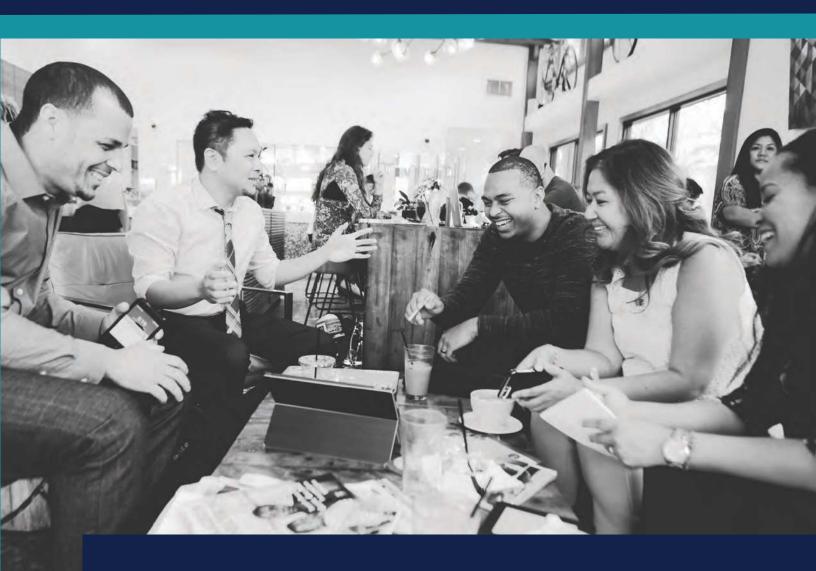
THE KEY PROJECT

A REALTY CO -



PROSPECTIVE AGENT BOOKLET

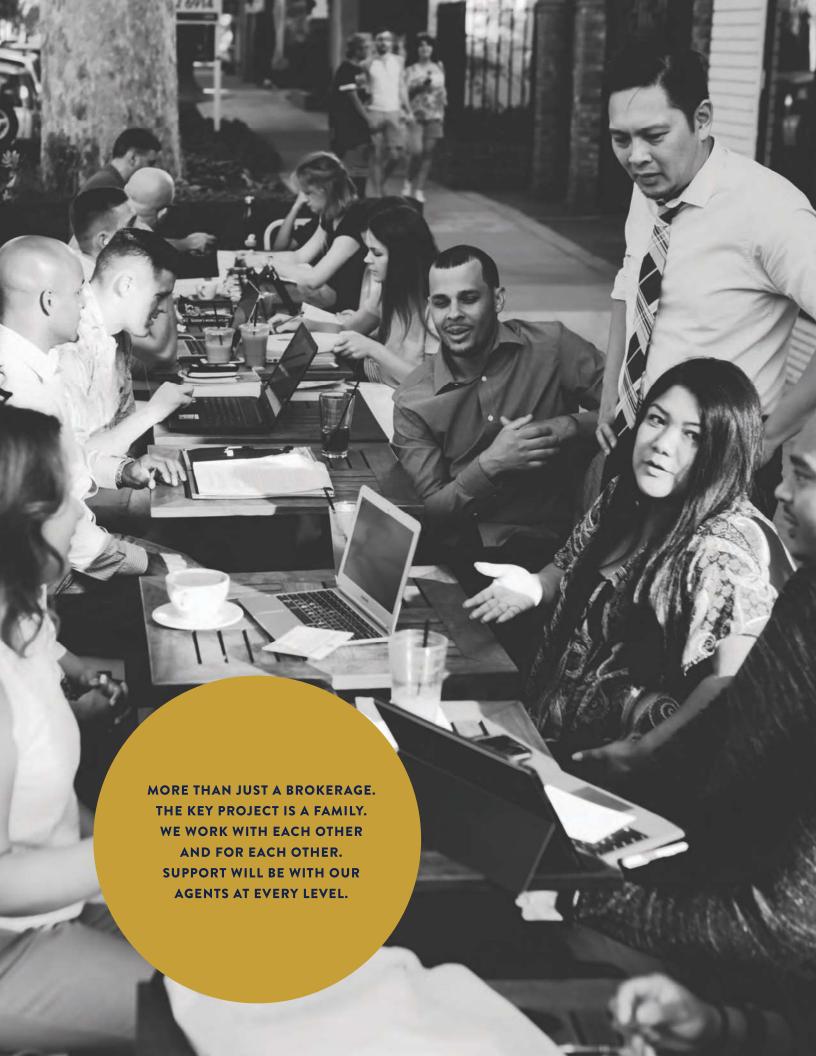
FOR NEW AND EXPERIENCED AGENTS

THEKEYPROJECTRE.COM

ABOUT THE KEY PROJECT

The Key Project (TKP) is a Sacramento real estate brokerage company that assists our clients in the purchase and sale of homes in the Northern California region. Our goal is to provide clients with a professional customer service experience while making the journey of the home buying/selling process an enjoyable one. We strive to work hard in our craft and consider it a privilege to serve our clients.







A NOTE FROM OUR OWNER

I would like to personally thank you for considering our real estate brokerage to begin or continue your real estate career. There are many wonderful offices to choose from and we are hopeful our company makes it into your list of final considerations. Since the inception of The Key Project (TKP), I am proud of the growth and progress our company has made in reaching more clients in the greater Northern California. Furthermore, I am beyond thrilled at the potential, talent, professionalism, and energy of our agent roster. You see, at the end of the day, a company is only as good as the agents that represent the brokerage and brand. As the owner and broker of TKP, and as a member of this industry for over 10 years, this is what I know as truth. Let us be the platform from which you succeed and grow. I promise that you will be trained and supported in every aspect of your career. So, what are you waiting for?

RESPECTFULLY YOURS,
JOHN JUSTO
BROKER, THE KEY PROJECT

THE KEY PROJECT DIFFERENCE

TEAMWORK

"Alone we can do so little; together we can do so much"

- Helen Keller.

The real estate industry can be a brutal, cutthroat business. Having a company support you in your growth (fellow agents and broker alike) will help your confidence and ability to learn your craft at your own pace. Agents within our office are learning every day: from lessons learned in the field, advice given from the company broker on a deal scenario, to chatting with fellow agents and their respective experiences. You will find that everyone will have a hand in your learning process if you seek it.

CULTURE

We do right by our clients. Always. We are advocates of ethical business practices; know that we try to adhere to this goal at all times. This extends to our agents in the field. We will put as much effort in helping your business grow as you do.

BROKER PARTICIPATION

TKP's broker, John Justo, will be active in mentoring, training, and answering questions for ALL agents. Access to your broker will be real-time. This business relationship between you and TKP is a partnership, and we will treat it as such.

COMMUNITY OFFICE SIGNS

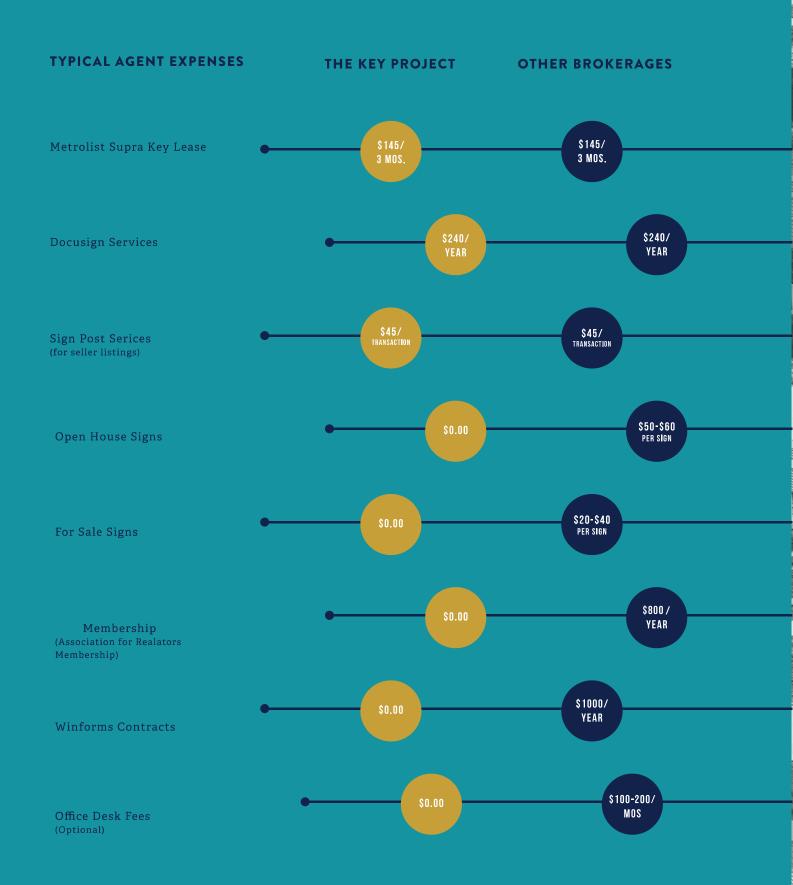
In the spirit of creating a sharing/support community for our agents, we have Open House, For Sale, and SOLD signs ready to be used when agents need it.

COMPETITIVE COMISSION

Since we work with agents to successfully do business in a home/satellite office based training, TKP isn't obligated to pay a lease on a brick and mortar location. We extend this savings to our agents and commission agreements.



THE KEY PROJECT DIFFERENCE





THE KEY PROJECT DIFFERENCE



- TKP Welcome bag of marketing products/tools to give to current and potential clients (pens, grocery tote bags, pens, keychains, etc.)
- Agent Polo(s) shirt for client showings and open house tours
- First box of agent business cards! You provide file, we will order the box!
- Paid Metrolist New Agent Training. You schedule with SAR, we reimburse you for attending



- Recruitment Bonus when recruited agent to TKP closes their first transaction with TKP
- Agent nets over \$30K for TKP within calendar year, any commission check after \$30K will be 100% yours until 12/31 of that calendar year
- End of the year fun Christmas bonus for:
 - · Recruited active agents
 - Most sales
 - · Social Media Ratings for TKP
- TKP agents receive an additional 10% on split agreement on any primary/investment property purchased by agents



- Partner Transaction. Agent works answers/advises all client questions, sets up client MLS email queries, and all paperwork (complete audited folder at close of transaction). TKP broker will schedule and
- represent agent in showings/appointments. At close of transaction, 50/50 partner split between agent and TKP
- Full Agent Commission. You are licensed to assist buyers and sellers in California. If you obtain a client and work the deal from beginning to the end of the transaction, you receive the full commission split agreed upon between yourself and TKP







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