

CITY2SHORE

PORT CITY ASSOCIATES

AGENT OPPORTUNITIES

CEO STATEMENT

When I got into the real estate marketing in 2015, I wanted to do more than just sell real estate, I wanted to build a sustainable business where I had the ability to help others towards their goals. I have been able to do that with City2Shore, right from the start. With my background in corporate training and education, I was able to help agents by building City2Shore's agent training program, the C2S Academy, as well as develop our systems and processes to onboard franchisees. While doing this I have built a respected real estate business of my own through the tools, technology and support that I have received from other brokers and agents within City2Shore.

I was able to work closely with City2Shore's founders, Steve and Shelley Frody, since joining City2Shore in 2015, and I truly believe in and share the vision they have. So, when the opportunity to start my own franchise, City2Shore Port City Associates in Manistee came up, I jumped at the chance to carry on and build on that vision of helping agents build a rewarding and fulfilling real estate career, as well as helping them lead a healthy, happy, and balanced life.

Real Estate offers an amazing opportunity for a person's entrepreneurial spirit to be set free. Very few industries offer the opportunities that real estate does, with low financial risk, small start-up costs, and without the need for a formal education. City2Shore is made up of a lot of great agents that entered the real estate field from all different walks of life and experience levels. Our systems, support, processes, and training will assist our agents to become the best in our industry. By starting with a strong foundation, and cultivating an atmosphere of honesty, integrity, and respect, our agents and ultimately our clients, benefit from what City2Shore has to offer.

Kellen Keck



OUR CREED



City2Shore Real Estate is based on the principle that building long lasting relationships with their clients is more important than personal short-term gain. Our vision is to grow a global real estate company that is known best for nurturing agents and employees to be successful, while being an integral contributing factor in their communities. In achieving this we strive to:

- 0 Satisfy customers by placing their needs before our own.
- 0 Create environments in which people can thrive and operate with integrity while making a solid impact in the communities of its stakeholders.
- 0 Build goodwill and trust.
- 0 Show appreciation by creating atmospheres that are joyful, rewarding, encouraging, fun and irresistible.
- 0 Offer opportunities for people to grow beyond what they ever thought they could do. Taking ordinary people and making them extraordinary.
- 0 Provide a support structure that helps people to maximize their income and grow long term revenue streams while allowing them to enrich their lives.
- 0 Develop top notch agents by providing assistants, systems, and tools so agents concentrate on profitable activities.

Above all, we are committed to building a company that inspires people to live ethically and honorably in the communities in which they live and serve. By doing so, City2Shore Real Estate will become the most recognizable and sought after real estate company in the world.

OVERVIEW

Are you looking for a new career? Something different? Something better than what you currently have? At City2Shore our goal is to provide our agents with the systems and tools for them to not only be profitable but to live the lifestyle they've always wanted. We have spent years developing systems that allow the agent to do what they do best and focus on profitable activities.

Today's agents are looking for something more. More training, more technology, more support, and more benefits. And at City2Shore we offer all of this to our agents because they deserve nothing less. So as an agent, why should you settle for less when you can have so much more?

In addition to all of the tools and systems we offer, every agent will have access to the following necessities:

Dotloop Premium Package

You will have your own portal to Dotloop which gives you a huge advantage in this ever-changing market. With Dotloop, you will be able to stay organized, access all documents digitally, and offer your clients an easy way to sign documents electronically.

Microsoft Office Suite

Every affiliate with a City2Shore email address has access to the full Microsoft Office Suite with over 20 applications. You can install Office on up to 5 PCs or Macs, 5 tablets, and 5 smartphones and access all of your files online.

Security & Insurance

Cyber Security is taken very seriously at City2Shore. By utilizing Microsoft's technologies, we are able to ensure that all agent's and staff's digital assets are protected through multi-factor authentications. And best of all it is all included in your monthly fee that covers Technology, Security, and E&O!





AGENT SUPPORT

AGENT SUPPORT

How It Works

Taking Your File From Start To Close

As an agent at City2Shore, we want you to focus on doing what you do best and that's selling homes. We have devised a system that will ultimately give you more time to generate more leads and close more deals. With Agent Support, you no longer have to stay glued to the computer making sure documents are signed and title work has been ordered.

Our Agent Support staff has been trained to understand the real estate transaction process and is able to spot any issues along the way. You can finally rest easy knowing that the right people are maintaining your files.

Email

The process begins with a quick email to the Agent Support team. Once your email is received, it is then delegated to an agent support staff member and they will remain on that file through closing.

Support

Agent Support can jump in at any point during the process to manage your files and stay in contact with clients, lenders, and title agencies.

Closing

Agent Support will manage your file all the way until your commission check is in your hand.





ADVANCE YOUR **EDUCATION**

Education and training is one of the biggest areas many brokerages fail to provide, leaving agents feeling left behind. This is not a recipe for agent success and our goal is to change that. C2S Academy is a revolutionary training system designed to educate you on the most common terms and practices. Whether you are a brand new agent or a seasoned vet, C2S Academy is packed with lessons, videos and examples that will prepare you for ANY situation. And the best part is it's entirely online so you can learn at your own pace when it's most convenient for you.

City2Shore has taken an entirely new approach to training by building C2SJumpStart within the C2S Academy. Our C2SJumpStart Program consists of:

- Online training lectures and seminars from numerous industry professionals; home inspectors, lenders, title officers, marketing directors, and more!
- Shadowing assignments with experienced agents/brokers
- Interactive action items to help agents apply their newly acquired knowledge in to real-life scenarios.
- Branded buyer/seller material to build professional presentations.
- And much more!





REAP

THE HARVEST

REAP THE **BENEFITS**

The Real Estate Advantage Plan (REAP) is a revolutionary agent-centered program that turns you into a company stakeholder. Our system lets you earn passive income by recruiting productive agents into the company. Unlike some other real estate profit sharing programs, the REAP system is highly predictable. Rather than sharing the leftover profits of your local office, the REAP system compensates you when an agent you recruit closes on a sale. And when that agent recruits another productive agent you are compensated for that as well. Our REAP system lets you create endless income possibilities that are 100% reliable and predictable. And with our REAP Legacy program, you can continue to receive income even if you decide to leave real estate.

With REAP, agents can net more than 100% of their commissions as their annual REAP share exceeds their commission split every year!



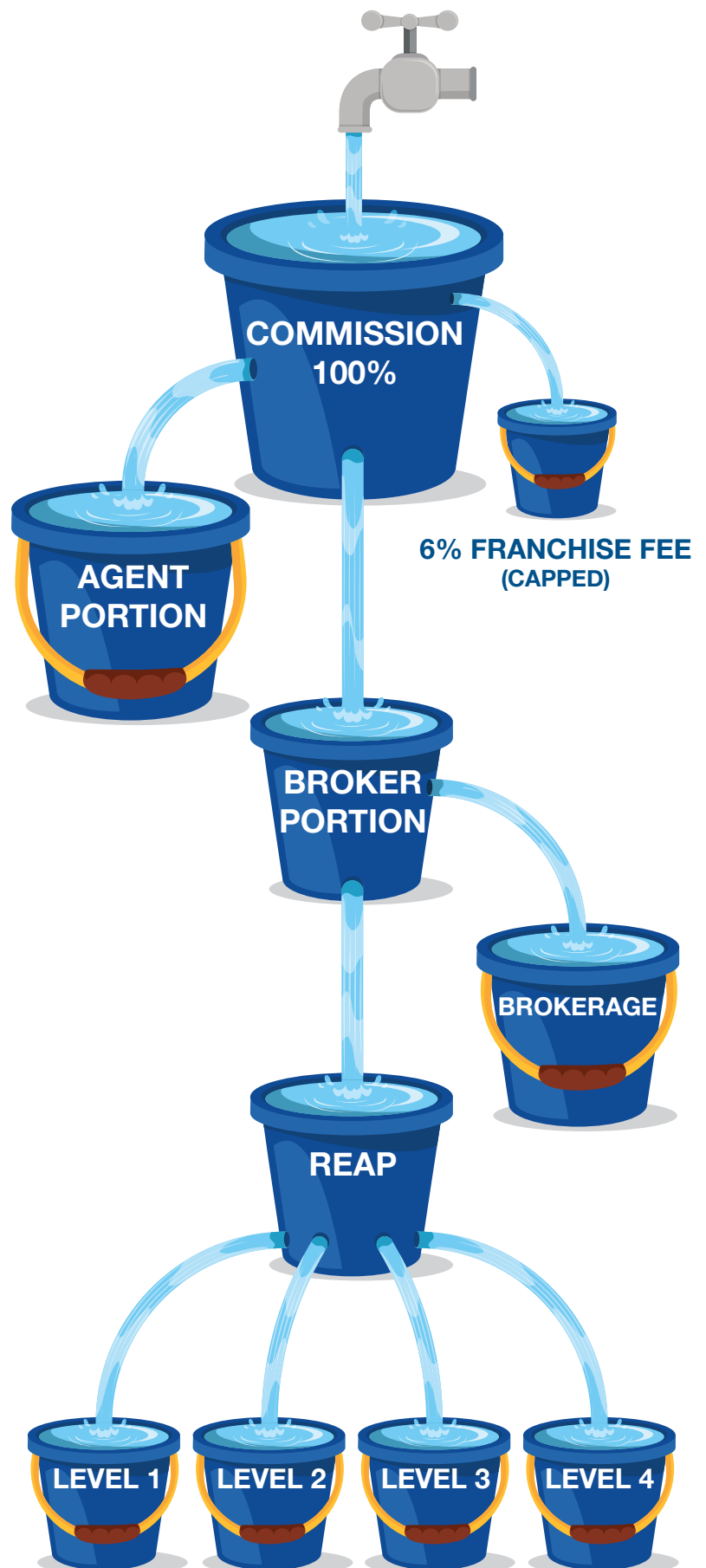
HOW THE EARNINGS FLOW

Imagine having recruited several agents to City2Shore and being able to generate an income from what they sell as well. In other words, passive income or cash flow coming to you every time they have closings!

At City2Shore the Broker shares a portion of **THEIR SPLIT** with you for helping to recruit agents to City2Shore. That portion of the Broker's split is designated for the REAP program. It is the Broker rewarding you for your contribution in growing the business.

If you recruit a producing agent to any City2Shore location, that agent will become Level 1 in your REAP system. The average income that you could receive in a year is \$3,135 or 65% of the portion designated for the REAP program.

If that agent then recruits another producing agent to City2Shore, that person will become Level 2 in your REAP and you could receive an average of \$435 or 9% of the designated REAP portion. This process continues for up to 4 levels, and there is no limit to how many people you can personally sponsor into the company.



Level	Percentage	Avg. Earning
Level 1	65%	\$3,135
Level 2	9%	\$435
Level 3	11.5%	\$555
Level 4	13.5%	\$650

COMMISSION PLANS

Classic

70/30

This plan is best for new agents with \$2.5M or less in sales volume. Once you reach \$2.5M you are eligible to upgrade.

Next Level

80/20

This plan is best for established agents with \$2.5M-\$5M in sales volume. The 20% broker fee is capped at \$13K.

Top Producer Option A

90/10

This plan is best for top-producing agents with \$5M+ in sales volume. The 10% broker fee is capped at \$11K.

Top Producer Option B

100%

Similar to option A though agent retains 100% of commissions. Broker fee is billed monthly at \$792.

Team Plans

For teams with \$5M+ in sales volume. Broker fee capped at \$11K for team of two and \$2,500 for each additional person.

There is a 6% franchise fee that is capped at \$3,000.

(For teams, franchise fee capped at \$4K for team of two and \$900 for each additional person)

THE CITY2SHORE DIFFERENCE

As an agent, the broker fee may differ based on the commission plan you qualify for, but the franchise fee (capped at \$3,000/year for single agents) does not fluctuate. Regardless of the commission plan, once all your caps are reached you will receive 100% of the commission. Every agent, whether alone or on a team, also pays a \$1,080 annual technology fee (\$90/month) which goes toward the technology, services, insurances and tools that are provided to you.

What's great is City2Shore works by the agent's anniversary date and year, not the calendar year. So no matter when you start, you have full year to prosper. If a City2Shore agent does not reach either cap in a year they DO NOT have to make up the difference, the cap is simply a max payout per anniversary date and year.

EXAMPLE

For an agent on the next level plan, the broker fee is capped at \$16,000. If an agent does \$120,000 in Gross Commission (\$4,000,000 in Gross Sales), they will net \$99,920.

Gross Sales **\$4,000,000**

(Homes sold X average sale price = gross sales)

Gross Commissions **\$120,000**

(Gross sales X 3% commission = gross commissions)

Franchise Fee **- \$3,000**

Broker Fee **- \$16,000**

Annual Tech Fee **- \$1,080**

Net **\$99,920**

Now let's calculate what you could net in a year. Use the formula to determine your gross sales and commission and subtract the fees based on your qualifying commission plan. For teams, be sure to adjust the fees depending on the amount of team members.

Gross Sales _____

Gross Commissions _____

Franchise Fee _____

Broker Cap _____

Annual Tech Fee _____

Net _____



C2SSUCCESS

POWERED BY kvCORE

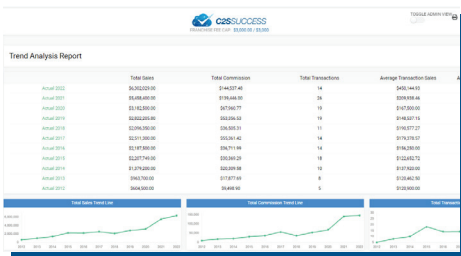
THE COMMAND CENTER FOR YOUR ENTIRE BUSINESS!



It is absolutely imperative that agents and brokers embrace modern technology, but with so many different tools to choose from it can become a hassle to keep up with all of them. C2SSuccess is our robust software that serves as a bridge between all of our tools and systems, giving you one central place to access everything you need. With C2SSuccess being powered by kvCORE, agents and brokers have a distinct advantage in understanding their past, present, and future performance by having critical KPI data at their fingertips with real time dashboards and analytics.

C2SSuccess also manages your finances by automatically tracking your splits, caps, REAP payments, and charitable donations. And with the system being connected to the Automatic Clearing House (ACH) Network, your commission checks and REAP payments can be deposited directly to your bank account within 24 to 48 hours.

KEY FEATURES



Business Forecasting

Transaction Management

ACH Payments

kvCORE PLATFORM

At City2Shore, we refuse to settle for less and strive to provide our agents with the very best tools that help them grow their business and enrich their lives. That is why we offer kvCORE, the industry's most sought after real estate platform, to all of our agents and brokers. The kvCORE platform is a suite of programs and tools that function as your own personal virtual assistant and helps you generate more business. kvCORE has everything your business needs such as:



IDX Websites

Showcase your unique brand with fully customizable websites with built-in lead capture tools. All websites feature hyper-local area pages, home valuation pages and options for rich lifestyle data to help position you as the local expert.



Lead Generation

Generate free leads instantly with dynamic landing pages and IDX squeeze pages. Diversify lead sources with automated social media posting, integrated Google and Facebook advertising, custom text codes and more.



AI-Powered CRM

A powerhouse virtual assistant that automates your day-to-day tasks. Improve productivity with lead validation and follow up, automated task plans, and a mobile dialer prompting daily calls to warm contacts.



Marketing Autopilot

Dynamic, multi-channel campaigns, automatically adjust based on user behavior. Fully automated Listing Alerts, Market Reports and built-in video messaging by BombBomb help you stay top of mind to drive repeat & referral business.

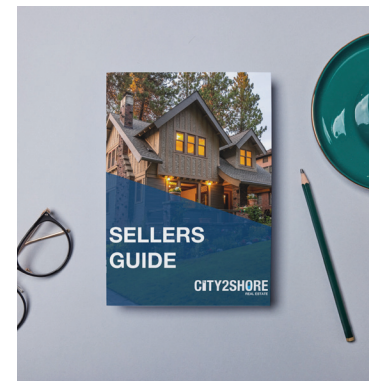
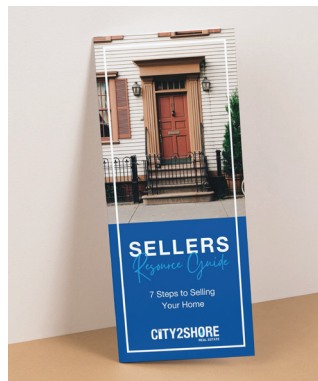
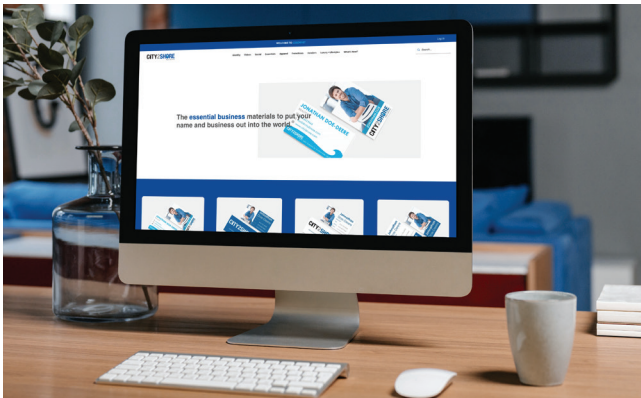
Plus So Much More!

C2S DRIVE

Power Up Your Marketing



Content is king when it comes to modern marketing, but as a Realtor, spending hours coming up with creative content ends up being unproductive. C2S Drive is our exclusive online marketing library with hundreds of free files and templates to fuel your creative ideas and drive your marketing efforts. Whether it's a holiday post, a business card file, or a recruitment brochure, you can easily access all of this and more from one site. Since many of our exclusive templates are built on Canva, the world's largest online design platform, this allows you to easily edit, share, and even print your files with a click of a button.





COMMUNITY INVOLVEMENT

Servitude plays a major role in real estate, and in order to be the best brokers and Realtors, we believe that we must serve our broader neighborhoods and communities. Real Estate is what we do, but does not limit who we are. That is why we as an organization continue to donate time and resources each year to local organizations and causes. We believe that by doing so, our communities strengthen and become a better place for us all to live, work, and play. We hope that our actions inspire all of our agents and staff members to discover their unique abilities that can be of service to a greater cause.

AGENT TESTIMONIALS

“City2Shore feels like home to me, like family. A family who wants you to succeed just as much as you do, if not more.”

Steve

“City2Shore has made large investments in state-of-the-art training options, custom software applications to assist Realtors with their business decisions, and many other tools to allow agents to spend quality time selling without getting bogged down in administrative processes.”

Craig

“City2Shore is about giving people the opportunity to achieve the goals they set forth for themselves.”

Jared

COMMON QUESTIONS

What are the benefits of choosing City2Shore?

Our goal is to make sure our agents can be successful! Everything that we do is meant to give you the best education possible and the highest level of support necessary for you to be profitable. According to NAR statistics, the average agent across the US will only close 7 homes in a year. At City2Shore the average is 21 homes per year per agent! The reason for this is the awesome Agent Support system that we have developed. When you align yourself with City2Shore and take full advantage of everything that we offer, you will have all the necessary tools to be successful.

How is your system different than other companies?

Unlike many other companies, our system teaches you how to be profitable. Yes, it's true that you might get better splits or lower caps somewhere else. However, if you are not being the most efficient and are having to pay for your own assistant to do the things that we do for our agents, you have to ask yourself....Am I really further ahead? With our systems, there is no need to pay for an assistant or waste time doing everything yourself.

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