



# 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, annual fees, or desk fees of any kind. Your on-going operating expenses are minimal.



## Assigned Compliance Administrator

An admin support team is assigned to your location to help review files for 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.





## The opportunity to lead

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

**\$5K**

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, and attend a 2-day training.



### 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 an optional training program and LIVE weekly professional coaching 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, and develop your customized IDX lead generating office website, online chat feature, and CRM.



### Provide training

We provide 2 full days of comprehensive systems training to ensure the successful operation of your real estate business.



### 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.
- **Open** a real estate trust account and register your DBA HomeGate Real Estate® with your local board of Realtors® and MLS.
- **Schedule** your 2-day training with corporate to cover the HomeGate Real Estate® structure and systems.
- **Start 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. Sign them up for our training and LIVE weekly coaching to help them jump-start their careers.
- **Conduct monthly check-ins** with HomeGate corporate and work directly with your Territory Director 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 with a built-in transaction workflow engine. 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, Live Chat, Mobile APP and CRM

Generate, track, and increase conversions with our all-in-one sales marketing solution that includes lead generation IDX websites, CRM, agent landing pages, email drips, property evaluation tools, mobile app, live chat, 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 Weekly Coaching

We have partnered with industry leading training and coaching companies to provide an optional training program and LIVE weekly coaching. (\$295/annual per agent)

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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, coaching, and the cultivation of a HIT culture. 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 training program

Two days of comprehensive systems training at your location to help kick-start your success

## DAY 1

- Business structure, broker compensation, and agent compensation
- 4% Agent Sponsorship Program
- Office website, live chat feature, lead manager CRM, and agent landing pages
- Back office agent and administration training
- Company Intranet

## DAY 2

- Agent on-boarding process
- Businessworld memberships for agents
- Training and coaching programs
- Zoom webinars (if applicable)
- 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
- Business entity formation, setting up your DBA and licensing
- Association of Realtors® and MLS registration
- Opening a real estate trust account
- 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 Partners

- 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)

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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 - Ottumwa, 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."



**Melissa Damiano - Charleston, South Carolina**

"HomeGate's sponsorship program has added considerably to my income throughout the year. I received over \$700 this month from just one sponsored agent! Always a pleasant surprise to see additional funds coming in that were not expected. An agent could nearly make a career out of sponsoring agents with HomeGate!"

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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, enjoyable, and FUN!

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