

# THE VISION/TRACTION ORGANIZER™

| CORE VALUES    | <ul style="list-style-type: none"> <li>Unified</li> <li>Trustworthy</li> <li>Growth Minded</li> <li>Service Oriented</li> <li>Ambitious</li> <li>Respectfully Fun</li> </ul>   | 3-YEAR PICTURE™   |
|----------------|--|---|
|                |  | <p><b>Future Date:</b> December 31, 2026<br/> <b>Agent Count:</b> 220<br/> <b>Volume / GCI:</b> \$300m Volume, \$8.2m GCI<br/> <b>Company Dollar / Total Rev:</b> \$720k / \$1.1m<br/> <b>Total Profit:</b> \$275,000<br/> <b>Measurables:</b> Attrition below 20%<br/> <b>Profit Share:</b> \$100,000<br/> <b>Affiliated Services:</b> \$15k/mo Mortgage/Title/Insurance MSAs<br/> <b>New Leadership Opportunities</b></p> <p><u><b>What does it look like?</b></u></p> <ul style="list-style-type: none"> <li>Market Center staffed with TL, PC, ASC, MCA, DFI, TC, VA</li> <li>Business Centers: Harrisburg, Hershey, Lebanon, Willow Street</li> <li>Part Time Staffing at BCs</li> <li>On Demand services staffed with CTC, LC, Bookkeeper,</li> <li>MAOs: Upper Dauphin/Snyder-Northumberland/Schuylkill</li> <li>KWCommercial Launched with Production</li> <li>PC program with 75% productivity (past 12 months) <ul style="list-style-type: none"> <li>33% of Co\$ from PC program</li> <li>Lead program fueling 50 leads per month into PC agents (on 50/50)</li> </ul> </li> <li>&gt; 6 Mega Teams (&gt; \$30M vol)</li> <li>#1 market share brokerage in Dauphin County/Lebanon County</li> </ul> |
| CORE FOCUS™    | <p>Purpose: Empowering people to reach their goals and dreams</p> <p>Niche: Attract &amp; retain great people</p>  |   |
| 5-YEAR TARGET™ | <p>2028 - Be the brokerage of choice that agents and teams are attracted to and never want or need to leave. Create a regional network of market centers that collaborate to build wealth and provide opportunities for agents and staff through our collective growth.</p> <ol style="list-style-type: none"> <li>300 Agents Strong</li> <li>45 Cappers → Covering our monthly expenses</li> <li>Profit Share \$100k+ distributed annually</li> <li>New leadership opportunities to learn, coach, invest and grow.</li> </ol> |   |