



# LanTrax Solves Small Broker Commissions with New Quickbooks Integration

## **SMARTS**

Affordable back office management software for  
the smaller real estate broker.

Prepared For:

LanTrax

Prepared By:

WAV Group

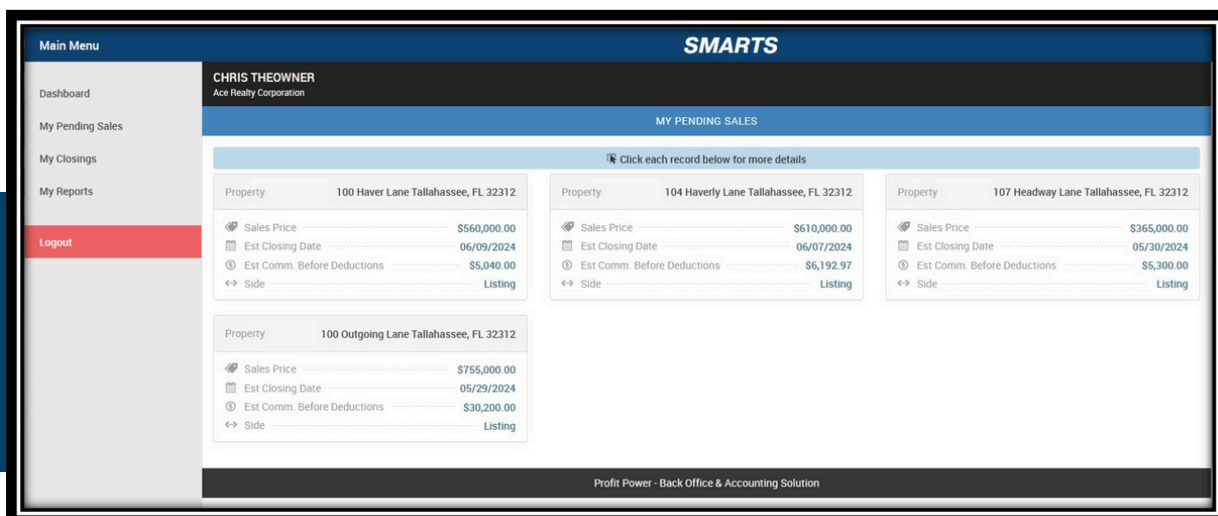
[www.getrealsmarts.com](http://www.getrealsmarts.com)

# COMPANY INTRODUCTION

## LanTrax Solves Small Broker Commissions with New Quickbooks Integration

LanTrax has been the enterprise real estate broker software leader for 30 years with their ProfitPower product, and with last year's launch of SMARTS, they are positioned to become the leader in small broker solutions. Today, LanTrax announced that the SMARTS commission management solution has an integration into QuickBooks, creating a world-class accounting suite for most real estate firms with fewer than three offices. SMARTS supports the management of commissions on commercial or residential leases, as well as offering a key feature that brokers love - the agent dashboard - for reviewing pending and closed sales and summary production reports.

Most small real estate firms today use Quickbooks as their accounting software. If they are using a real estate commission tool, it is probably too complex and hard to use. As a result, most commission calculation is done on a spreadsheet, then payments are loaded into Quickbooks resulting in redundant time and effort. With SMARTS, brokers can get exactly the functionality they need in a commission calculation tool that is easy to use and affordable.



# FEATURES OF SMARTS

## COMPANY SET UP

**Your Company Information**

Company Name: Hurak Real Estate

Address Line 1: 51 Christina Street

Address Line 2: 322

City: Buffalo State: NY

Zip Code: 14221 Phone Number: (716) 234-3242

Default Comm. Year End: 12/31/2017 Sales Tax No:

IRS Identifier: 4443433 Franchise ID No:

Legal Name: 89893453534 Inc.

QBO Export: D:\SMARTS4Ron\Quickbooks\

Use Commercial: ☒

Tax Identifier	Tax Rate
HST	13.00%
GST	7.00%

Date Entered: 01/15/2014 Last Update Date: 05/09/2024

Last Update By: RHurak Gold plan - Maximum 10 Sales per month

Plan Extension Date:

## OFFICE SET UP

Setting up your offices is very easy. You will also notice that you can set default commission rates for offices.

**Branch Offices**

Add New Branch

Office Name: Beach Haven

Address Line 1: 3457 Riverview Drive

Address Line 2:

City: Buffalo State: NY

Manager Name: Ronald Hurak

MLS Number: 4581

Escrow Company: Downtown Escrow

Office No: 001

Zip Code: 14221

Phone No: (716) 435-4354

Fax No:

Active: ☒

Branch Defaults

Default List Gross Rate: 3.00% Minimum List Gross Rate: 0.00% Default State: NY

Default Sell Gross Rate: 3.00% Minimum Sell Gross Rate: 0.00%

Default List Lease/Rental Rate: 50.00% Default Sell Lease/Rental Rate:

Date Entered: 5/14/2014 Last Updated: 5/9/2024

Accounting ID: Branch 001 Acct ID

Required Data Entry Complete: 100%

Name	Office	Com	Address	City	Sta
Beach Haven	001	001	3457 Riverview Drive	Buffalo	NY
Blauwater	002	001	784 Western Road	Buffalo	NY
Riverview	003	001	1234 St. Clair Parkway	Buffalo	NY

# AGENT COMMISSION SET UP SCREEN

Multiple commission plans – Supports all imaginable commission plans including many levels and blending of levels. Tailored for inhouse or outside broker sales. Calculations can be overridden at any time on any sale. Commission plans can be assigned to one agent or any number of agents. SMARTS supports team commission calculations. Once the associate is set up, they can easily be attached to a transaction.

**Setup Commission Plans**

Commission Pay Plan: 50 to 80 - 4 Levels - Blended

PlanID: 8 Name: 50 to 80 - 4 Levels - Blended

Comparator: Net Company Dollar ☒ Blend

Created By: System ☒ Active

Level	Start Amt.	End Amt.	In House		Outside Broker	
			List Rate	Sell Rate	List Rate	Sell Rate
1	\$0	\$17,500	50.0%	50.0%	50.0%	50.0%
2	\$17,500	\$25,000	60.0%	60.0%	60.0%	60.0%
3	\$25,000	\$35,000	70.0%	70.0%	70.0%	70.0%
4	\$35,000	\$999,999,999	80.0%	80.0%	80.0%	80.0%

**Associates on this Plan.**

- Walsh, Jenny - 100
- Rogers, Sam - 35
- O'Shea, Patrick - 18
- Cecile, Amy - 19
- Taylorson, Aaron - 22
- Ditmer, Anthony - 26
- McCoy, Earle - 28
- Fredericks, Stanley - 65
- Tilson, Mike - 66
- Argent, Bob - 12
- Western, Julie - 16
- Peters, Brenden - 67
- Jones, Bobby Sue - 20
- LaValle, Fred - 50
- lcann, Judy - 51
- Burns, Harry - 56
- Johnston, Jay - 63
- Bestard, Arthur - 45

**Associate Search**

Associate Name: Patrick O'Shea ID: 18

Office: Beach Haven Active: ☒

Address Line 1: 123 Surfside Ln. Phone: (555) 668-4565

Address Line 2: City: Buffalo Cell: (716) 903-0998

State / Zip: NY 14221 Password: Sales Tax No: 2342

Comm. Plan: 50 to 80 - 4 Levels - Blended Commission Year End: 8/20/2024

Email: poshea@gmail.com Joined Date: 3/23/2015

License No: 45654568 License Renewal: 10/18/2024

License Issued: 1/2/2017 Desk Cost: \$0.00

Birth (MM/DD): 0/0/0 Fixed Rate Level: ☐

AR Balance: \$0.00

Accounting ID: Patrick Oshea 18

Plan/YTD Performance: 50 to 80 - 4 Levels - Blended \ \$4,600.13

Notes:

**Associate Search**

Associate Last Name: Associate First Name: Branch Number: Associate Number: Commission Plan: Commission Year End: To: Date Joined Firm: To: License Renewal: To: Birthdate: To: Receivable Balance: Active? ☒ Incomplete Associates: ☐

**Associate List**

Name	ID	OfficeN	Office	Year End	Active
O'Shea, Patrick	18	001	Beach Haven	8/20/2024	Y
Grimes, Sue	13	001	Beach Haven	7/31/2024	Y
Peterson, Charles	78	001	Beach Haven	12/31/2024	Y
Alberts, Wesley	53	002	Bluewater	12/31/2024	Y
Cecile, Amy	19	001	Beach Haven	8/21/2024	Y
Donaldson, William	55	002	Bluewater	12/31/2024	Y
Einstein, Samuel	68	003	Riverview	11/1/2024	Y
Western, Julie	16	002	Bluewater	5/28/2024	Y
Williams, Billy Joe	75	001	Beach Haven	10/31/2024	Y
Jones, Fred	54	002	Bluewater	7/30/2024	Y

Updated By: RHurak Displaying 10 of 39 Associate records

**Required Data Entry Complete**

**Reports**

- (ERP) Associate Profile
- (ERP) Associates - Cash Flow Projection
- (ERP) Associate Performance Summary
- YTD Closed Stats
- Associate Earnings YTD
- Accounts Receivable Statement
- Agent Earnings Comparison

# SALES MODULE

Enter sales, assign associates, split commission with outside brokers, calculate all commissions, create a database of sales activity from pending to close, and create management reports. This screen makes it easy to pull up pending transactions and complete entry functions.

The screenshot displays the Sales Module interface. At the top, there's a form for entering sales data with fields for Sale ID (79), Type of Sale (OB List Our Sale), Transaction Type, Office (Riverview), Sale Price (\$325,000), Source of Sale, Listing Address (4556 Keppoch Rd., Williamsville, NY 40221), Acceptance Date (4/21/2024), Deal Status (Pending), and Estimated Closing Date (6/16/2024). Below this, there's a section for Sellers and Buyers, with a table showing Roger Ducette as the seller. To the right, there's a search bar and a section for Coaches Notes. At the bottom, there's a table of sales records with columns for SaleID, Address, Branch Office, Type of Sale, Status, and Sale Price. The table shows 20 records, with the first few being pending sales at various prices.

SaleID	Address	Branch Office	Type of Sale	Status	Sale Price
79	4556 Keppoch Rd., Williamsville, NY 40221	Riverview	OB List Our Sale	Pending	\$325,000
86	83 Riverdale Drive Buffalo, NY 44221	Riverview	Our List Our Sale	Pending	\$245,500
87	7309 Beachwood Drive Buffalo, NY 44112	Bluewater	Our List OB Sale	Pending	\$215,000
88	219 Edward Drive North Buffalo Buffalo, NY 44223	Beach Haven	Our List OB Sale	Pending	\$230,000
64	739 Jarvis Blvd. Buffalo, NY 44112	Bluewater	Our List Our Sale	Pending	\$280,000
71	123 Tunis St. Buffalo, NY 44221	Bluewater	Our List Our Sale	Pending	\$210,000
73	25 Tunis Ave Buffalo, NY 14221	Bluewater	OB List Our Sale	Pending	\$450,000
75	783 Williams Road Buffalo, NY 14221	Bluewater	Our List Our Sale	Pending	\$245,000
92	902 Western Road Buffalo, NY 44221	Riverview	Our List OB Sale	Pending	\$215,000

The screenshot displays the Financial Ledger interface for a specific sale (83 Riverdale Drive Buffalo, NY 44221). It shows a detailed breakdown of the sale price (\$245,500.00) and the associated commissions. The interface includes sections for Listing Side, Selling Side, Gross Commission, Total Referrals, and Total Off The Tops. It also features a table for agents and their commissions, with columns for Role Played, Agent, Portion, Gross, and Check Amount. The table shows two agents: Arthur Bestard (100.00% Gross, \$2,301.56 Check Amount) and Bill Smith (100.00% Gross, \$3,068.75 Check Amount). At the bottom, there's a summary of the Listing Agents Comm (\$2,301.56), Selling Agents Comm (\$3,068.75), and Company Earnings (\$5,370.31). A progress bar at the bottom indicates that the Required Data Entry is Complete (100%).

Role Played	Agent	Portion	Gross	Check Amount
Listing	Arthur Bestard	100.00%	\$6,137.50	\$2,301.56
Selling	Bill Smith	100.00%	\$6,137.50	\$3,068.75

## FINANCIAL LEDGER

This is part of the sales module where all the financial aspects of the transaction are calculated. This makes it easy to add, edit, and review financial details, details for referrals, off the top deductions, and associate commissions.



## AGENT COMMISSION DETAIL SCREEN

Shows the calculated commission plan, outside broker referrals, off-the-top and off-the-bottom deductions used to calculate the final commission amount. You can display, review, or overwrite any calculation.

**Detail of Agent Commission Calculation**

**Commission Detail for Aaron Taylorson** Done

Sale Price	\$325,000.00	X Selling Rate	3.00%	= Selling Commission	\$9,750.00
				- Selling Referrals	0.00
				- Selling Off The Tops	0.00
				= Selling Gross Commission	\$9,750.00
				Assigned Selling Portion	100.0%

Role Played: Selling

Selling Commission	\$9,750.00
Portion Rate	100.00% <small>Editing this agent's percent of the Deal Side Commission</small>
Agent Portion	\$9,750.00
Referral Share	100.00%
Referral Share Amt	\$0.00
Base Comm	\$9,750.00
Agent Rate	50.00%
Agent Commission	\$4,875.00
Pre-Tax Deductions	\$0.00
Additional Income	\$0.00
Taxable Income	\$4,875.00
Post Tax Deductions	\$0.00
Pay to Receivables	\$0.00 <small>This Associate has a AR Balance of \$1000</small>
Pay to Agent	\$4,875.00
Performance	

Agent Rate Details

Level	Base	Rate	Commission
1	\$9,750.00	50.00%	\$4,875.00

## AFTER TAX AGENT DEDUCTIONS

SMARTS supports the ability to deduct any amount from the associate's final commission. Deductions can be taken before or after taxes. We also allow for Deduction Set up templates so they can be saved and reused as required. These deductions can be specifically tailored for a single associate or group of associates.

## REFERRAL DEDUCTIONS

Outside broker referrals are considered an off-the-top deduction. SMARTS allows referrals on the listing or selling side of the sale to properly calculate the sales associates commission.

Type	Deduction Base	Base Amount	Deal Side	Rate	Amount
Referral	Gross Commission	\$6,137.50	Listing	25.00%	\$1,534.38

**Payment Details:**

Payment No	Amount	Due Date	Status	Closed
4158_1	\$10,000.00	4/22/2024	Closed	4/22/2024
4158_2	\$10,000.00	5/22/2024	Pending	

**Commissions:**

Role Played	Associate	Percent	Gross	Check Amount	Comps Dollar
Listing	Tony Dittmer	100.00%	\$300.00	\$150.00	\$150.00
Selling	Earle McCoy	100.00%	\$300.00	\$150.00	\$150.00

## COMMERCIAL LEASE- RENTAL

Unlike other accounting solutions for residential real estate, SMARTS supports firms that may focus on commercial transactions and property leases.

Listing ID: 37, office: Beach Haven, Listing Status: Pending, Address Line 1: 83 Riverdale Drive, City/State: Buffalo, NY, Zip: 44221, Listing Date: 5/6/2024, Expires: 7/31/2024, Price: \$259,500.00.

Listing Search filters include: Street Address, City Name, Office, Listing Status, Listing Price, Selling Price, Our Listing, Listing Date, Date Entered, Expire Date, Seller Last Name, Buyer Last Name, Project, Incomplete Listings, More Detail, Property Type, Ask Rent Sq Ft, Lease Exp. Date.

Listing Associates table:

ID	Name	OfficeNo	Office	Cell#	Delete
42	Bestard, Arthur	001	Beach Haven	(716) 234-6388	Delete

Escrow Balance: \$2,500.00

Listing Details table:

ID	Address	Price	Status	Office	Escrow
37	83 Riverdale Drive, Buffalo, NY 44221	\$259,500.00	Pending	Beach Haven	\$2,500.00

Date Entered: 4/12/2018, Last Updated: 5/7/2024, Last Operator: RHurak, Displaying 1 of 95 Listing records.

## LISTING MODULE

The listing module permits you to enter and manage any listing inhouse or outside broker. Listings are linked to the sale record within the sales module without re-typing the listing details.

## ESCROW DEPOSITS

SMARTS manages escrow / trust deposits and payouts that can be recorded and become part of the listing record. Both the listing and escrow information are linked to a sale transaction when entering the sale.

Escrow Records For: 83 Riverdale Drive, Buffalo, NY 44221

Escrow Balance: \$2,500.00, Funds Available: \$2,500.00

Add New Detail: ID 56, Amount \$2,500.00, Detail Type Deposit, Description Earnest, Check Type Check.

Received from Buyer: Jackson, Samuel, Funds Received From: Jackson, Samuel, Received Check No: 2342, Received Date: 4/11/2017, Days To Release: 0, Received Note: [empty].

Paid To ID/Type: [empty], Check Payee: [empty], Check No: [empty], Check Date: [empty], Paid Note: [empty].

Enter Date: 05/01/2017, Entered By: RHurak

ID	Type	Description	Received From	Check Payee	Amount
56	Deposit	Earnest	Jackson, Samuel		\$2,500.00

Required Data Entry Complete 100%

## ASSOCIATE ACCOUNTS RECEIVABLE MODULE

This allows the firm to record the associate expenses and optionally deduct any balance owed when closing a sale. Any payment amount can also be applied to the account to reduce the outstanding balance.

Accounts Receivable Detail for Arthur Bestard

Balance: \$53.20

Add New Receivable Detail: ID 8, Type Charge, Date 5/13/2015, Description Photocopying, Amount \$200.00.

ID	Type	Date	Desc	Amount
8	Charge	5/13/2015	Photocopying	\$200.00
9	Charge	5/14/2015	Business Cards	\$78.20
10	Charge	5/14/2015	test nulls	\$25.00
11	Payment	5/14/2015	Chq# 245671	(\$100.00)
12	Payment	6/11/2015	Chq # 132354	(\$50.00)
33	Charge	6/24/2016	Test Add new	\$150.00
58	Payment	4/30/2017	Deducted from commission on 893 Ginger Ro	(\$200.00)
66	Payment	5/13/2017	Deducted from commission on 6627 White D	(\$50.00)
<b>Total</b>				<b>\$53.20</b>

Required Data Entry Complete 100%



## CLIENT MODULE

The client module allows you to enter, store, link, and reuse previously entered client data. Listings have sellers and sales will have buyers. This module tracks sold and expired listings.

The Client Module interface includes the following sections:

- First Contact Person:** ID 132, Referral? ☒, Side of Deal: Seller. Fields for Client Name (Jordan Rogers), Sal (Mr.), Address Line 1 (720 Norman Street), Phone ((716) 343-2423), Address Line 2, City (Williamsville), State (NY), Cell ((716) 400-4032), Zip (44212), and Email (jor.roger883@global.net).
- Second Contact Person:** Name (Julie Rogers), Sal (Mrs.).
- Corporate Client Name:** Fields for Firm Name, Phone, Address Line 1, Address Line 2, City, State, and Zip.
- Client Search:** Fields for Client Last Name, Street Address, City Name, Client Residence State, Client Firm Name, Side of Deal, and Residence Phone. Checkboxes for Incomplete Clients and Referral Clients. Referral Follow Up Date range.
- Coaches Notes:** A large text area for notes.
- Last Ten Clients Updated:** A table listing recent clients.
- Client Deal History:** A table showing deal status and roles.

Client	Type	Address	City
Rogers, Jordan	Seller	720 Norman Street	Williamsville
Goldstein, Bernie		819 Water Street	Buffalo
Dunning, Roger	Seller	93443 Allendale Road	Buffalo
Brown, Peter	Buyer	8324 Lake Road	Buffalo
Norman, Harry	Seller	509 Murphy Road	Buffalo
Brown, Tom	Seller	6627 White Drive	Buffalo
Queen, George	Buyer	6738 Allan Street	Buffalo
Goldstein, James	Buyer	893 N Penner Drive	Buffalo
Bariett, Peter	Seller	7891 West Jordan Road	Buffalo

Client Deal History:

Property Address	Deal Status	Role
893 Bender Road Buffalo, NY 44111	Closed	Seller
8306 Thompson Road Buffalo, NY 4	Pending	Buyer

Required Data Entry Complete 100%

## THIRD PARTY MODULE

This is the area of the product that allows you to enter outside brokers, referral brokers, escrow firms, mortgage lenders, or any other party that may be involved in a transaction. Once entered, you can easily add income or expenses from this group.

The Third Party Module interface includes the following sections:

- Third Party Details:** Type (Outside Broker), Office (Alttime Realty), Office ID (20), Active ☒, Board Number (839), Phone ((716) 423-4322), Address Line 1 (889 Alttime Road), Phone 2, City (Buffalo), State/Zip (NY 14221), Sales Tax No (455464), Accounting ID (Alttime Realty 20).
- First Contact Person:** Name (Peter Wing), Role (Broker), Sal (Mr.), Email (peter.wong@altimere.com), Office Ext., Cell Phone ((716) 325-3452).
- Second Contact Person:** Name, Role, Office Ext., Email, Cell Phone.
- Third Party Search:** Fields for Office Name, Street Address, City, State, Zip Code, Board Number, Active ☒, Contact Name, Type, and Incomplete Third Party checkbox.
- Coaches Notes:** A large text area for notes.
- Third Party List:** A table listing third parties.

Name	Office ID	Address	City	Type
CB	2360	32482 Lakeshore Drive	New York	Franchise
Alttime Realty	20	889 Alttime Road	Buffalo	Outside Broker
Heien Smith Realty	27	892 Main Street	Buffalo	Outside Broker
New York Securities	34	3456 River Rd	Buffalo	Escrow Company
Realty One	22	740 Murphy Road	Buffalo	Outside Broker
Rogers Home Sales	21	828 Front St.	Buffalo	Outside Broker
CB Baine Real Estate	23	6387 Christina Street	Buffalo	Outside Broker
Allan Town Real Estate	14	783 Allan Town Road	Buffalo	Outside Broker
Albertson Realty	13	894 Downie Road	Buffalo	Outside Broker

Required Data Entry Complete 100%

# COMPANY REPORTS

A comprehensive report library beats at the heart of SMARTS, giving you a clear, detailed understanding of the health of every aspect of your business. And in case you're wondering...yes, custom reports are also available.

- Pending Sales by Associate
- Company vs. Agent Earnings
- Associate YTD Closed Ranking
- Accounts Receivable Statement
- Commissions Paid by Associate
- Commissions Statement
- Closed Ranking Report
- Sales Sheet
- Closed Sales by Associate
- Closed States Year Over Year
- Pending Sales by Branch
- Closed Sales by Branch
- Commissions Paid by Branch
- Associate-Written Ranking
- Associate Roster
- And many more!

SMARTS is Quickbooks integration done right! SMARTS does what most other companies do not do with Quickbooks. Most brokerages say they have integration, but they do not post General Ledger or revenue, just the agent check. Instead, they simply create a bill. SMARTS ensures that ALL comprehensive financial data is easily and readily available.

SMARTS sells for the low price of \$299 plus \$99 per month for Quickbooks integration and support. For more information or to book a demo, visit: [GetRealSMARTS.com](http://GetRealSMARTS.com).

