



# Own your success

Launch your own Plug & Play Brokerage Today!



## Low startup costs with little to no overhead

There are no franchise fees, monthly fees, or desk fees.



## Assigned Compliance Administrator

An admin support team is assigned to your location to help with file compliance, and to pay out commissions – helping you save time and money.



## Virtual cloud-based technology

Use our technology, processes, and more than 20 years of real estate experience to set up and run your real estate business.



## Unlimited Residual Income

HomeGate's 4% Sponsorship Program keeps your business growing so you can focus on building a great team.

Visit [joinhomegate.com](https://joinhomegate.com) to get started.





## Unlimited opportunity

HomeGate Real Estate® is seeking real estate brokers across the country to launch and operate their own real estate business. The Territory Broker Program provides an opportunity for strong leaders who are passionate about developing a hardworking team.

If you enjoy managing teams in a high-speed environment, this is the ideal opportunity for you! As a Territory Broker, you will be hiring and developing a team of high performing agents. Access to HomeGate's proprietary business structure and services keeps owner startup costs low. As part of the Territory Broker community, you will operate your own real estate business with 10-25 agents (or more). We will help you set up and get ready to operate out of a local virtual or physical office location.

### Successful owners can expect:

STARTUP COSTS AS  
LOW AS

**\$7K**

ANNUAL REVENUE  
POTENTIAL

**\$675K-1.7M**

ANNUAL PROFIT  
POTENTIAL

**\$70K-\$177K**

\*Figures are projections for owners operating with 10-25 agents and does not include personal production.

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# What to expect

Launching a business becomes that much easier with systems already in place and the support from an experienced team

## What you do



### Set up your business

Set up and register your DBA HomeGate Real Estate® with the state and obtain access to all of the HomeGate Systems.



### Build your team

This is your team. Your most important responsibility is to recruit and retain solid REALTORS® who will enable your ongoing success.



### Create your team culture

To lead by example ensures your business reflects HomeGate's high standards and customer oriented culture.



### Sell real estate

Your team of REALTORS® will be armed with training programs to help build their real estate business.



### Grow your business

Deliver excellent customer experience with each transaction and help create more referral business for your team.

## What we do



### Get you started

We immediately get to work on the creation of your back office and virtual office accounts.



### Provide training & recruiting tools

We provide comprehensive systems training to ensure the successful operation of your real estate business. We also provide the Buffini and Company's Ultimate Recruiting Program, and enroll you to become a Certified Mentor.



### Provide you with business tools

We provide the tools and systems needed to run your business at no charge to you.



### On-demand support

We immediately start an individualized on-boarding process with each new agent hire.



### Share experiences

HomeGate Real Estate® brings more than 20 years of real estate and technology experience to help guide you through the process.

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# What it takes to start your business

If you are selected, here are some of the steps you will need to take in order to get your business up and running

- **Sign** your territory license agreement and pay a one-time licensing fee.
- **Create** your business entity, register your DBA HomeGate Real Estate®, and officially become a licensed Territory Broker.
- **Schedule** your online onboarding training with corporate to cover the HomeGate Real Estate® structure and systems.
- **Start** the Ultimate Recruiting Program with Buffini and Company, and become a Certified Mentor/Facilitator.
- **Begin interviewing**, vetting, and recruiting your first agents. This will be an ongoing process as you build your team and grow your business.
- **Train and support** your team on the tools and processes they will need to conduct their real estate business.
- **Conduct monthly check-ins** with HomeGate corporate and join quarterly broker meetings to determine immediate and ongoing needs for your business and agents.

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## Our Unique 4% Residual Income Program

Our 4% sponsorship program was designed to help with agent retention

Agents and brokers who join HomeGate Real Estate® are immediately vested and can earn 4% of the gross commission income on every referred agent. There is no cap and you can recruit agents nationwide.

- Every agent and Territory Broker Partner will be sponsored into HomeGate Real Estate®
- There is no limit on how many agents you can sponsor, and you can recruit anywhere in the United States. Every time your sponsored agent closes a transaction - you get paid!
- Unlimited income potential.

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# What technology is included with my territory location?

We have put together a complete package of business tools to run your business, and it's ALL included!

## Back Office (online software)

Your complete back office solution includes onboarding for your agents, commission disbursements and tracking, agent billing, ACH transfer, agent reporting, and accounting.

## Companywide Intranet

A back office intranet system. It's the industry's most complete virtual brokerage system.

## Marketing Center

Your one-stop shop for HomeGate Real Estate® branded products. It offers you the best in quality, price, order experience, and brand compliance.

## Customized IDX Lead Generating Website, Leads APP, and CRM

Generate, track, and increase conversions with our all-in-one sales marketing solution that includes lead generation IDX websites, CRM, agent websites, email drips, leads app, and more.

## Transaction Management

The next level in transaction management for your location - and the perfect paperless solution for your team. Real-time compliance tracking and fully integrated forms to include E-Signature.

## Compliance Administrator

Territory Brokers are assigned a Compliance Administrator for their location. You will be able to work directly with your Administrator to review files and disburse commissions.

## Training and Coaching

We have partnered with industry leading training and coaching companies to provide an optional training program and one-on-one coaching programs.

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# Territory Broker ownership

Being an owner means leading your team in a high-speed, ever-changing environment



Your success is determined by the amount of time and effort you put into your business. Set up monthly meetings and quarterly events to help motivate your team.



As the broker, it is your responsibility to keep up to date with state laws, state-approved forms, and to relay this information to your team.



Manage your team's performance with business metrics and coaching. Provide motivation and encourage your team towards the delivery of amazing results with every transaction.



Monitor your office Lead Manager system and stay on top of leads to help increase your conversion rate. Train your agents to follow up with a lead within the first 5 minutes.



Receive daily feedback and suggestions to help build an amazing place to do business! Work with your agents daily and assist when needed.

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# Owner onboarding

Comprehensive systems training to help kick-start your success

- Business structure, broker compensation, and agent compensation
- 4% Agent Sponsorship Program
- Office website, lead manager CRM, and Agent Websites
- Back office agent and administration training
- Company Intranet training and Support
- Agent on-boarding process
- Businessworld memberships for agents
- Training and coaching programs
- Team names, structure, and requirements
- Marketing center (business cards, name badges, For Sale signs, and more)
- Marketing for buyers and sellers
- Transaction management, document reviews, and commission disbursements

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# Costs and revenue you can expect

Here are some of the key startup and operational expenses required up front, as well as the revenue breakdown structure

## Startup Costs

Your key startup costs for becoming a Territory Broker include the proprietary systems and services you will need to officially launch your business.

- Territory license fee (varies by location and state)
- Business entity formation, setting up your DBA and licensing
- Association of Realtors® and MLS registration
- Professional services (accounting costs and attorney fees)
- Office supplies (laptop, home office furniture, etc.)

## Ongoing Operations

These are some of the key recurring costs associated with the management of your business as you continue to recruit and grow your team.

- Ongoing monthly advertising expense (social media sites, zillow.com, realtor.com, etc.)
- Recruiting costs (job postings, meetings, travel, etc.)
- Professional services, as needed
- Broker licensing, your local board of Realtors®, membership dues, MLS dues, National Association of Realtors® dues, and continuing education
- Optional website features (FB tool, Google Adwords, Seller Tool, etc.)
- Overall costs and revenues will vary depending on the location and size of your business

## Revenue

Here is a look at our compensation structure for our Territory Broker Owners

- Personal production commission split is 90/10
- 4% of the gross commission income on agents whom you sponsor
- 10% of every transaction (up to agents CAP)
- \$35 per transaction (file review)

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# Your success story starts here

Hear from other agents and learn how other Territory Brokers have found success with their own territory location

## Testimonials



**Jana Brumbaugh, Territory Broker- Iowa**

"Best Cloud-Based Brokerage out there. If you are looking for the freedom, business sense, and creativity that a cloud-based brokerage can offer then you need not look any further. Paul (the founder) is approachable, accessible, has a keen business sense combined with experience and a forward-thinking approach that includes creativity, intuition, intelligence, and technology. Paul listens and always keeps a professional and kind atmosphere around him, always. If you are looking for an honest brokerage with integrity that has hard working agents and brokers, then you have found it! Paul and HomeGate Agents and Brokers are the most genuine, eager, happy and professional in the field! I am so glad I made the switch! Jana Brumbaugh, Broker Owner, Southeast Iowa HomeGate."



**Nia Swinton-Jenkins - Charleston, South Carolina**

"Great company to work for! After being with the company for less than 3 months, I received residual income, and more transactions are already in process. My clients enjoy the benefits of the brokerage with the latest technology available when buying or selling their home."

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## Launch your territory location today!



### MISSION

To provide a successful roadmap for our Territory Brokers and Agents to build a strong, sustainable business and career.



### VISION

Our vision is to open in all 50 states and grow to 10,000 agents by 2025.



### CORE VALUES

Our Core Values help us stay true to being more than just a real estate company. HomeGate Real Estate® holds a high standard when it comes to taking excellent care of our customers and clients before, during, and after the sale. Providing a VIP Customer Experience for every customer and client is our primary goal. We aspire to make the buying and selling experience simple and enjoyable!

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## Financial notes

\*While we have over 20 years of real estate experience working with similar companies and structures, the startup costs, revenues, and profit figures included in this brochure are for projected use only and are not based on the actual results of any single location. We do not guarantee results of any kind, to include how much a real estate company might earn or that projected profits will exceed the owner's initial investment. The results of each location will vary depending on a number of factors, which include the efforts on behalf of the owner, the management of expenses, and the overall size of the company.

The startup cost figures include the cost of items that are needed to set up your office by registering your DBA with the state; registering HomeGate Real Estate® with the Division of Real Estate and the Board of REALTORS®; opening a Real Estate Trust Bank Account, and joining the MLS (Multiple Listing Service). It also includes an initial one-time territory license fee. The revenue range is based on nationwide statistics offered by the National Association of REALTORS®, and actual revenues will differ based on a number of factors such as regional differences in the commission rates offered and received; the number of agents within your office; the number of transactions your agents complete, and the sales price of each transaction closed. The revenue range is based on territories of various size (between 10 and 25 agents), and the figures are annualized over a full calendar year. As a result, a territory may not achieve the revenue figures in the range until it operates with 10-25 agents for a full calendar year.

The Territory Broker annual profit potential is based upon the retention of 10-25 agents with each agent capping at the company CAP, and with the Territory Broker sponsoring 40% of those same agents. The profit potential for each Territory Broker varies and is unlimited. Earning potential will depend on how many agents you have and the number of transactions they close. Territory Broker figures are based on the production of the agents. These projections do not include any profits made by the Territory Brokers personal production. Individual results may vary by state.

\*This brochure highlights the Territory Broker opportunity. Owners are independent contractors and are not employees of HomeGate Real Estate®. Multiple factors contribute to the success of a HomeGate Real Estate® brokerage. As such, individual results will vary. All information, including bonus, revenue, compensation, and education information, is subject to change. Subject to all terms and conditions as outlined in the HomeGate Real Estate® License Agreement and Policy and Procedure Manual. Territory Brokers are not franchisees; rather, they are an exclusive agent/broker independent contractors and are not employed by HomeGate Real Estate®. This overview contains confidential and proprietary information, which is the exclusive property of HomeGate Real Estate® and its affiliates and subsidiaries, and may not be discussed with third parties, other than outside advisors or as required by law, without having obtained written permission from HomeGate Real Estate®. Corporate Offices: 4000 S Faber Place Drive, Suite 300, North Charleston, SC 29405. HomeGate Real Estate® is an Equal Opportunity Company. For more information, contact 843-508-4800 or visit [joinhomegate.com](http://joinhomegate.com).

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