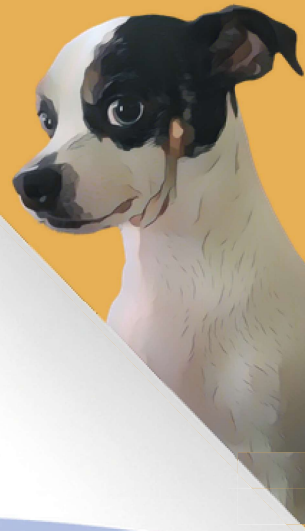


**MEET STEVE:
FROM RESCUE TO REAL ESTATE.**



ATLAS SOUTH BAY

THE SCOOP

**A NOTE FROM ALISON HAMM,
BROKER/OWNER.**

**WHAT'S IT REALLY LIKE IN A
BOUTIQUE BROKERAGE?**

**TRAINING, TECHNOLOGY, SUPPORT:
CAN YOU REALLY HAVE IT ALL?**

FASHION QUIZ:

IS ATLAS SOUTH BAY THE RIGHT FIT FOR YOU?

**IT PAYS
TO JOIN STEVE'S PACK.**

A NOTE FROM ALISON HAMM, BROKER/OWNER

If you're reading this, you're probably curious about Atlas South Bay Realty. Good news: you don't have to sit through a sales pitch to find out more. That's genuinely not how we operate.

Maybe you're brand new to real estate and still sorting out what a "brokerage" actually does for you, or maybe you've been doing this a while and are quietly wondering if the grass is greener somewhere else. I get it. I'd wonder too, so let me save you some wondering.

Atlas isn't built around production quotas or a whiteboard somewhere tracking who's ahead and who's behind. We're built around relationships... the kind where people actually know your name and not just your numbers.

We believe agents deserve support that shows up when it's needed, not just when it's convenient, and a broker who answers the phone.

Curious about Atlas South Bay?
Go ahead and flip through this magazine.
Take a real look behind the scenes. You'll
see who we are, how we work, and what
it's actually like here on a Tuesday
afternoon, not just in a highlight reel.

No polish, no spin. Just us.

♡ Alison



MEET STEVE: FROM RESCUE TO REAL ESTATE

Let's talk about the real MVP of Atlas South Bay Realty.

Steve is a side-eye-giving, sarcastic dog who did not have an easy start. He spent his early days in a crate with no socialization, and by the time he landed at a rescue, he was terrified. Terrified dogs don't always show it in ways that make sense to us. Steve bit some people and got kicked out of three foster homes. A vet even recommended putting him down, calling him "aggressive."

Here's the thing people missed: Steve wasn't aggressive. He was scared. That's a big difference, even if it looks the same from across the room. Then Steve found his people... the kind who understood a scared dog needs patience, not a verdict. They socialized him, stayed calm when he wasn't, and gave him time instead of a deadline. The dog who used to bite out of fear became the sweetest boy you'll ever meet. He was always a good boy. He just needed someone to believe in him.

These days, Steve holds an official title: Chief Fetching Officer. His entire job is fetching - great houses. Don't bother with a tennis ball. He'll give you a look that says, "I don't think so."

Steve: Rescue Dog, Face of Atlas South Bay, Resident CFO, and Everybody's Favorite Blue-eyed Boy.



TRAINING

Training here looks a little different than what you might be used to. There's no set curriculum to sit through, no binder to work your way down. Instead, new agents get real, one-on-one mentoring and guidance from your broker... the kind of support that actually matters when you're starting out. That means understanding contracts and documents, so you're not guessing your way through a transaction, learning how to properly list a home, and figuring out how to build a business that's actually yours, not a copy of someone else's playbook.

Our office is remote, so a lot of that guidance happens virtually through a phone call, a screen share, a quick message when something comes up, and you need an answer fast. If in-person training makes more sense for what you're working through, that's absolutely on the table too. If a situation calls for something more structured, Alison will put together formal training to walk you through it step by step. It just won't be a rigid program you're locked into whether it fits your needs or not. Training here bends around you, not the other way around.

One more thing worth mentioning: Alison is allergic to the word “mandatory.” You're a business owner, not an employee clocking in on someone else's schedule. Support is here when you want it and need it, not forced onto your calendar because it's Tuesday.

At the end of the day, what you put into your business is what you'll get out of it, and our job is to make sure that effort actually pays off. We're here to help you build real skills, real confidence, and a real business, so that when you put in the work, it takes you somewhere.

TECHNOLOGY

YOUR PERSONAL WEBSITE & CRM

Lofty is our CRM — the tool that keeps leads organized, follow-ups on time, and agents from relying on sticky notes and memory. Built specifically for real estate, so agents spend less time managing data and more time closing deals.



YOUR BRANDED APP



Closely is the client-facing app that comes with Lofty — the one your buyers and sellers actually use. Clients can search properties, compare listings, save favorites, get notifications, and message their agent in real time, all from one app. It's their own personalized front row seat to the home search, so they're not stuck refreshing Zillow and wondering what's new.

YOUR TRANSACTION MANAGEMENT PLATFORM

BoldTrail is our back-office system — the one keeping transactions, commissions, and paperwork from turning into chaos. It handles transaction management with e-signature, commission automation, accounting, agent management, and reporting, all in one place. No spreadsheets, no chasing down signatures, no manually doing commission math at 9pm. Just a clean paper trail from contract to close.



SUPPORT

Support is more than a nice word on a page. It's built into how the brokerage actually operates day to day. When you have a question, you get an answer... not a voicemail, not a three-day wait, not a form to fill out and forget about. Alison answers the phone, and if she doesn't know the answer right away, she'll find it and follow up.

Because our office is remote, support happens wherever you are, through a quick call, a text, a video chat if it's something that needs a screen or a longer conversation. Distance doesn't mean distant. You're never left to figure things out completely on your own just because nobody's sitting in the next office over.

Support also means honesty. Your broker isn't going to tell you what you want to hear just to keep things smooth. You'll get real, straightforward advice you can trust. That's what actually helps you grow, instead of just feeling good in the moment.

It's not just about problem-solving when something goes wrong. It's about being in your corner from the beginning, helping you think through a tricky contract, talk through a negotiation, or just be a sounding board when you need one.

You're running your own business, but you're not running it alone.

WHAT'S IT REALLY LIKE IN A BOUTIQUE BROKERAGE?

BIG BROKERAGE

CALL THE OFFICE

TONS OF AGENTS

GENERIC TRAINING

CORPORATE
STRUCTURE

YOU'RE A
NUMBER

ATLAS SOUTH BAY

CALL ALISON

STEVE & A FEW

PERSONAL TRAINING

FLEXIBLE &
APPROACHABLE

YOU'RE PART OF THE
TEAM

FASHION QUIZ:

IS ATLAS SOUTH BAY THE RIGHT FIT FOR YOU?

What's your go-to style?

- A) Classic and timeless — I like knowing what works
- B) Bold and statement-making — I want to stand out
- C) Comfortable and practical — function over flash
- D) Constantly evolving — I like trying new things

How do you feel about a "one size fits all" outfit?

- A) Hard pass — nothing fits everyone the same way
- B) It's fine if it's a good basic
- C) Depends on the occasion
- D) I'd rather have it tailored just for me

When you're getting dressed for something important, what do you want most?

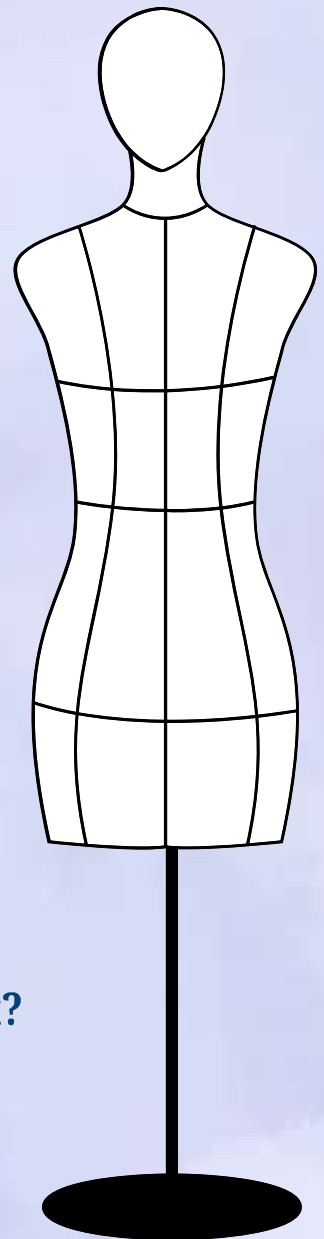
- A) Someone to help me pick the right look
- B) Full creative control — I've got this
- C) A quick second opinion, then I'm out the door
- D) Someone who tells me the truth if it's not working

Your closet philosophy is closer to:

- A) Quality over quantity — invest in pieces that last
- B) Trendy and fast — keep up with what's moving
- C) A mix of both, depending on the season
- D) Minimal and low-maintenance — I don't overthink it

If your outfit needed a last-minute fix five minutes before you walked out the door, what would you want?

- A) Someone who actually picks up the phone when I call
- B) I'll figure it out myself, thanks
- C) A group chat full of opinions
- D) A tailor on speed dial



FASHION QUIZ:

RESULTS

Mostly A's — You like a trusted stylist, not a mannequin.

You want guidance, not a cookie-cutter approach. You like knowing someone's actually paying attention to what fits you — not handing you whatever's on the rack. That's Atlas. No production quotas, no one-size-fits-all playbook. Just real support, tailored to how you work.

Mostly B's — You know exactly what you want, and that's a good thing.

You're independent, confident, and don't need someone hovering over your shoulder. Atlas gives you the freedom to run your business your way — while still having a broker in your corner if you ever want a second opinion.

Independence with backup, not micromanagement.

Mostly C's — You like options, but you don't want the runaround.

You're flexible and can go with the flow, but when you need something, you need it now — not after three follow-up emails. At Atlas, when you call, someone actually answers. No chasing people down, no waiting around for a callback that never comes.

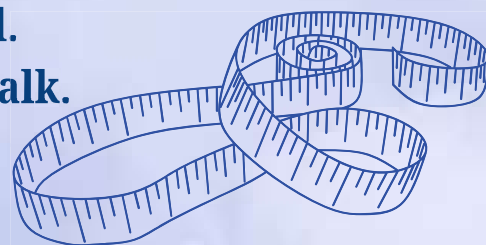
Mostly D's — You want it honest, and you want it real.

You're not interested in fluff or flattery — you want the truth, even when it's not the easy answer. That's exactly what you'll get here. Straightforward advice, real mentoring, and a broker who tells you what you need to hear, not just what sounds good.

However you scored, here's the bottom line:

Styles... and brokerages... aren't one-size-fits-all.

If what you read sounds like a fit, we'd love to talk.



IT PAYS TO JOIN STEVE'S PACK

Alpha Dog
25+ transactions
90/10 split

Pack Leader
16-24 transactions
85/15 split

Top Dog in Training
5-15 transactions
80/20 split

Puppy Level
0-4 transactions
70/30 split

HERE'S THE SCOOP:

All commission splits include a 4% franchise fee.

Add 10% to broker's split for leads provided by brokerage.

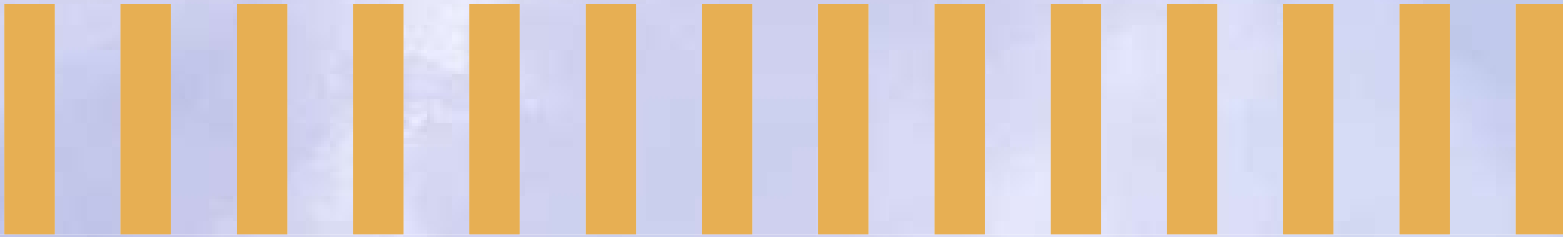
Transaction counts are lifetime and not annually.

There is an \$18,000 cap that restarts annually. After cap reached, \$100 per transaction, plus 4% franchise fee.

Each agent pays a \$60 per month technology fee to Atlas Real Estate.

E&O Insurance to cover Atlas South Bay Realty is included. Agents can opt to buy personal E&O.





**HAVE QUESTIONS?
READY FOR A CHANGE?
WANT TO KNOW MORE?**

**JUST REACH OUT.
WE'RE HERE TO ANSWER.**

**ALISON HAMM (& STEVE!)
813.419.0067
ATLASSOUTHBAY@GMAIL.COM
ATLASSOUTHBAY.COM**

