



**1<sup>ST</sup> CLASS**  
REAL ESTATE

# 1ST CLASS AGENT SUCCESS TOOLS

---

WELCOME TO 1ST CLASS REAL ESTATE



**1<sup>ST</sup> CLASS**  
REAL ESTATE

1<sup>ST</sup> CLASS



# MARKETING PORTAL

**Are you looking for NEW & CREATIVE ways to market your listings, generate leads, & recruit agents?**

Whether you're looking to create flyers, social media posts, or email campaigns, our portal has everything you need to make your marketing materials stand out. Plus, all of our templates and graphics are completely customizable, so you can easily tailor them to fit your unique brand and style. Visit [1stClassMarketingPortal.com](https://1stClassMarketingPortal.com) today and take your real estate marketing to the next level!

## MARKETING & TEMPLATES

- Social Media Training
- Brand Guides
- Editable Presentations
- BOA Templates
- Social Media Graphics
- Email Signature
- Templates
- Discount Codes
- Agent Templates
- Marketing Vendors
- So Much More!





**1<sup>ST</sup> CLASS**  
REAL ESTATE



## **The Industry's Most Powerful CRM Platform**

- **Lead generation and management in one place**
- **AI-powered follow-up and smart action plans**
- **Integrated website + IDX search**
- **Automated email, text, and drip campaigns**
- **Real-time behavior tracking for your leads**
- **Built-in dialer and conversation recording**
- **Pipeline, task, and transaction management**
- **Team performance dashboards and reporting**
- **Mobile app for full on-the-go functionality**
- **Integrations with major real estate platforms and tools**

Lofty is one of the most powerful and intuitive CRMs available for real estate professionals, giving agents everything they need to generate, nurture, and convert leads at a higher level. Its all-in-one platform streamlines your daily workflow, centralizes your communication, and keeps you focused on revenue-producing activities. With smart automation, AI-driven follow-up, and seamless integration across marketing, transactions, and team management, Lofty helps agents stay organized, work faster, and close more deals with less effort. It's built for agents who want efficiency, scalability, and real results.

**1<sup>ST</sup> CLASS REAL ESTATE**  
**SWAG**  
**APPAREL**  
**NOW AVAILABLE**

**SHOP NOW**

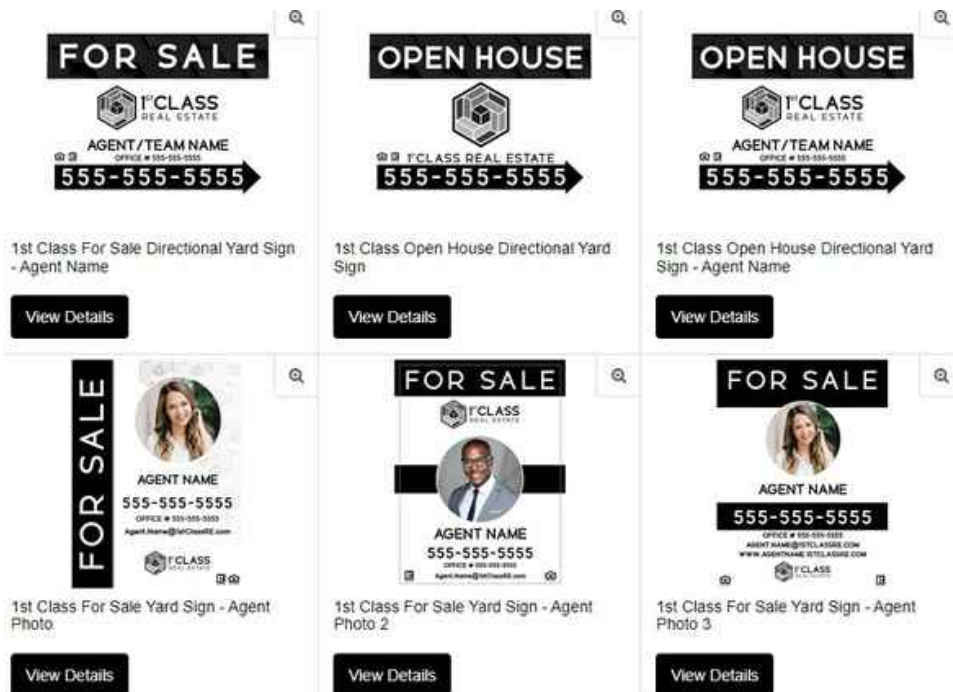


## SIGNS, SWAG, & OFFICE ESSENTIALS ARE JUST A CLICK AWAY

Elevate Your Brand with Our 1<sup>st</sup> Class Swag Store. Quickly customize and order your branded materials!

### Gear Up for Success:

- Affordable &
- Competitive Pricing
- Custom Signs
- Business Cards
- 1st Class Apparel
- Marketing Products
- So Much More!



**Visit 1stClassSwag.com**  
**To Shop Now!**





Instant **graphics** for all key **social media** platforms

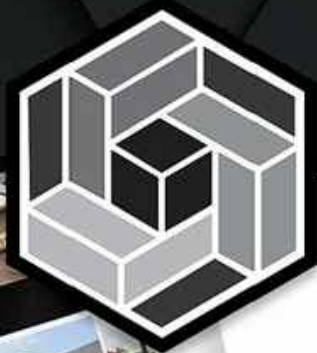


**Simply Download The Image & Post!**



**Visit [1stClassMarketingPortal.com](http://1stClassMarketingPortal.com) To View All Free Graphics**



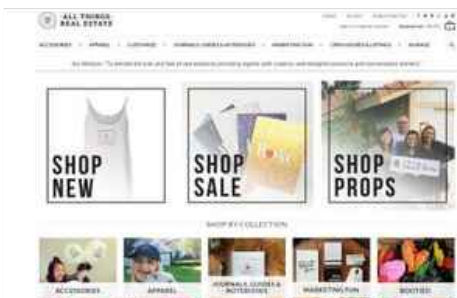


1STCLASSMARKETINGPORTAL.COM

# 1ST CLASS DISCOUNT CODES

SHOP NOW

1st Class partnered up with online stores to make sure you have unlimited marketing and closing gift options to choose from at a discounted price!! **Up To 20% Off!!**



**ALL THINGS REAL ESTATE**



**PERSONAL CREATIONS**



**WINE COUNTRY GIFT BASKETS**



**PROFLOWERS**



**SHARI'S BERRIES**



**LA BELLA BASKETS & GIFTS**

**Visit 1stClassMarketingPortal.com To Shop Now!**





## EASILY CREATE & EDIT 1ST CLASS FLYERS WITH DRAG & DROP + EASY EDIT TEXT TOOLS

123 MAIN STREET VIRGINIA BEACH, VA 23451

**OPEN HOUSE**

Saturday 8/25 3:00PM - 5:30PM

**Beautiful Luxury Home**

Don't miss this incredible opportunity to view this exquisite waterfront custom home located in one of the most desirable areas in the country. This home is a true masterpiece of architecture and design, featuring a stunning exterior with a mix of stone and brick. The interior is equally impressive, with high ceilings, hardwood floors, and a gourmet kitchen. The home is surrounded by lush landscaping and a private pool. Don't miss this opportunity to view this incredible home. Call now to schedule your viewing.

AGENT NAME  
REAL ESTATE AGENT

757-555-5555  
www.1stclassre.com

1st CLASS REAL ESTATE

CALL NOW: 757-555-5555

123 MAIN STREET  
CITY, STATE 23333

**FOR SALE**

OFFERED AT  
\$500,000  
5 BED | 3 BATH  
2,500 SQFT

**Beautiful Luxury Home**

Don't miss this incredible opportunity to view this exquisite waterfront custom home located in one of the most desirable areas in the country. This home is a true masterpiece of architecture and design, featuring a stunning exterior with a mix of stone and brick. The interior is equally impressive, with high ceilings, hardwood floors, and a gourmet kitchen. The home is surrounded by lush landscaping and a private pool. Don't miss this opportunity to view this incredible home. Call now to schedule your viewing.

AGENT NAME  
REAL ESTATE AGENT

757-555-5555  
www.1stclassre.com

1st CLASS REAL ESTATE

CALL NOW: 757-555-5555

123 MAIN STREET VIRGINIA BEACH, VA 23451

**PRICE REDUCED**

\$250,000

**Beautiful Home**

Don't miss this incredible opportunity to view this exquisite waterfront custom home located in one of the most desirable areas in the country. This home is a true masterpiece of architecture and design, featuring a stunning exterior with a mix of stone and brick. The interior is equally impressive, with high ceilings, hardwood floors, and a gourmet kitchen. The home is surrounded by lush landscaping and a private pool. Don't miss this opportunity to view this incredible home. Call now to schedule your viewing.

AGENT NAME  
REAL ESTATE AGENT

757-555-5555  
www.1stclassre.com

1st CLASS REAL ESTATE

CALL NOW: 757-555-5555

## WE SUPPLY FREE PREMADE CUSTOMIZABLE CONTENT

- ☐
- ☐
- ☐
- ☐
- ☐
- ☐

Flyer Templates  
Recruiting Images  
Social Media Graphics  
Marketing Materials  
Brochures  
Home Buyer/Seller Packets

UNDER CONTRACT

123 MAIN STREET, CITY STATE XXXX

**JUST SOLD**

123 MAIN STREET  
CITY, STATE XXXXX

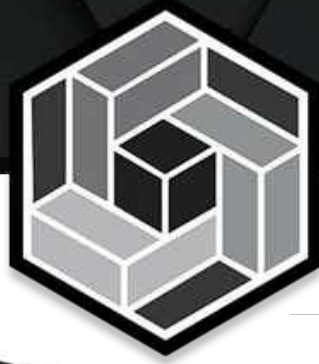
AGENT NAME  
REAL ESTATE AGENT

555-555-5555

1st CLASS REAL ESTATE

AGENTS.COM | AGENTNAME.1STCLASSRE.COM

Visit [1stClassMarketingPortal.com](http://1stClassMarketingPortal.com) To View All Templates

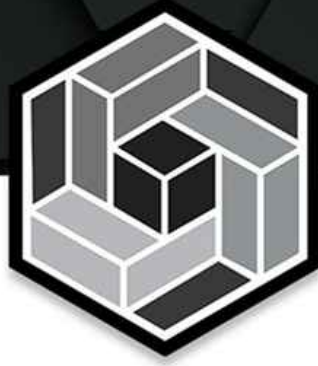


Create a Personalized, Professional **Email Signature**  
in minutes with our easy-to-use templates!



Visit [1stClassMarketingPortal.com](https://1stClassMarketingPortal.com) and click on one of the template options to get started!





# YOUR CLIENT'S FREE AUTOMATED MOVING ASSISTANT

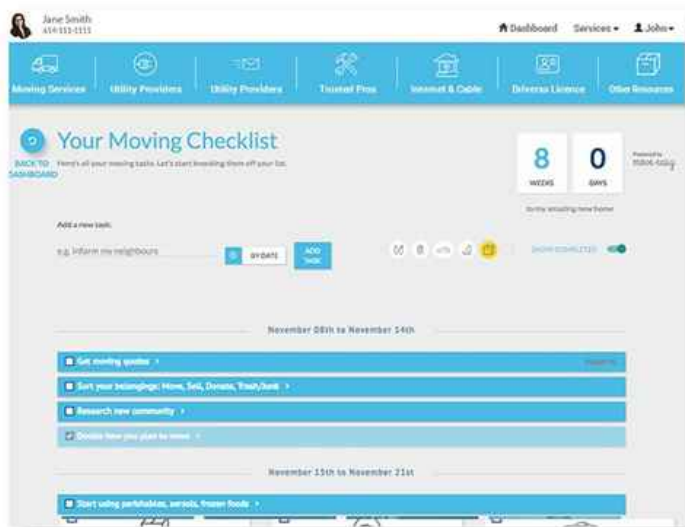
## SAVE CLIENTS TIME, MONEY & HASSLE ALL MOVING TOOLS IN ONE PLACE!



# AND 100% FREE!

ONCE A TRANSACTION IS MARKED PENDING IN BROKERMINT,  
YOUR CLIENTS ACCOUNT WILL BE AUTOMATICALLY CREATED

- ✓ MOVING TRUCK RENTALS.
- ✓ STORAGE UNIT RENTALS.
- ✓ FREE MAIL FORWARDING.
- ✓ UTILITY TRANSFER.
- ✓ DIGITAL SERVICES.
- ✓ HOME PROS.
- ✓ DRIVER'S LICENSE UPDATES.
- ✓ PERSONALIZED CHECKLIST & TIMELINE
- ✓ SEAMLESSLY INTEGRATED WITH BROKER MINT
- ✓ CUSTOM ACCOUNTS WITH YOUR PHOTO AND CONTACT INFORMATION.



Branded Concierge Site



Branded Live Concierge

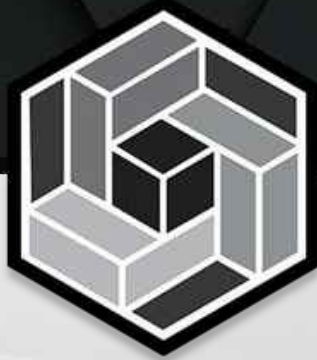


Branded Emails



Branded Alexa Concierge

Visit [1stClassUniversity.com](http://1stClassUniversity.com) For More Information & Training



## BUSINESS PLANNING & ACCOUNTABILITY

We strive to have a positive impact for our clients, community, and our agents as well. This packet is a tool to help you achieve your financial goals while incorporating consistent personal accountability.

Achieve success with goals, planning, & commitments

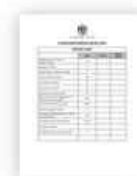
- Discover what drives you to do what you do
- Writing down goals helps you commit
- Accountability keeps you on track



Here you will find report cards, 1-3-5 sheets, and daily/personal improvement trackers to help keep you focused on dollar productive activities!



LISTING AGENT 1-3-5



LISTING AGENT  
REPORT CARD



BUYERS AGENT 1-3-5



BUYERS AGENT  
REPORT CARD

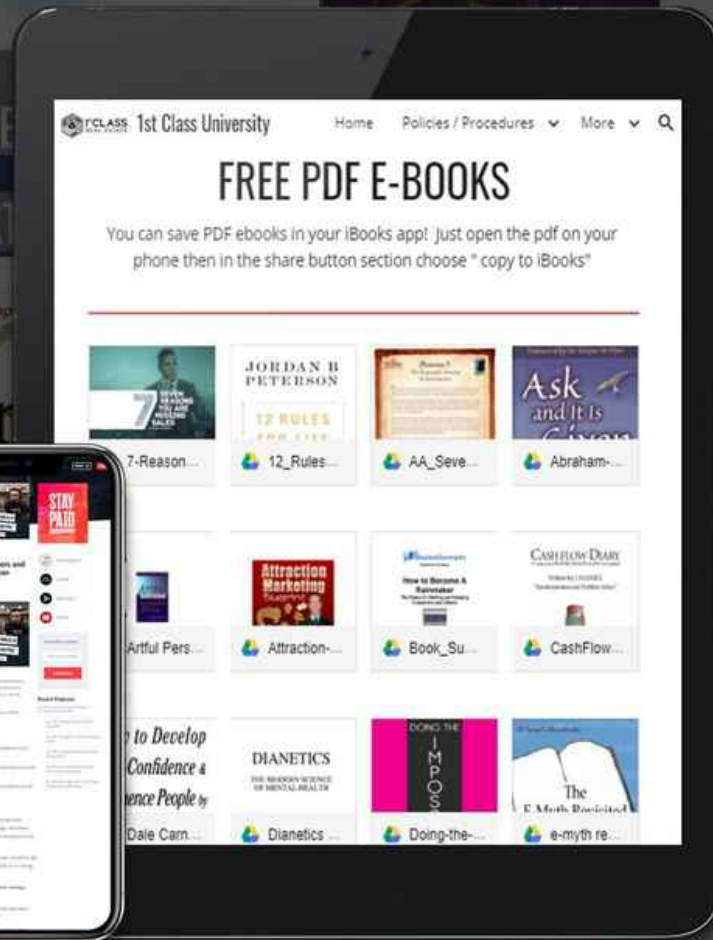
Visit [1stClassUniversity.com](http://1stClassUniversity.com) For More Information & Training



# 1ST CLASS DIGITAL LIBRARY & PODCASTS

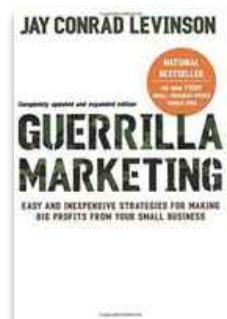
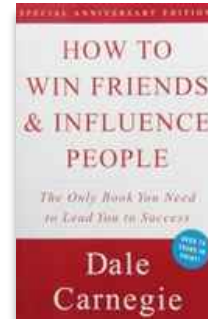
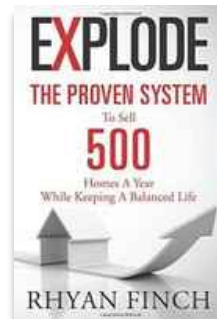
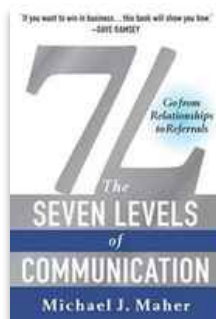
**Download Now**

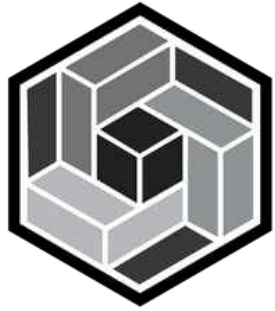
Visit [1stClassMarketingPortal.com](http://1stClassMarketingPortal.com)



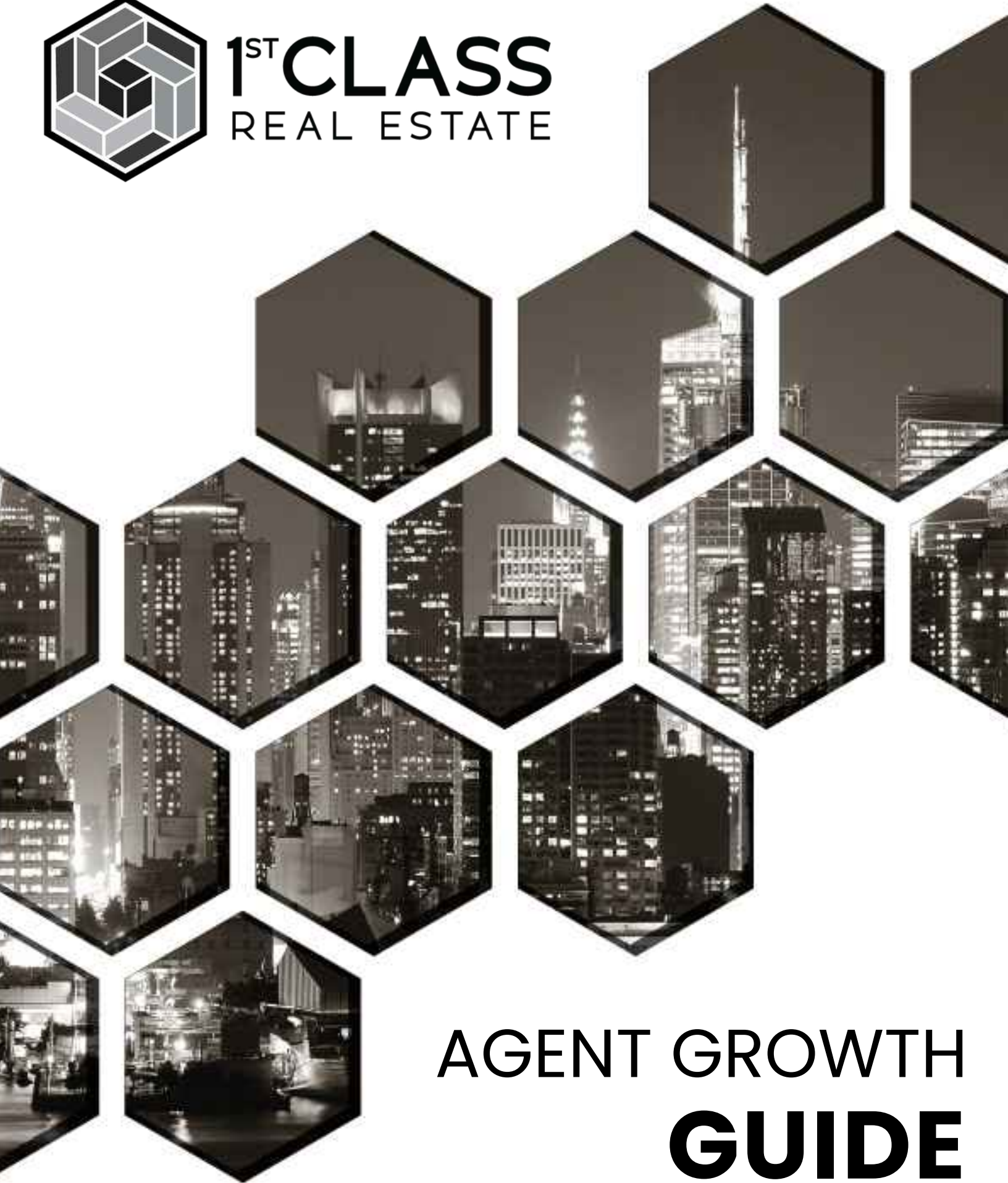
## LEARN THE SECRETS TO EXPLODE YOUR BUSINESS TO PROFITABILITY

- Financial Guidance
- Business Generation
- Business Development
- Spiritual Development
- Personal Development





**1<sup>ST</sup> CLASS**  
REAL ESTATE



# AGENT GROWTH **GUIDE**



# AGENT PACKAGE

	PARTNER	ENTREPRENEUR
Commission % Company	50%	✗
Commission % Leads	50%	100%
Commission % Personal	70%	100%
Monthly Agent Fee	\$100	\$100
Trans Fee	Included	\$495/\$1000/\$3000
Closing Coordinator	✓	\$300
Training	✓	✓
Marketing Department	✓	✓
Mobile App	✓	✓
Branch Operations Manager	✓	✓
Custom Built CRM	✓	✓
Team Duty Time	✓	✗
Listing Package	✓	✗
Company Yard Sign	✓	\$14/sign
Directional Signs	✓	\$14/sign
Open House Signs	✓	\$14/sign

**\*\$500 set up fee for 1st Class Partner agents who move to Entrepreneur Model**

# PARTNER VALUE

Why Would You Pay When  
You Can Have It All **FOR FREE**

Some Typical Expenses:		 1 <sup>ST</sup> CLASS REAL ESTATE	Other Companies
Open House Signs	FREE		\$50
Directional Signs	FREE		\$50
Yard Signs	FREE		\$70
Transaction Management System	FREE		\$100
Custom Built CRM	FREE		\$100
Personal Lead Generating App	FREE		\$100
Transaction Coordinator	FREE		\$3,000
Listing Coordinator	FREE		\$2,500
Marketing Department	FREE		\$2,500
Sales Manager	FREE		\$4,000
TOTAL	\$0.00		\$12,435.00
You Could Save <b>THOUSANDS</b> Every Month			

PARTNER VALUE



# PARTNER PERKS

## EVENTS & TRIPS



1<sup>ST</sup> CLASS ★★★★★★★★★★★★★★★★★★  
**TOP PRODUCER EVENT**  
★★★★★★★★★★★★★★★★★★★★

## MARKETING & TECHNOLOGY



SWAG



- Hot Leads
- Lofty CRM
- Brokermint
- SKOOL
- 24/7 Office Access
- All Signs

- Desk Space
- Daily Coaching
- 1st Class Swag Store
- 1st Class Marketing Portal
- Lofty Agent Mobile Apps
- Full Listing Services

## LISTING PACKAGE

- FT Listing Coordinator
- Listing Input
- Post Sign Installation
- Lock Box Installation
- Directional Sign Placement
- Field Technician
- Professional Photographer
- Marketing Services
- Property Website

## CLOSING PACKAGE

- FT Closing Coordinator
- FT Contract Processor
- Order HOA / Home Warranties
- Title Company Communication
- Lender Company Communication
- Inspection Scheduling
- 24 HR Commission Payout
- Transaction Management System

# ENTREPRENEUR PERKS

## EVENTS & TRIPS



## MARKETING & TECHNOLOGY



- Qualify For Presidents Club Trip To Caribbean
- Ability To Partner With Agents
- Ability To Run Your Business Your Way
- Top Producer Events
- Brand Recognition
- Home Buyer & Seller Presentations
- 24/7 Office Access
- 1st Class Swag Store
- 24HR Commission Payouts
- Transaction Management With Digisign
- Lofty CRM
- Marketing Portal
- SKOOL
- Lofty Agent Mobil App

DO YOU WANT TO BE AN ENTREPRENEUR?



# À LA CARTE MENU

**100%** *for* **\$100**  
**COMMISSION** **PER MONTH**

These perks are available for you to purchase at any time

## AVAILABLE PERKS

## COST

**Full Time Closing Coordinator**

**\$295 Per Transaction**

**Listing Input**

**\$50 Per Listing**

**Yard Sign Installation**

**\$35 Per Sign**

**Signs**

**\$14 Per Sign**

**Polo's/Sweatshirts/Tshirts**

**\$20-\$35**

**500 Business Cards**

**\$35.00**

Find More A La Carte Essentials at [1stClassSwag.com](http://1stClassSwag.com)

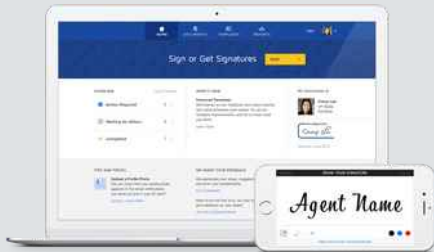
# TECHNOLOGY



EMAIL, DOCS, DRIVE & MORE



CRM & WEBSITE



TRANSACTION MANAGEMENT



CLIENT CONCIERGE SERVICE



1ST CLASS SWAG STORE



PRIVATE COMPANY MESSAGE BOARD



1ST CLASS MARKETING PORTAL



1ST CLASS UNIVERSITY

TOOLS FOR SUCCESS



# ADVANTAGES

SIGNS, SWAG, & OFFICE ESSENTIALS ARE JUST A CLICK AWAY



## TRAINING

- 1st Class University
- Live Agent Trainings
- Vendor Network
- Team Building Materials & Coaching
- Recruiting
- Monthly Mastermind Meetings
- Mentorship

## MARKETING

- Fully Integrated CRM
  - Lead Management
  - Analytics
  - Branded Email Campaigns
  - Agent Mobile Apps
- Personal Websites
- Massive Social Media Exposure
- Monthly Awards & Public Recognition
- Research and Development
- Monthly Marketing Material

## CULTURE

- Partnered Community Outreach Initiatives
- Top Producer Events
- Annual Presidential Club Trip
- Annual Holiday Parties
- Annual Awards Banquet
- Client & Vendor Appreciation Events

# GETTING STARTED

## BECOMING A 1ST CLASS REAL ESTATE AGENT

1. Class – 60 hour course (often 3 weeks) – **\$350 – \$500**
2. PSI Examination Services – pass the MREC (MO Real Estate Board) exams – **\$75**
3. Fingerprinting (results delivered in 1-45 days) – **\$62**

**TOTAL: \$487 – \$637**

## AT THIS POINT, WE CAN HELP

1. DPOR License Application **\$170** – takes up to 4-8 weeks to arrive
2. SLAR Orientation class – get MLS Login (1 business day)
3. E-key fee **\$100**, setup fee **\$30**; quarterly system fee **\$60**; quarterly dues **\$189** – prorated

**TOTAL: \$549**

## TRANSFERRING AGENTS

1. **\$50** DPOR change to transfer – immediate activation
2. No Fee If Transferring From SLAR – letter required from previous broker for transferring of any listings.

**\$50/ E&O monthly or \$250/ E&O yearly prorated\* for Entrepreneurs**  
**\$200/ Annual marketing fee prorated for Entrepreneurs\***  
**\$250/ E&O yearly prorated\* for Partners**



# COMMISSIONS

It Just Adds Up!

70%

100%

*Company 1st Agent 1st*

<b>Sales Price</b> <b>\$200,000</b>	Commission: \$6,000 Income Transaction Fee: \$495 70% / 30%: -\$1800 Royalty Fee 5%: -\$300  <b>YOU GROSS: \$4,395</b>	Commission: \$6,000 Income Transaction Fee: \$495 Transaction Fee: -\$495  <b>YOU GROSS: \$6,000</b>	<b>\$1,605</b>  <i>More in your pocket</i>
<b>Sales Price</b> <b>\$350,000</b>	Commission: \$10,500 Income Transaction Fee: \$495 70% / 30%: -\$3,150 Royal Fee 5%: -\$525  <b>YOU GROSS: \$7,320</b>	Commission: \$10,500 Income Transaction Fee: \$495 Transaction Fee: -\$495  <b>YOU GROSS: \$10,500</b>	<b>\$3,180</b>  <i>More in your pocket</i>
<b>Sales Price</b> <b>\$499,000</b>	Commission: \$14,970 Income Transaction Fee: \$495 70% / 30%: -\$4,491 Royalty Fee 5%: -\$748  <b>YOU GROSS: \$10,226</b>	Commission: \$14,970 Income Transaction Fee: \$495 Transaction Fee: -\$495  <b>YOU GROSS: \$14,970</b>	<b>\$4,744</b>  <i>More in your pocket</i>

# THE BREAKDOWN

It Just Adds Up!

70%

100%

*Company* 1st

*Agent* 1st

Commission: \$6,000  
Income Transaction Fee: \$495  
70% / 30%: -\$1800  
Royalty Fee 5%: -\$300  
Monthly Dues: -\$100

**YOU GROSS: \$4,295**

Commission: \$6,000  
Income Transaction Fee: \$495  
Transaction Fee: -\$495  
Monthly Dues: -\$100

**YOU GROSS: \$5,900**

**\$1,605**

*More in  
your pocket*

12 mo. and 10 Transactions

Commission: \$60,000  
Income Transaction Fee: \$4,950  
70% / 30%: -\$18,000  
Royal Fee 5%: -\$3,000  
Monthly Dues: -\$1,200

**YOU GROSS: \$42,750**

12 mo. and 10 Transactions

Commission: \$60,000  
Income Transaction Fee: \$4,950  
Transaction Fee: -\$4,950  
Monthly Dues: -\$1,200

**YOU GROSS: \$58,800**

**\$16,050**

*More in  
your pocket*

12 mo. and 20 Closings

Commission: \$120,000  
Income Transaction Fee: \$9,900  
70% / 30%: -\$36,000  
Royalty Fee 5%: -\$3,000  
Monthly Dues: -\$1,200

**YOU GROSS: \$89,700**

12 mo. and 20 Closings

Commission: \$120,000  
Income Transaction Fee: \$9,900  
Transaction Fee: -\$9,900  
Monthly Dues: -\$1,200

**YOU GROSS: \$118,800**

**\$29,100**

*More in  
your pocket*

OUR PROCESS IS PROVEN

**\*\*Breakdowns are based on a Sale of \$200,000 with 3% commission\*\***



# GROWTH PLAN

1st Class Real Estate Growth Plan has a focus on personal productivity, sales skills, and career development

**01****BUYER AGENT**

- 100% Focusing on buyer clients

**02****AGENT**

- 50% Focus on buyer clients
- 50% Focus on seller clients

**03****LISTING AGENT**

- 5% Focus on buyer clients
- 95% Focus on seller clients

**04****LISTING – HIRING**

- 0% Focus on buyer clients
- 75% Focus on seller clients
- 25% Focus on hiring

**05****LISTING – HIRING – TRAINING**

- 0% Focus on buyer clients
- 50% Focus on hiring
- 25% Focus on seller clients
- 25% Focus on training


**06****HIRING – TRAINING**

- 0% Focus on buyer clients
- 50% Focus on hiring
- 0% Focus on seller clients
- 50% Focus on training



**1<sup>ST</sup> CLASS** | **SUCCESS**  
REAL ESTATE

# EARNING POTENTIAL

 1 <sup>ST</sup> CLASS REAL ESTATE	SPLIT	PER UNIT	PRICE POINT	COMMISSION	POTENTIAL EARNINGS	TRANS FEE
<b>COMPANY LEADS</b>	<b>50%</b>	<b>1</b>	<b>\$200,000</b>	<b>3%</b>	<b>\$3,000 GROSS</b>	<b>\$200</b>
<b>PERSONAL</b>	<b>70%</b>	<b>1</b>	<b>\$200,000</b>	<b>3%</b>	<b>\$4,800 GROSS</b>	<b>\$200</b>
<b>AGENT DOING LISTINGS ONLY</b>	<b>100%</b>	<b>1</b>	<b>\$200,000</b>	<b>3%</b>	<b>\$6,000 GROSS</b>	<b>\$495</b>
<b>TEAM LEADER FOR 2 BUYERS AGENTS</b>	<b>50%</b>	<b>2</b>	<b>\$200,000</b>	<b>3%</b>	<b>\$6,000 GROSS</b>	<b>\$990</b>

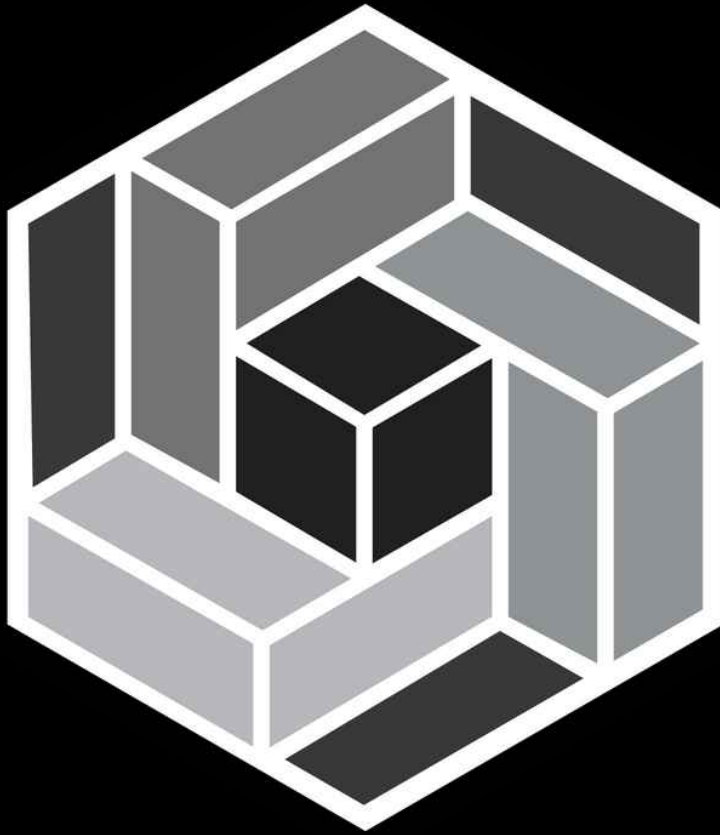
Results not guaranteed. This is for example purposes only.\*

WE TAKE SUCCESS SERIOUSLY

We Don't Create Followers. We Create *Leaders.*

**1<sup>ST</sup> CLASS**  
REAL ESTATE

**Differentiator**



**Our Purpose Is To Increase The Success Rate  
Of Real Estate Agents And Franchisees**

**100% *Commission* for \$100**

**We Put Agents 1st. Come For The Money Stay For The Culture.**

Disclaimer: 1st Class Real Estate is committed to providing services that increase the success of real estate agents and franchises. Please note that the information and figures presented in the document are illustrative and intended for informational purposes. Figures, services, and comparisons are not exact, vary by location, and are subject to change. 1st Class Real Estate is not making any claims or guarantees as to "FREE" services provided or income you may earn. Please do not assume that the information depicted herein is exact. Contact your nearest 1st Class Real Estate for more information.





**1<sup>ST</sup> CLASS**  
REAL ESTATE