of revenue share?

When sponsoring agents in, there are 3 bases you can collect on. Let's think about it like in a baseball game! On first base, or your 5% revenue share, you sponsor in Ryan. You receive 5% of company dollar off anything Ryan closes. Ryan, then sponsors in Rachel. She is on your 2nd base. You get to collect 3% off your 2nd base player. Rachel then recruits David. He is on your 3rd base, and you get to collect 2% off anyone you have on 3rd base. What happens if Rachel decides to leave? If Rachel leaves, or gets out at second base (in our baseball analogy), then you still have David on 3rd base. You will continue to receive 2% from David, even though Rachel left.

What are the leadership positions and how do they function?

Managing Partner: Develops and Leads Circle Leaders

Circle Leader: Sponsors Agents and drives sales

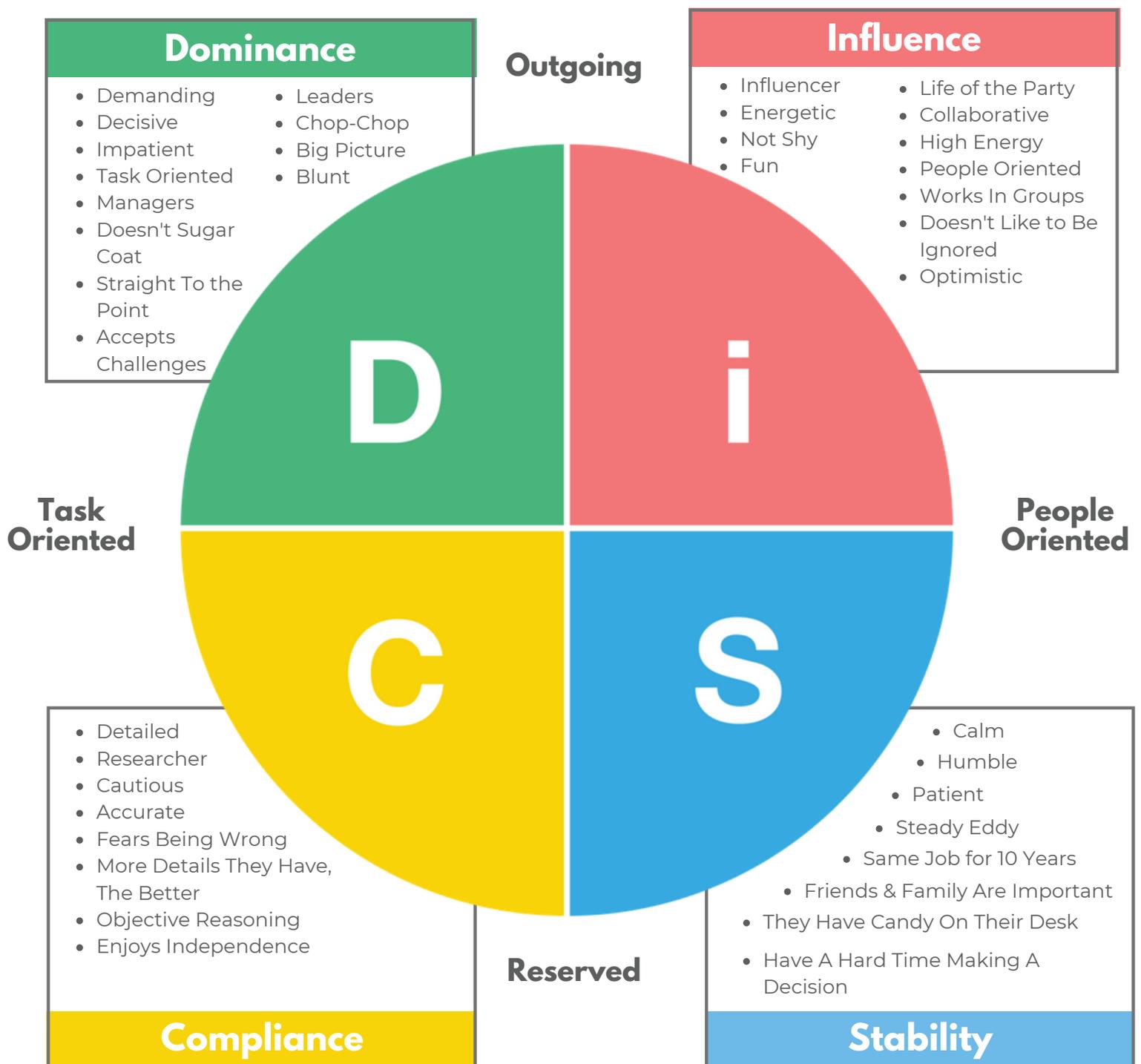
Managing Broker: Teaches contracts and does compliance

Mentor: Trains new agents

Sponsor: The reason an agent joins

KNOW YOUR DISC

Successful companies are comprised of all different types of people. 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.





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 we will give 10% of Company Dollar directly to one of our 10 causes. This comes at no cost to the agent!

100% paid by the company



URGENT CARE

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.



HOMELESSNESS

We are passionate about partnering with various organizations who provide food, clothing shelter & medical care to those in need.



FOSTER CARE

Help a child find a new home. We love to partner with organizations who raise awareness for children in need of foster care.



BEYOND THE BORDERS

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



CR CARES

To support Chantel Ray associates in our local community who encounter sudden hardships.



VARIOUS CHARITIES

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



OPERATION CHRISTMAS CHILD

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



VARIOUS CHURCHES

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



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.

TOP TEN REASONS FOR JOINING



- 1 Multiply your passive income by earning up to 25% of the company dollar in revenue share for the agents that you sponsor.
- 2 Grow your skill set and your earning potential with our rewarding leadership opportunities and four different revenue streams.
- 3 Keep 100% of your commission when you reach our annual cap of \$20,000 nation wide!*
- 4 Earn \$250 in leads every time you sponsor someone to the company, and up to \$4,000 worth of leads annually when you reach your commission cap.
- 5 Advertise your listings internationally through List Hub Global at no cost to the agent or the seller.
- 6 Qualify to attend our President's Club Retreat, and unwind in the lap of luxury.
- 7 Receive referrals from our call center as they become available in your specified area and price point. Our call center is open from 8 AM-9 PM, seven days a week, and works with ShowingTime technology to ensure that your sellers will never miss a showing opportunity.
- 8 Give back! We donate 10% of our company dollar to one of the ten pre-approved charities of your client's choice. This comes at no cost to the agent.
- 9 Leverage your time and talent with our Virtual Office Assistants who can help with your transaction coordination, quality control and more!
- 10 Generate business with your industry leading, personalized website, manage it through our transaction coordination software, and enjoy our custom, cutting edge technology. All at no cost to you.



VISION STATEMENT

To create a global real estate company providing agents with technology, training, support and leadership so that they can provide a wowing experience to their clients.

MISSION STATEMENT

To glorify God by putting our clients' interests above our own, providing the highest level of honesty and expertise.

OUR CORE VALUES

- 1 Think win/win
- 2 Be a go getter
- 3 Follow up & follow through
- 4 Address issues head on
- 5 Do the right thing

WE BASE EVERY DECISION ON WHAT'S BEST FOR:

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

**Anywhere that you see this logo,
it denotes Chantel Ray.**

