

BECOMING AN HOTRG AGENT



Brokered By: Texas Real Estate Executives

A CAREER IN REAL ESTATE

Becoming a licensed Real Estate Agent can offer an exciting and fulfilling career. From making relationships and helping clients achieve their goals, to having a flexible schedule and the possibility of uncapped earning potential- there are endless benefits to working in the industry. With less of a time and financial commitment than a typical degree, getting your license could be something to consider. If you meet the following criteria from TREC:

- Citizen of the United States or lawfully admitted alien
- 18 years of age or older
- Meet TREC's qualifications for honesty, trustworthiness, and integrity

While the benefits to the career offer several advantages, anyone considering the career path should have an understanding of what else there is to consider. New agents should be prepared for the lack of benefits, irregular hours, and inconsistent income schedule. However, choosing the right mentor who may help prepare you not only for the functional parts of a transaction, but also provide guidance on transitioning into the career and integrating the role of an Agent into your life and routine. If you're ready to take the leap, start with the first step:

- File your application with TREC
- Complete your fingerprints and background check
- Complete required education (6 courses/180 credit hours)
- Pass Exam
- Choose a Broker to sponsor you

BROKERAGES AND TEAMS

Brokerages may vary in size, reach, mentorship, resources, commission splits, network, services, and more. When selecting your broker, it is highly recommended to research and ask questions about what resources and value they provide to their agents. Especially early in your career, the support and growth that you have (or lack) from your broker can have a direct impact on the success you find with a career as an Agent. Heart of Texas Realty Group is brokered by Texas Real Estate Executives- Longview where agents will experience unparalleled brokerage support including the following:

- No monthly E&O fees
- No desk fees
- No mandatory phone/office duty
- Bi-Weekly Lunch & Learns
- On-Site Full Time Broker
- On-Site Full Time Office Manager
- Brokerage Support Staff
- Networking events
- Members of 6 MLS Systems

Inside a brokerage, you may find teams. **Membership to a team can serve in agent in many ways including having additional hands on support in a team lead for questions and advice as you are establishing your career.** While joining a team is not required for agents, working under a team lead can offer many additional advantages for the agent. Heart of Texas Realty Group is a Real Estate Team that:

- **Prioritize agent growth and development**
- **Full time availability from team lead for questions, mentorship, and guidance through client interactions**
- **Marketing material templates**
- **Forms and guides for navigation through a transaction**
- **Social Media management collaboration**

HEART OF TEXAS REALTY GROUP

Heart of Texas Realty Group aims to create a training-oriented environment for agents to grow themselves and their careers through collaborative guidance and experienced based knowledge.

Resources For HOTRG Agents Include:

ON BOARDING

- Professional Headshots
- Business Cards
- **Social Media Branding Templates**
- Guided Curriculum Review of Forms/Contracts
- Personalized Team Welcome Gift Photo Prop
- Branded Swag
- Connections to industry partners and resources

MARKETING

- **Social Media Content Training**
- Features on Team Website and Social Medias
- Templates for Print Materials
- Video content creation

TEAM ENVIRONMENT

- Focus on Providing **Hands-On Training in Marketing, Contracts, Negotiations, Generating Leads**, and Other Key Functions of a Career in Real Estate
- In House Showing Network with Compensation Offered
- **Experienced based learning** opportunities including shadowing and hands-on working with direction from Team Lead
- Brainstorming sessions for various topics related to client satisfaction and agent growth
- Flexible scheduling hours with Team Lead for One-on-one training and feedback
- **Group collaborative sessions and networking opportunities**

HEART OF TEXAS REALTY GROUP

'HOTRG was created to help agent's navigate the challenging time of being a new agent. My goal is to help you avoid the pitfalls that many agents experience early on that lead to failure. I want to make sure you are aware of and prepared for the realistic process it takes to build a successful career as a Real Estate Agent.

My hope is that my mentorship will provide you with complete transparency- the good, bad and ugly- of challenges you will face, opportunities you will have, and everything in between. Potential can get you the title of Real Estate Agent, but it takes more than that to find success. I want to help you bridge the gap from your potential to your success.

My expectation of my agents is simple: be willing to put in the hard work.

From me, my agents can expect a genuine effort to be available to answer questions, a collaborative / forward thinking team environment that promotes growth, guidance when navigating new challenges, resources to use when navigating a transaction, templates for marketing YOU and building YOUR business."

-Abby Adkisson, Team Lead

ABOUT THE TEAM LEAD

Abby Adkisson |Team Lead: Heart of Texas Realty Group



**MASTER OF BUSINESS
ADMINISTRATION
LAMAR
UNIVERSITY**

**BACHELORS IN
GENERAL BUSINESS
LAMAR
UNIVERSITY**

"My name is Abby Adkisson, I am an East Texas Native who, like many in this field, made the very scary decision to leave my job in 2022 and pursue Real Estate. Through much trial and error, I found myself in a groove growing quickly in my new career and started to establish a reputation as a competent, hard-working Realtor. My business and sales backgrounds allowed me to create effective systems for myself to generate and turnover leads. My 1st year, I earned Million Dollar producer with TRE, and have continued the trajectory of growing my production of a minimum of \$1m each year.

Having gone through the pre-licensing courses and taken the exams not all too long ago, I am able to relate to the experience of being a newer agent, and can predict the needs and growth opportunities that come with being in that position."

When I am not working, I enjoy spending time outdoors, hunting, bowfishing, and spoiling my two dogs- Cash and Cypress.



THE HOTRG BRAND

***Heart of
TEXAS***
REALTY GROUP

Brokered By: Texas Real Estate Executives

Going Beyond the Transaction

Agents on the HOTRG team should strive to continue the growth of the team's reputation to "Go Beyond the Transaction." What that means is- making our client's needs our top priority.

Focusing on the transaction, while also prioritizing a positive experience to our clients overall. That may include offering resources to make moving more convenient, connecting clients with our industry contacts for services outside of agent's scope, and continuing connections after the closing table. HOTRG agents are a resource for our clients for life- not just the duration of the transaction.

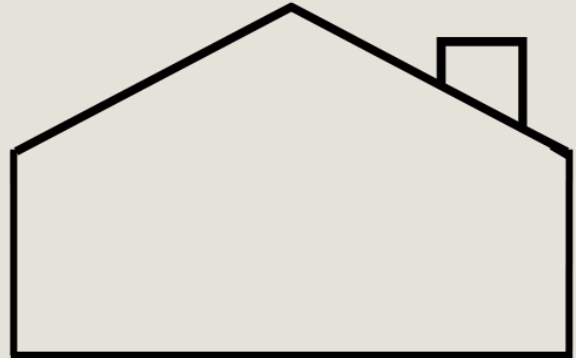
THE HOTRG BRAND

**Heart of
TEXAS**
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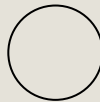
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**Heart of Texas
Realty Group**

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FINANCIAL OBLIGATION

RECURRING FEES	TRE Agent Dues (MLS and Skyslope)	\$73.63	Monthly
	Texas & National Association of Realtors	\$358.00	Annual
	Longview Area Association of Realtors (LAAR)	Free w/ office dues	
	Office Fees	NONE!!	
	Heart of Texas Realty Group Team Dues	NONE!!	

PER TRANSACTION FEES	First 3 Transactions with HOTRG (Does not reset annually)	10% + \$820
	Up to 10th Transactions of the Year	\$1220
	11th-20th Transactions of the Year	\$1020
	21st and All Remaining Transactions of the Year	\$820
	Land or Transactions with sales price <\$100k	30%

Commission example:

Sales price: \$250,000

Total commission from sale: 3% or \$7,500

If 1st ever transaction with HOTRG:

Take home commission = Total Commission - (10% + \$820)
 = \$7500 - (\$750 + \$820)
 = \$5,930

If transaction #4 for the year with HOTRG:

Take home commission = Total Commission - \$1220
 = \$7500 - \$1220
 = \$6,280

HOTRG ONBOARDING

Getting started with HOTRG includes a hands-on onboarding process in which you will have access to resources designed to help you launch your career as well as training on contracts, policies and procedures. These resources are there for you as much or as little as you would like to use them.

I will encourage you to spend time in the office, shadow me at listing appointments/showings, work through the onboarding packet and curriculum, and most importantly, reach out to me with any questions any time!

A Glimpse Into the On-Boarding Subjects:

- Setting up accounts for Real Estate Software
- Business cards
- Creating/Developing your social medias
- Meeting other agents in office
- Book-keeping/ TREC Compliance
- Framing Your Week
- Building Your Brand
- Finances
- Misc. Lifestyle Notes
- Lead Generation
- Listing Presentations
- Steps To Listing
- Writing an Offer
- Executed to Closed
- Comprehensive Review of Common Contracts and Forms

HOTRG AGENT AGREEMENT

I, _____, agree to uphold a professional standard as an agent of Heart of Texas Realty Group outlined in the following expectations set forth between Heart of Texas Realty Group Team Lead and Agents which I have read and understand:

1. Agents will attend curriculum based guidance with Team Lead as apart of on-boarding process
2. Agents are responsible for maintaining their license through TREC in "active" status
3. Agents will follow all Texas Real Estate Executives brokerage policies
4. HOTRG Team Lead will be consistently available to provide training-based communication to agents
5. HOTRG commission splits will be based on a flat fee and will follow a tiered system which reset annually
6. HOTRG does not guarantee any specific quantities of closings for agents
7. Agents understand there is no required time commitment for office work, meetings, or any other self paced projects
8. This Agreement shall terminate immediately if either TL agent no longer conducts licensed activity through Broker
9. All licensed activity conducted by agent shall be conducted through the Team and under the license and supervision of Broker

The term of this agreement begins on _____ (Date) and will terminate with written notice from agent to Team Lead. Notice of termination will not end the agreements outlined in transactions 'Under Contract' at time of termination notice.

TEAM MEMBER SIGNATURE

DATE

TEAM LEAD SIGNATURE

DATE