

RE/MAX[®] REVOLUTION

◆ GUIDE TO BEING A SUCCESSFUL REV AGENT ◆

👛 You are responsible for generating your own business. You must actively seek out business every day.

☎ Daily prospecting is essential. That means calling people, working your sphere, knocking doors, following up on leads, and talking about real estate constantly.

🏠 Open houses are a top priority. Hosting them regularly connects you with buyers, sellers, and neighbors...all critical to growing your pipeline. These can be done on other agents' listings within our brokerage.

📁 You must have a consistent activity plan. Whether it's working open houses (and it should be that at minimum), buying leads, working FSBOs, or any other networking...you need consistent contact with people.

⊘ Agents without sales will not remain on our roster. RE/MAX Revolution is a production-based brokerage. We invest in our agents, but we *do not keep inactive licensees*. Sales must be generated to continue affiliation.

Company Intranet – REVagents.com

🌐 Visit: www.REVagents.com – Your go-to company resource.

📌 Agent-Only Section: (Password: howdy)

🔗 Quick Links: Access key real estate tools: County assessor sites, Dotloop, & more.

✉ Company Email: Click WEBMAIL to access your RE/MAX email.

💡 Helpful Guides: Instructions for various types of transactions.

📖 Bookmark it! You'll use it frequently.

Private Company Facebook Group

➡️ Friend Stacey Carpenter or Mindy Goldsberry on Facebook to be invited.

💬 Office announcements, business events & policy updates

📌 Upcoming listings & buyer needs from fellow agents

❓ A space to ask questions & get help from the team



Headshot Photo

- 📷 We need a high-quality headshot for marketing.
- 💰 It's FREE! ... and that's a good price ;-) You don't even need a coupon code!
- 🎨 Preferred Clothing Colors: Blue, black, or vivid colors. Not pale or white colors!
- 💡 A white, transparent, & professional background will be provided.
- ✅ Brandon will edit touch-ups for blemishes etc.
- ⚠️ Heads up: Stacey may have some fun with your picture on social media 😊.
- 📸 Brandon does LISTING PICTURES too and we encourage you to use him for that.
- 📌 Agents stay tuned for SPECIAL DEALS Brandon may post on our private FB group.
- 📞 Reach Brandon by ph/text/email 515.681.6395 schroederphotography@live.com
- 📍 Brandon's studio 1810 12th Street SE, Altoona or he can take pics at the office.

Office Meetings

- 📅 Office Meetings – Held periodically.
- 📢 Your participation is encouraged!

Sign Package (Provided to Agents)

- 📋 Each agent receives:
 - ✓ (2) Yard Signs (30"x18" with angle iron stakes)
 - ✓ (2) Open House Signs (18"x24" with "H" stakes)
 - ✓ (1) Tent Open House Sign
- 📸 Want your picture on your signs? It's optional!
- 💡 Tip: People relate to faces - your photo may make you seem more approachable.






Printer Use

- 🖨️ Printing is free for routine business.
- 💰 Excessive non-business use may result in a charge.
- ⚙️ IT issues are the agent's responsibility; a newer computer is recommended.
- 📌 To print from your own computer, schedule a setup session at your office.





Systems Training – MLS, Dotloop & RE/MAX Tools with Mindy

- 📢 REQUIRED to join RE/MAX REVOLUTION even if you have used Dotloop before
- 📅 Schedule with Mindy Goldsberry:
 - 📞 Office: (515) 265-7200
 - 📞 Text: (515) 979-9181



Basic Training with Stacey

-  REQUIRED until you demonstrate proficiency.
-  17 ONCE PER MONTH usually a Thursday, 6 to 8PM (will be posted and emailed)
-  Location: RE/MAX Pleasant Hill or via Zoom
-  Occasionally will be held by ZOOM due to bad weather or Stacey traveling.
-  Covers essential real estate training to help you get started!





Roundtable with Ryan

-  Not required but highly encouraged!
-  17 ONCE PER MONTH Thursday, 10:00 AM – 11:30 AM
-  Rotates locations – Check Facebook and email for details.
-  Discussion-based format covering relevant real estate topics.




Dotloop Access

-  Watch for an email invitation to join our Dotloop account.
-  Dotloop is a digital paperwork & submission system (cloud-based briefcase).




Continuing Education Classes

-  Offered monthly for FREE to agents! (and that's a good price!)
-  Lunch is usually provided.
-  Typically held in the afternoon unless it's an all-day 8-hour class.
-  CEs for license renewal can cost up to \$1,000 – take advantage of this free benefit!



Building Entry

-  A key fob will be issued to you. Please inform us if it is lost.
-  Contact Mindy: 515-265-7200 for any key fob issues.
-  Your key fob will work at all RE/MAX REVOLUTION offices!

Assigned Offices

-  Offices are assigned based on production & use.
-  If necessary, we may reassign offices or ask agents to share space.
-  Personalizing your office? Painting & modifications require approval.

DMAAR New Member Orientation (Brand New Agents)

-  17 Held last Thursday of each month, 9:00 AM – 11:00 AM
-  Register online at the DMAAR website

Pleasant Hill Office

📍 932 N. Shadyview Blvd – Pleasant Hill, Iowa 50327

☎ 515.265.7200 - Mindy

West Des Moines Office

📍 140 Jordan Creek Parkway Suite #160 – West Des Moines, Iowa 50266

☎ 515.633.8852 - Missy

Urbandale Office

📍 8510 New York Avenue – Urbandale, Iowa 50322

☎ 515.452.8357 – Nickalena (Nicci)

Errors & Omissions Insurance (E&O)

◆ Apply for policy at www.RiscEO.com (Stacey will help when we meet)

\$ Cost: \$148 annually (prorated). Investment property endorsement: \$30.

Getting Licensed and coming aboard (Brand New Agents)

📅 Schedule a time with Stacey to apply for your license

⚠ If previous legal issues (DUI or arrests) you will need Iowa Courts Online print out.

📌 What to Bring:

- ✓ State PASS exam results
- ✓ National PASS exam results
- ✓ 60-hour Pre-licensing Course completion certificate
- ✓ 36-hour certificates: Listings Practices, Buying Practices, Dev Professionalism

RE/MAX LLC Fee

◆ RE/MAX LLC has a fee they will bill you for soon usually by email.

\$ Cost: \$410 Made payable to RE/MAX LLC not REVOLUTION

📌 What is it? It is an annual membership fee to the corporate RE/MAX

Notary Requirement

⚠ You need a notary stamp before your first closing!

◆ Apply at www.REVagents.com under the NOTARY link.

\$ Cost: \$30 for notary certificate, \$27 for stamp.

💡 Tip: Consider a second stamp for convenience.

📌 Where it asks for "county" is the county your feet are in when signing it. ;-)

Buyer Brokerage Agreements or "Showing Agreements" must be used

- 📌 July 2024 laws changed requiring all agents are required to have a BBA signed.
- ⚠️ It must be signed PRIOR to opening the door to show the house.
- 💰 This is how client agrees to pay you your fee.
- 💡 We have spiral bound books of showing agreements to keep in your car.
- 🔹 Once you create a loop for that client simply scan the showing agreement to loop.

Commission paid by Sellers for Buyers must be in writing

- ⚠️ There is no automatic commission being paid anymore to buyer's agents
- 💰 Your buyer agent commission is set with your "Showing Agreement", but your buyer can get some of all of it paid by the seller by negotiating it right on the purchase agreement now.

Closings and Commission Checks

- ✅ After your closing you will bring in all the checks and settlement statements
- 📌 Bring to the PLEASANT HILL OFFICE by 3:30pm to be processed same day
- 🔹 Jennifer Lopez will process your check.
- 📌 There may be a wait depending on closing volume that day.
- ⚠️ They are done in order so do not ask to have yours done first or while you wait.
- 💰 To get paid you must have submitted a loop through Dotloop

Fees on your own transactions (you as buyer or seller)

- ✅ If you buy or sell a property yourself there are still brokerage splits due.
- 💰 The \$595 Broker Admin fee is still due as well.
- 💰 You will owe RR your normal split on 3% of the sale price even if capped.
- ⚠️ If you aren't taking a commission you will need to write a check to RR

DMAAR/MLS Membership

- ✅ Apply for Membership – Complete your application ASAP!
- 💰 MLS entrance and annual fees: Approx. \$930 combined when you start
- 📞 MLS Support 1-833-753-0529

SUPRA E-KEY Activation

- 📞 Activate Supra E-Key: Call DMAAR – (515) 453-8491
- 💰 Lockbox Cost: New: \$107 (used options may be available).

Additional MLS affiliation

- ✓ We are members of other MLS associations that you might be interested in
- ◆ MY STATE MLS for mobile homes on leased land
- ◆ NO COAST MLS West Central Iowa Association of Realtors for SW Iowa Counties
- 📞 Call Mindy about membership applications
- \$ Each additional MLS will have a fee to join and a monthly fee at your expense.

ShowingTime Access

- 🏠 Schedule showings and receive showing requests through this application
- 📱 ShowingTime App: Download on iPhone/Android
- 📞 Problems? Contact Matthew Ottum at DMAAR – (515) 309-9337

Forewarn App

- 📱 Forewarn App: Download on iPhone/Android – DO NOT misuse!
- ? Go to www.DMAAR.com and go under the safety tab to get set up

Des Moines Area Association of Realtors Office

- 📍 DMAAR Office: 5950 Village View Suite 100, West Des Moines, IA 50266
- 📞 Phone: (515) 453-8491
- 🕒 Hours: 8:00 AM – 4:30 PM (Closed 12:00 PM – 1:00 PM for lunch)

Build Your Database – Start Now! Why it Matters:

- 🏠 Referrals & Repeat Business – A strong sphere brings steady clients.
- 📊 Higher Conversion Rates – Warm leads close faster.
- 📞 Easier Outreach – Feels natural, not like cold calling.
- 💰 Lower Marketing Costs – More cost-effective than chasing new leads.
- 🕒 Long-Term Growth – A nurtured sphere keeps your pipeline full.

Mobile Homes

- 🏠 We're licensed to sell mobile homes that are not on owned land
- ◆ Use the mobile home loop templates for correct documents
- ? Questions? Ask Stacey or other agents with experience.
- 📌 Lissa Baker, Sara Neilsen, Laura Velezquez, Melissa Thompson, Jessica Auch

HUD Homes bidding


 See instructions on bidding on a HUD home (HUD foreclosure)

We're licensed to sell mobile homes that are not on owned land


◆ Our NAID number is **MCNHLD1278**

RE/MAX REVOLUTION

 Our business name is MCN Holdings Inc doing business as RE/MAX REVOLUTION


 Our firm license number is F06080000

 Our TIN (Tax-payer identification number) is 83-3941278

 Our company FAX number is (515) 265-7206

 A W-9 is included in this booklet.

Final Thoughts

 We're excited to have you on board!

◆ Follow these steps to set yourself up for success at RE/MAX REVOLUTION!

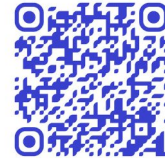
⚠ Keep in mind if you don't sell, we cannot keep you as an active RE/MAX REVOLUTION agent without having you pay a monthly fee of \$300/month.

 Questions? We're here to help! Stacey 515.202.2803 or Ryan 515.202.1019

💰 Let's go make some money selling real estate.

ADD OPEN HOUSE TO MLS (How-to)

See video on REV AGENTS – Agents only or this QR Code



1. On MLS – My Listings
2. My Active Listings
3. Find the listing
4. Check the box
5. Edit
6. Open Houses
7. Open House Type – Open House is MLS Wide
8. Date
9. Start Time
10. End Time
11. Refreshments offered? Yes or no
12. Enter description if you wish
13. Submit Listing

This distributes the open house info to Zillow and Realtor.com as well.

ADD PROPERTY PHOTOS TO MLS (How-to)

See video on REV AGENTS – Agents only or this QR Code



1. Download the property photos on your computer (unzipped)
2. On MLS – My Listings
3. My Active Listings
4. Find the listing
5. Check the box
6. Manage Photos
7. Browse
8. Find the photos on your computer
9. You can highlight multiple photos to upload at once
10. Open
11. It uploads the pics
12. Drag & Drop photos in order you wish (grab at top bar of photo)
13. Add descriptions of each picture if you wish
14. Certify & Save

REV SCRIPTS

See BLUE LINK on REV AGENTS –or this QR Code



Use this Word Press website to search for topics you might need help with as far as what to say to someone – Scripts for prospecting, telling your client the feedback that the house smells like pet odor, why we need social security numbers, Price reduction talk and much more.