

This Is



A Complete Guide



CanZell Realty is a national, hybrid-model real estate brokerage that continues to grow across the country everyday. We are currently in 18 states and counting!

Our corporate headquarters is located in Virginia Beach, VA and most of our agents work from home, the beach, coffee shops – or wherever they want! Need an office environment? All CanZell agents have access to shared workspace lounges across the country!





Founder

- Chantel Ray started selling real estate in 2005
- Was named "Rookie of the Year" at William E. Wood at the Mall selling 52 homes in her first year
- The Chantel Ray team sold 1500 homes/yr before branching out to start her own brokerage
- Chantel started CanZell Realty in 2011 and changed the company to a cloud-based hybrid model in 2019



OUR VISION & *Core Values*

To change the lives of the communities
we serve through abundant giving.

1. Think win/win
2. Be a go getter
3. Follow up and follow through
4. Address issues head on
5. Do the right thing
6. Let your YES be YES and NO be NO
7. Drive the bus, land the plane



BRICK & MORTAR



Traditional Brick &
Mortar Company



ANYTIME. ANYWHERE.

Uber

NETFLIX
or
PUREFLIX.COM 😊



The new & improved
way to do real estate.

We like to explain our vision
with similar examples from
other industries.

Uber took over taxicabs, Netflix
took over Blockbuster and we
want to take over traditional
brokerage models.



Disrupting the Real Estate Brokerage Model



VS.






- High fixed costs (offices, personnel, and infrastructure)
- Low agent income due to higher splits to broker; 30% split average
- Agent may invest less in marketing due to lower income
- Difficult to attract and retain talented agents
- Slow and expensive expansion due to need for brick and mortar

- Software-based model operates in the cloud
- Scalable, asset-light with substantial lower overhead
- Higher agent income
- Agents can invest more money in growing business
- Easier to attract & retain high performing agents
- Faster geographical expansion thanks to lower market entry cost



What does a hybrid-model look like?

BRICK & MORTAR	TOTAL VIRTUAL	HYBRID
		
Office Space	—	✓ Regus
Local Broker	—	✓ Local Brokers
Local Support/Admin	—	✓ Circle Leaders
—	Better Splits	✓ Best Splits with HUGE Capping Bonus
—	Revenue Share	✓ Better Revenue Share
—	Stock Awards	✓ More Stock Awards
—	—	✓ Pre-IPO with Quick Vesting
—	—	✓ Culture!!!
—	—	✓ Giving with Heart



Comparison of Cloud-Based Brokerages

	CANZELL	exp REALTY	real
Commission Cap	\$14,000	\$16,000	\$12,000
Commission Splits	80/20 100	80/20 100	85/15 100
Sign-up & Reoccurring Fees	\$100 Onboarding Fee \$50/mo E&O Insurance \$50 Tech Fee	\$149 Start-Up Fee \$85/mo Cloud Brokerage Fee	\$149 Sign-Up Fee \$500 Annual Fee
Additional Fees	\$100 Broker Review/Risk Management Fee	\$25 Transaction Review Fee \$40 Risk Management Fee Per Trans. (Caps at \$500) \$250 Trans. Fee After You Cap	\$225 Trans. Fee After You Cap
Stock After 1st Closing	\$250	\$200	\$0
Revenue Share	5 Levels 1+ Agents to Earn on Levels 1-3 25+ Agents to Unlock All 5 Levels	7 Tiers 10+ Agents to Earn on Tier 3 40+ Agents to Unlock All 7 Tiers	5 Tiers 15+ Agents to Earn on Tier 3 25+ Agents to Unlock All 5 Tiers



Comparison of Cloud-Based Brokerages

	CANZELL	exp REALTY	real
Software Included	KVCore Breakthrough Broker Broker Buck Broker Mint ListHub CR Social (<i>Ready to use posts to build your brand</i>) CR Revenue Trax CR Stock Trax Microsoft Suite Slack	KVCore Skyslope Workplace Breakthrough Broker	Skyslope Workplace Chime Cloud CMA
Leadership	Circle Leader for Every Agent to Help Increase Your Production and Coach You	No Assigned Leader	No Assigned Leader
Local Broker	Local Broker in Every Territory Who Knows Your Local Contracts and Laws	1-3 per State	1-3 per State
Stock for Capping	\$4,000	\$400	\$1,000
Stock Back for Top Agents	Influencer All \$14,000 Back in Stock	Icon Agent	Elite Agent





Agents who join CanZell receive a free membership to the shared workspaces within Regus local offices. Regus is a nationwide coworking space. Agents can pop in, use WIFI, grab a coffee, and take care of work in over 13,000 locations across the US.



Start up Fees

**Best in the
business!**

No desk fees, royalty fees or
franchise fees.



\$100
to join **CANZELL**

\$50/\$50
per month E&O/Tech



Commission Splits + Cap

**True 100%
Commission!**



80/20
commission split

\$14k
annual cap

Commission Splits

Agents and Teams



- 80/20 commission split
- \$14,000 annual cap, then **100% commission split**
- No annual fees
- \$50/mo tech fee
- \$50/mo E&O Insurance
- \$100 one time onboarding fee to join



- 80/20 commission split
- \$14,000 annual cap, then **100% commission split**
- Team members pay quarter-cap (\$3500)
- Spouses share **one cap!**
- \$50/mo tech fee
- \$50/mo E&O Insurance
- \$100 one time onboarding fee to join



Stock
Awards

Revenue
Share

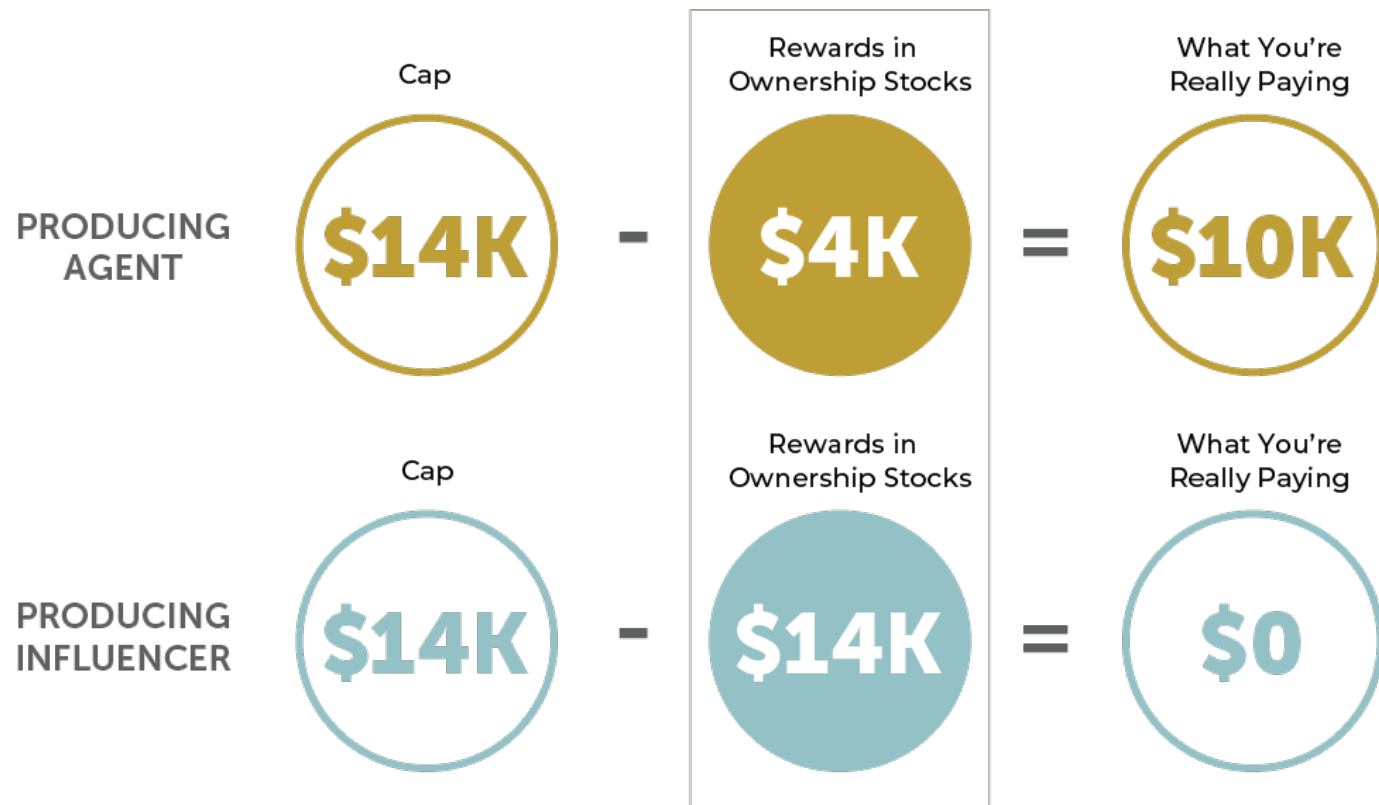
Compensation

Rewards?
We got 'em!



Ownership Stock

Earn Rewards



**Pay as little as \$0
in net commission**



Ownership Stock

Earn Rewards



QUALIFY FOR REWARDS:	\$ IN OWNERSHIP STOCKS
When you join the company, after your first closing...	\$250
Every time you sponsor an agent, after their first closing...	\$250
When you cap...	\$4,000
When you cap and become an Influencer*...	\$14,000

**To become an Influencer an agent must cap, sell 30+ homes and teach 1 class/mo.*



Revenue Share

5 Levels

At CanZell Realty, you have an opportunity to unlock up to 85% of company dollar in additional revenue just by attracting producing agents to the company.

5-LEVEL REVENUE SHARE PROGRAM

Based on Agent Cap of \$14,000


		EARNING PERCENTAGE	ACTIVE AGENTS NEEDED	\$/CAPPING AGENT
LEVEL 1	LEVEL 1 TIERS	10%	1+	\$1400
		15%	5+	\$2100
		25%	25+	\$3500
LEVEL 2		10%	1+	\$1400
LEVEL 3		10%	1+	\$1400
LEVEL 4		15%	15+	\$2100
LEVEL 5		25%	25+	\$3500
POTENTIAL REVENUE	\$	85% COMPANY DOLLAR!		\$11,900 PER AGENT DOWNLINE

UP TO
85%

REVENUE SHARE

25% Level 1
10% Levels 2 & 3
15% Level 4
25% Level 5

My L1PA Agents: The total number of ACTIVE agents sponsored on your tier 1, husband-wife teams count as 1 spot. To be active, the agent must have done either 2 transactions or \$5,000 in gross commission income in the last 6 months. (This is the number that goes towards unlocking tiers 4 and 5. Tiers 2 and 3 automatically are unlocked.)

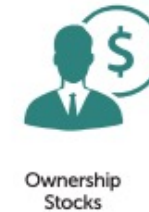
 Needs to be L1PA



Everything You Get with CanZell!

We have all the technology and tools
you need to run your business!

There is no one system in real estate,
so we've gone out and found the best
technology and paid for it!



Created by Clearwater Benefits, *Canzell* Agent Healthcare is much more than insurance.

Better healthcare. Better lifestyle. You can have it.

- Medical Cost Sharing (4 Plans)
- Teledoc
- 2nd Md-free Second Opinions
- Direct Primary Care
- Supplemental Insurance Including:
 - Life
 - Accident/Critical Illness
 - Vision And Dental



Proprietary Software

- Personal Management
- Transaction Management
- Financial Management
- Business Intelligence



BROKERBUCK

Transaction Management with Brokermint

Brokermint provides best-in-class solutions that work together seamlessly. Equip your team with the tools they need to work efficiently and provide the ultimate customer experience.

BROKER MINT



Real Time **SUPPORT**

One of the great things about CanZell Realty is the amount of leadership you have surrounding you. If you have a contract or broker question, you can go directly to your Broker. If you have a leadership or general question, you will go to your mentor, then your Circle Leader, then your Managing Partner and lastly your sponsor. They are all there to help answer all your questions to make sure you have a successful career at CanZell Realty.



AGENT *Collaboration*

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Getting help

BOA:

admin@canzell.com

Technical Help:

help@canzell.com

Transactions:

transactions@canzell.com

Billing, Commissions, and
Accounting Help:

accounting@canzell.com

Revenue Share:

revshare@canzell.com

OptionTrax:

support@optiontrax.com





LEARN MORE
JOINCANZELL.COM

