

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.





**MORE THAN JUST A BROKERAGE.
THE KEY PROJECT IS A FAMILY.
WE WORK WITH EACH OTHER
AND FOR EACH OTHER.
SUPPORT WILL BE WITH OUR
AGENTS AT EVERY LEVEL.**

TEMPLE



KEY PROJECT A REALTY



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

A handwritten signature in white ink, appearing to read 'John Justo', is positioned to the right of the typed name. The signature is stylized and fluid.

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 COMMISSION

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.



WHY CHOOSE THE KEY PROJECT?

THE KEY PROJECT DIFFERENCE

LET US HELP YOU START YOUR
REAL ESTATE CAREER. WE
HAVE THOUGHT OF THE MANY
CHALLENGES NEW AGENTS
HAVE WHEN STARTING IN THE
REAL ESTATE INDUSTRY.

RECRUITMENT BONUSES

TKP offers recruiting bonuses to agents who bring in bright, quality individuals to our company. You are given a monetary bonus once your recruit closes their first transaction with the company.

IT JUST MAKES SENSE

TKP's business model for agents fits agents in every category from top producer status to start-up. It can be a difficult road with costly up-front expenses when starting your real estate career. We try to curb costs to make this transition as easy as possible and continue to extend it when business becomes consistent.

THE KEY PROJECT DIFFERENCE

TYPICAL AGENT EXPENSES

THE KEY PROJECT

OTHER BROKERAGES

Metrolist Supra Key Lease

\$145/
3 MOS.

\$145/
3 MOS.

DocuSign Services

\$240/
YEAR

\$240/
YEAR

Sign Post Services
(for seller listings)

\$45/
TRANSACTION

\$45/
TRANSACTION

Open House Signs

\$0.00

\$50-\$60
PER SIGN

For Sale Signs

\$0.00

\$20-\$40
PER SIGN

Membership
(Association for Realtors
Membership)

\$0.00

\$800/
YEAR

Winforms Contracts

\$0.00

\$1000/
YEAR

Office Desk Fees
(Optional)

\$0.00

\$100-200/
MOS



**WE TRY TO CURB COSTS
TO MAKE IS AS STRESS FREE
AS POSSIBLE FOR
NEW AGENTS. OUR AGENTS
SAVE OVER \$1000 PER
YEAR WHEN
COMPARED WITH OTHER
BROKERAGES!**

THE KEY PROJECT DIFFERENCE

WHAT DO INCOMING AGENTS RECEIVE WHEN SIGNING WITH TKP?



- 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

INCENTIVES/REWARDS FOR AGENTS:



- 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

Tiered Status as an Agent. We are not a traditional brokerage. You can do business with your license in a variety of ways that fit your desired time commitment and lifestyle!

- **Referral Agent.** Since you are licensed, any closed referral sent to the company's way will be worked by TKP. We promise to take care of your client! Once we close, you will receive a reverse commission based on the terms of agreement with TKP
- **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





JOIN OUR TEAM

If you are interested in learning more about joining our company, please contact TKP's broker, John J. Justo at 916-505-8236 or via email at john.justo@thekeyprojectre.com to meet and discuss this possibility.

We look forward to hearing from you!



DRE#02005890

916.505.8236

INFO@THEKEYPROJECTRE.COM

© 2016 THE KEY PROJECT

CONNECT WITH US

