



INCMOBILIA
REAL ESTATE

THE **SMART** BROKER GUIDE

INTRODUCTION

The task of an agent may seem daunting at first, but with an intelligent and professional Real Estate approach you will have closed your first deal with the least hassle.

This guide provides an overview of 10 key elements to stand out in the Real Estate world.

Incmobilia's support and the right tools will take you to the next level.

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1. IT'S MOBILE WORLD - MOBILE APP

It's a mobile world, you need to be aligned with how prospects and clients search.

Having a mobile app is no longer a luxury, but a necessary tool to maximize your efforts.

This amazing mobile app is powered by IDX, so your clients will be able to search:



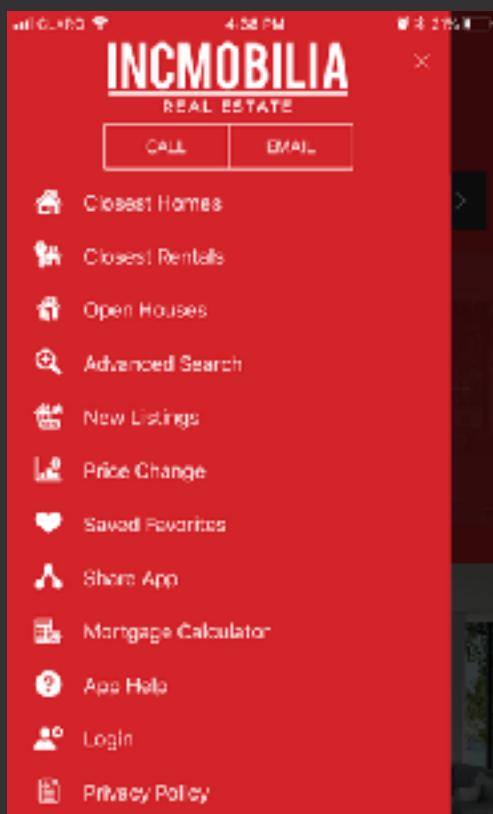
- MLS inventory All of your client's searches and questions will go directly to our agents.

By using our individually customized app you will elevate and grow your business.



Some of the benefits of using our Mobile App:

- Acquire New Leads
- Increase productivity
- Boost transaction opportunities
- Grow Repeat & Referral Business
- Win more listings



MORE INCREDIBLE FEATURES IN YOUR PERSONAL APP...

- Location GPS search shows nearby homes
 - Closest homes and rentals
 - Open houses
 - Advanced search
 - New listings
 - Price changes

2. COMMISSION ADVANCES

AT NO COST TO OUR AGENTS Improve your cash flow. We understand it is hard for the majority of agents to do Real Estate full time, due to the fact that it takes 30 to 40 days to get paid in a regular rental transaction, and up to 90 days on a sale transaction.



THIS IS HOW IT WORKS FOR RENTAL TRANSACTIONS:

In Florida we will advance the commissions once we have a fully executed contract and the equivalent to one month deposit in our escrow account.



INCMOBILIA pays you immediately, don't wait up to 30 days to get paid.

In New York ...

3. HIGH COMMISSION SPLITS

Choosing your brokerage firm is not a simple decision. Weigh the services that your broker



provides; as well as the expected number of prospect leads and their quality, and any technology they might be providing

you.

Real estate commission splits aren't easy to analyze.

These factors will help you determine the best place to increase your net income: What You Need To Know About The Law Of Averages.

You Have To Know Where You're Going

The percentage split is an amount agreed to by the broker and the agent and usually reflects the level of services, support and the volume of business the broker provides.

Our commission splits are always the same, no hidden fees or any other unusual payments.

HOME OF THE **SMART** BROKER

12

In South Florida our splits are:

80/20 FOR ALL RENTAL TRANSACTIONS

90/10 FOR ALL SALES TRANSACTIONS

In New York the splits are:

80/20 FOR ALL TRANSACTIONS,
RENTALS, AND SALES.

4. NO MONTHLY FEES

At Incmobilia you will never pay any transaction or monthly fee. This is especially convenient for your Real Estate career

- Not having clear your commission income, can be very stressful.
- Paying a fee per transaction, can also reduce your income.



At Incmobilia you will never be surprised with hidden fees.

5. WORK FROM ANYWHERE

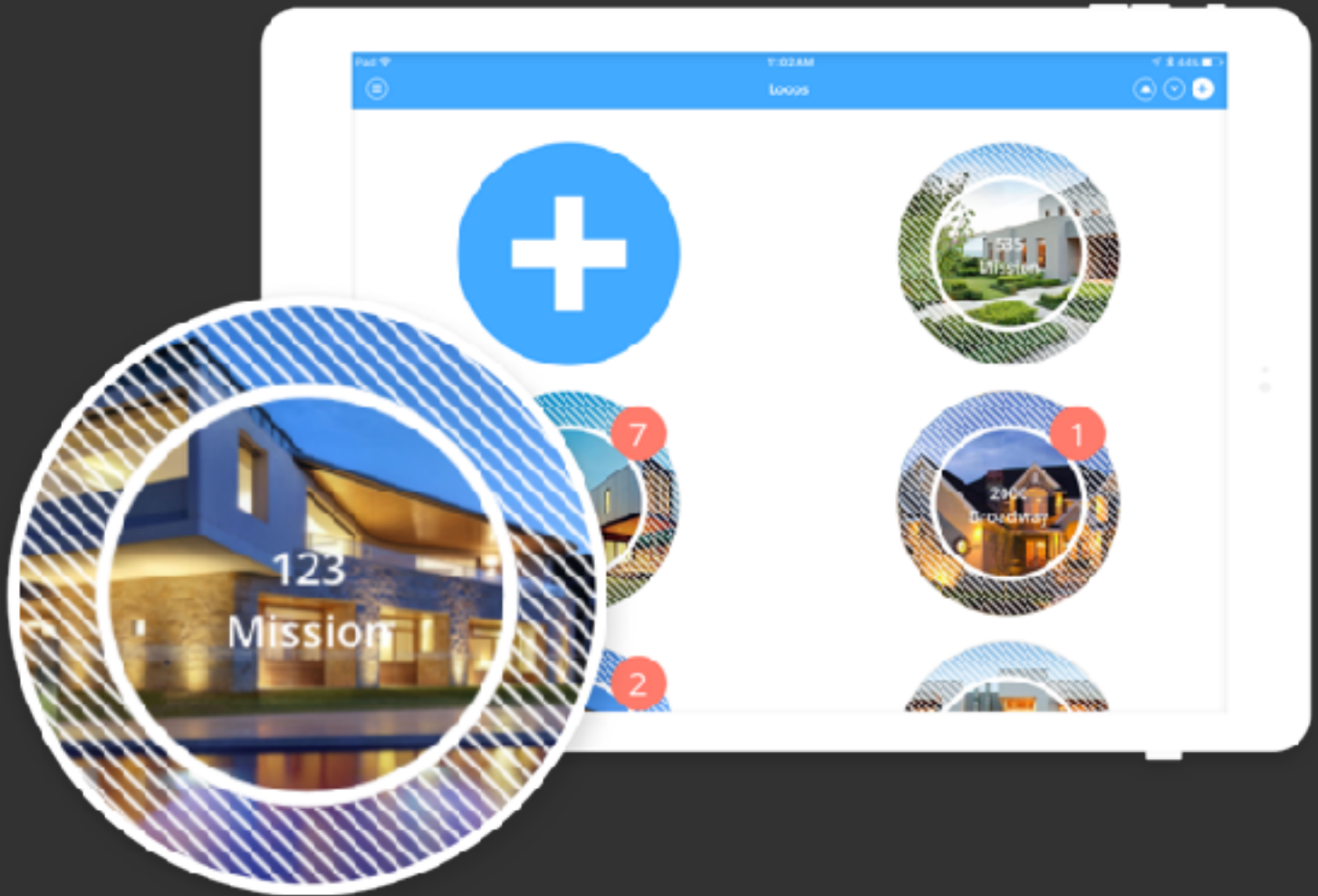
You can work from anywhere or work on the go, in a professional and productive way.

We provide:

FREE DOTLOOP ACCOUNT¹: Edit, Share, E-sign, Store Documents and transactions securely on the go.

- Say goodbye to paperwork! Access and auto-fill forms so you can work smarter!

¹ <https://www.dotloop.com>



- Deliver a seamless end-to-end experience that wows your clients - and their referrals.

- Whether you're on the road at the beach, get deals done with dotloop for iOS and Android.
- Access and update transactions wherever you are.
- Delight your clients with a sleek e signature experience that swiftly turns that dream house into their dream home.
- Effortless editing, sharing, and e-signing is just the tip of the iceberg, —dotloop also helps you reduce error, stay compliant, and store transactions securely.

FREE PRO EMAIL WITH GOOGLE G SUITE²: Send professional email from your business web address and create group mailing lists.

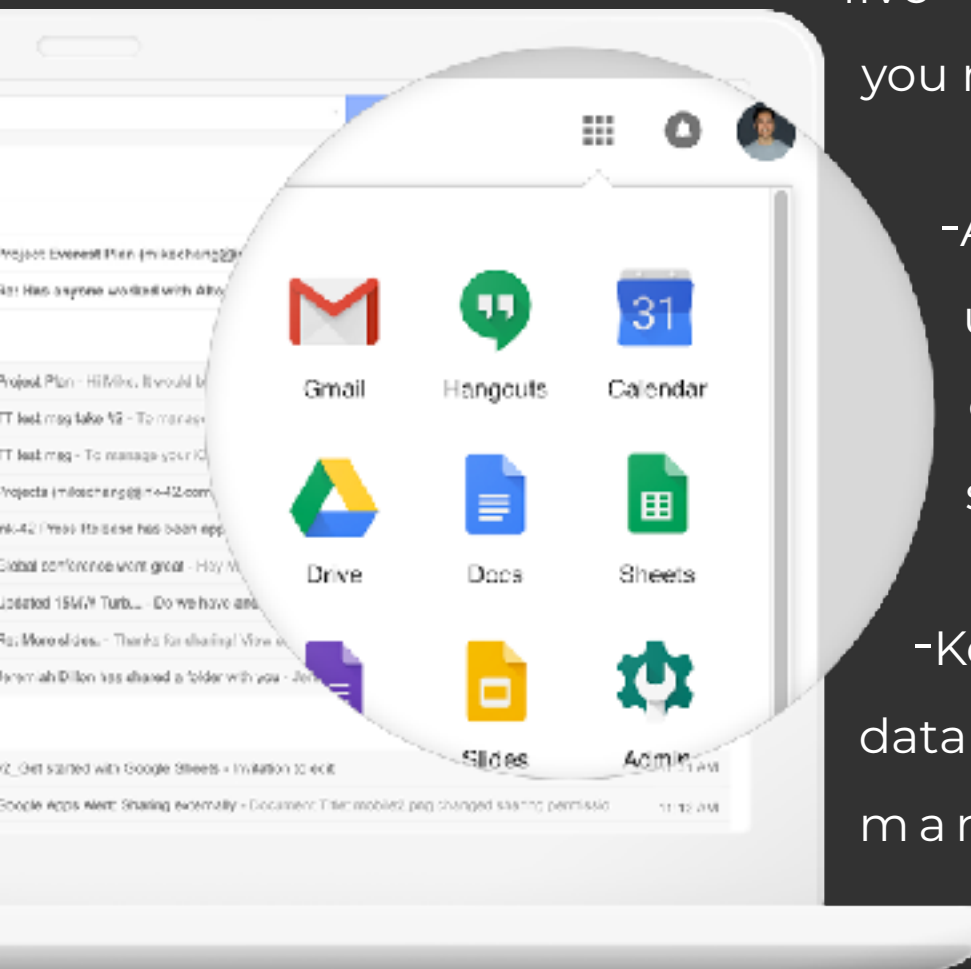
Everything you need in one package.



- G Suite's Basic edition includes 30GB of online storage per user. For unlimited storage, upgrade to the Business or Enterprise edition.

² <https://gsuite.google.com/intl/en/>

- Call or email Google support to get help from a live person whenever you need it.



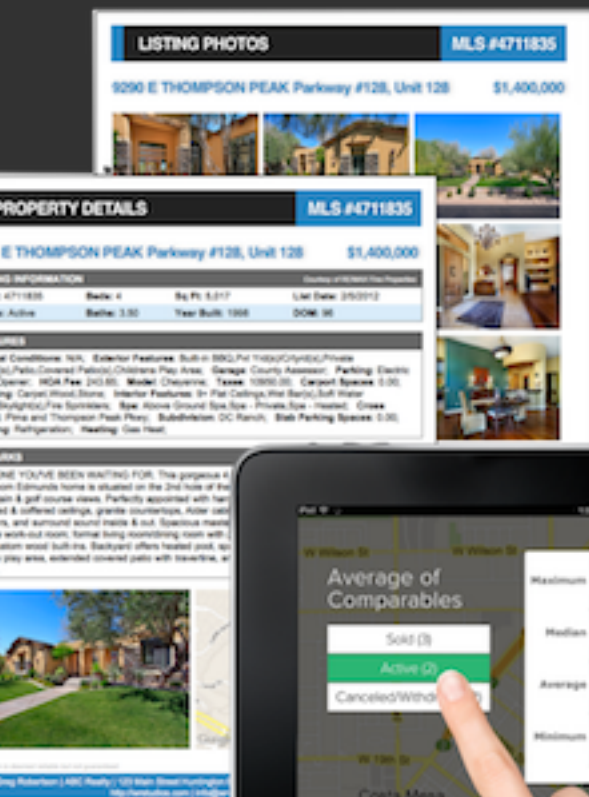
- Add and remove users, set up groups, and add security options.

- Keep your company data secure with device management that allows you to easily locate

devices, require passwords, and erase data if needed.

- Use our migration tools and services to move your organization's important data to G Suite from your current storage solutions.

FREE ICLOUD CMA³: Create amazing reports that help you write more offers and win more listings.



Impress your client and get that listing! CMA created, begins with an explanation of the contents and the purpose of the information. This will help solidify your position as an

authority on local real estate trends and prices, and build a trusted and secure relationship with the client.

- The best in real estate CMA software... Get everything your client needs in one simple, effective, and beautiful presentation. Make a great first impression. Every report will contain the following information:

- Your photo and contact information.
- QR code allows clients to download the entire PDF report on their smartphone or tablet.

The screenshot displays the 'Cloud CMA' web application interface. At the top, there's a navigation bar with links for 'Home', 'About', 'Contact', and 'Help'. Below this is a 'Create CMA Report' section with a progress bar showing steps: 'Create', 'Compare', 'Generate', and 'Print'. The main form is divided into two columns. The left column, titled 'Merge the report', includes a 'Client' field, a 'Notes' section with a placeholder for a photo and text, and a 'Property Type' dropdown. The right column, titled 'Subject Property', includes an 'Address' field, a 'County' dropdown, and a 'Property Type' dropdown. Below these columns is a section titled 'How do you want to get comparative listings?' with two options: 'Locality what you want - By MLV Number' and 'Quick and Easy - By Address'. Each option has a 'Go' button. At the bottom, there are two yellow callout boxes: one for 'Get exactly the listings you want by narrowing down to our Report by the MLV Number' and another for 'This is the most automatically generated CMA Report by the Subject Property'.

- Explanation of short sales and foreclosures and how they affect sale prices in your client's neighborhood.
- Information on what goes into calculating the value of a home.
- Map of the comparable listings in the client's area.
- List of comparable properties in the client's area with listing status and price.
- Listing information and photos for all properties in the report used for comparison.
- Property analysis for active, expired, canceled, and sold listings.

- Suggested listing price for the client's listing.
 - Commission breakdown.
 - Additional information on why your client needs a real estate agent, strategic pricing and timing, and why first impressions with their property are important.
- Customize it your way! You can customize your report in any way you like to communicate this information to your prospective clients. Choose your colors, fonts, page layout, and even create your own custom pages.
 - CMA makes it easy to generate beautiful client reports by connecting directly with your MLS.

6. IN HOUSE ATTORNEY & TITTLE CO

Get expert advise from our in-house attorney.

Incmobilia InHouse Attorney has substantial experience in various aspects of real estate law, as it has successfully represented its clients in a wide range of matters which includes:

Real Estate Litigation

- Landlord/Tenant Disputes
- Breach of Lease

- Boundary Disputes
- Easement Disputes
- Eminent Domain
- Workouts and Foreclosure
- Judicial Foreclosure
- Real Estate Broker/Agent Liability
- Land Use

Real Estate Transactions

- Commercial Office and Retail Leasing
- Property Acquisitions/Dispositions

- Common Interest Developments, both Commercial and Residential

7. LEAD GENERATION PLATFORM

With such a big market it can be confusing for a Realtor to know where and how to generate leads that convert.

With your customized syndication platform, you will be able to narrow



down the options to ensure you get an unbeatable ROI.

Incmobilia uses high quality data to provide automated home value reports which are updated monthly.

Get access to exclusive leads, and boost your online presence with a stunning agent profile.

8. QUALITY LEADS

What is a Real Estate lead? Basically is the name and contact information for someone who is potentially a future client. But is not that simple; you need to get them to become a prospect, then a client, then a closed client.

In today's real estate market, finding leads isn't the problem, but converting them.

What you do with your leads is what really matters. How are you going to take all those potential clients to the closing table?

Incmobilia gives you ample opportunities to stay on top of your leads. What should you expect from us: We make the technology work for You.

We know that many of your leads might not be ready to purchase right away; but that doesn't mean you should ignore them.

An CRM, able to see what homes a lead is looking at (including the photos of that house), and should then suggest other homes that look visually similar.

Providing this level of personalized service you will be seen by potential clients as the real estate expert who understands their taste.

- You will be able to see that a lead has looked at a listing and will automatically text the prospect asking if he or she is ready to set up a time to view the property. So you will be seen as an expert able to anticipate their needs.
- You will get a daily list of contacts you need to touch base with.
- With Incmobilia's support and smart tools you will be able to stay on top of your leads' activity without having to spend much time tracking them.

No. 1 MISTAKE Real estate agents have this idea that if a lead isn't ready right now, it's a dead-end lead. And they make the mistake of giving up on that lead.

- So you are constantly out having to generate more and more leads.
- If you are only generating leads, you will reach a point that it's not possible to generate anymore than you already have.

THE SOLUTION....

- Nurture your leads. You spent time, energy and money generating the lead, now nurture it.

- Start treating your leads like the absolute gold that they are.
- Incmobilia will help you save time, energy and, yes, even some money

REMEMBER When you are nurturing leads, you are also, in a top secret way, lead generating.

9. BROKER SUPPORT

24/7

**BROKERS SUPPORT
+ SUPPORT CHAT**

At the beginning of your Real Estate career, one of the biggest choices you'll make is selecting the adequate Broker for you.

And one of the biggest consideration is how much support you want from them.

You may need real estate broker support in the form of lead generation, education resources, and advice.

What type of support can you expect from us?

- Office Space (Miami)
- Real estate Lead generation
- Sales Training

- Training and webinars
- Lead generation
- Mentoring
- Errors & Omissions Insurance
- Help with closings and transactions

THE HARDEST PART...

Perfecting lead generation... It can take months before you've developed a steady stream of buyers

and sellers to work with, and that is the most valuable asset you will get from Incmobilia.

MENTORING...

Having a mentor to turn to during a tough transaction, or when you need some ideas for growing your network or prospecting new clients, can be quite valuable.

SALES TRAINING...

The art of the sale can be difficult to learn without real-life experience. Selling is an art that can be



learned. If you come from a previous sales career, maybe you don't need real estate sales training. Incmobilia offers real estate sales training.

BROKERING FOR SUCCESS...

The fact is, unless you have a broker's license, you will be required to work with a brokerage. The level of real estate broker support you will receive with Incmobilia plays an important role in your success.

10. E & O INSURANCE COVERED BY US

No matter how careful you are, lawsuits can be filed against real estate agents and brokerages. The lawsuits might be unfounded but legal expenses must be paid no matter who wins in court.

These costs can be devastating to an agent's finances.

Errors and omissions insurance (E&O) is a type of malpractice insurance coverage for real estate professionals to help them avoid coming out of pocket for these costs.

WHAT IS E&O INSURANCE?

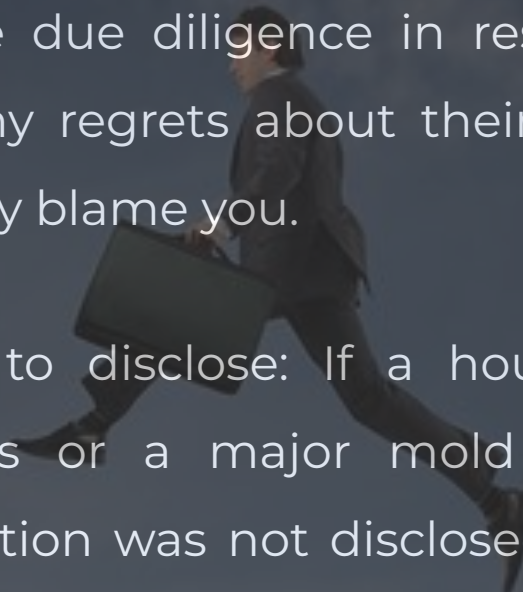
The insurance company defends the claim , it pays any settlement or judgment against the agent.

You can be covered and protected against any financial losses.

All real estate transactions are covered under our E&O insurance policy.

This insurance covers the following:

Timely manner: Not acting in time can result in lost opportunities for both buyers and sellers.

- 
- A man in a dark suit and tie is running from left to right across the frame. He is carrying a black briefcase in his right hand. The background is a dark, cloudy sky. The overall tone is urgent and professional.
- Exercise due diligence in research: If the buyer have any regrets about their purchase they will probably blame you.
 - Failure to disclose: If a house has lead paint, asbestos or a major mold problem and this information was not disclosed to the buyers, the real estate agents who handled the transaction may be blamed.
 - Open house property damage: Sellers entrust you with their property while you are showing their houses to potential buyers. If any damage occurs you will be blamed.

- Secure electronic data: Your clients entrust you their personal and financial data. If their information got stolen or improperly used; they can sue you for actual or potential damages.

11. AMAZING WORKING ENVIRONMENT

CONNECT & WORK TOGETHER...

Whether you need a desk, office suite, we offer an environment where you can collaborate and increase productivity.

We are in this together. You will always get support for one another.

Is not only about the space, but the support of more than 200 Hundred Agents.

A background image of a city skyline at sunset or sunrise, with buildings illuminated by warm light and reflected in the water. A dark grey semi-transparent rectangle is overlaid on the image, containing the text.

BECOME A **SMART** BROKER TODAY

WWW.INCMOBILIA.COM