



**1ST CLASS
REAL ESTATE**

1ST CLASS AGENT SUCCESS TOOLS

WELCOME TO 1ST CLASS REAL ESTATE



1ST CLASS
REAL ESTATE

1ST 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 today and take your real estate marketing to the next level!

MARKETING & TEMPLATES

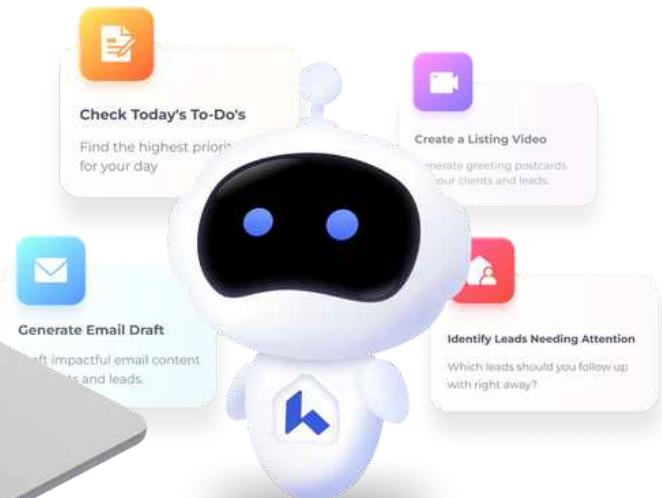
- Social Media Training
- Brand Guides
- Editable Presentations
- BOA Templates
- Social Media Graphics
- Email Signature
- Templates
- Discount Codes
- Agent Templates
- Marketing Vendors
- So Much More!



1ST CLASS
REAL ESTATE



Lofty



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.



1ST CLASS
REAL ESTATE

1ST CLASS
REAL ESTATE
SWAG
APPAREL
NOW AVAILABLE

[SHOP NOW](#)



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

Elevate Your Brand with Our 1st 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!



1st Class For Sale Directional Yard Sign
- Agent Name

[View Details](#)



1st Class Open House Directional Yard
Sign

[View Details](#)



1st Class Open House Directional Yard
Sign - Agent Name

[View Details](#)



1st Class For Sale Yard Sign - Agent
Photo

[View Details](#)



1st Class For Sale Yard Sign - Agent
Photo

[View Details](#)



1st Class For Sale Yard Sign - Agent
Photo 3

[View Details](#)

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



1ST CLASS
REAL ESTATE



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



Simply Download The Image & Post!



Visit 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](#)

ALL THINGS REAL ESTATE

[PERSONAL CREATIONS](#)

PERSONAL CREATIONS

[WINE COUNTRY GIFT BASKETS](#)

WINE COUNTRY GIFT BASKETS

[PROFLOWERS](#)

PROFLOWERS

[SHARI'S BERRIES](#)

SHARI'S BERRIES

[LA BELLA BASKETS & GIFTS](#)

LA BELLA BASKETS & GIFTS

Visit 1stClassMarketingPortal.com To Shop Now!



1ST CLASS
REAL ESTATE



1ST CLASS
REAL ESTATE



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


OFFERED AT
\$599,500


123 MAIN STREET, VIRGINIA BEACH, VA 23451

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


AGENT NAME
REAL ESTATE AGENT

757-555-5555
www.1stclassfranchise.com

Beautiful Luxury Home
Description: This is a beautiful opportunity to own this exquisite waterfront luxury home. Located in the highly sought-after neighborhood of Waterside, this 4,500+ square foot, 4-bedroom, 3.5-bathroom, 2-story residence features a modern design, high-end finishes, and a prime location. The home is surrounded by lush landscaping and offers a private, waterfront setting. The interior is spacious and bright, with high ceilings, large windows, and an open floor plan. The kitchen is equipped with top-of-the-line stainless steel appliances, including a built-in oven, a large island, and a walk-in pantry. The master suite is a true oasis, featuring a large walk-in closet and a spacious bathroom with a soaking tub and a separate walk-in shower. The other three bedrooms are also well-appointed, with en-suite bathrooms. The home is located in a highly desirable school district, with easy access to major highways and local amenities. This is a once-in-a-lifetime opportunity to own a truly unique and special property. Call today for a private tour and to learn more about the many features and benefits of this remarkable home.

CALL NOW: 757-555-5555


OFFERED AT
\$500,000


123 MAIN STREET, CITY, STATE 23333

FOR SALE

Beautiful Luxury Home

Description: This is a beautiful opportunity to own this exquisite waterfront luxury home. Located in the highly sought-after neighborhood of Waterside, this 4,500+ square foot, 4-bedroom, 3.5-bathroom, 2-story residence features a modern design, high-end finishes, and a prime location. The home is surrounded by lush landscaping and offers a private, waterfront setting. The interior is spacious and bright, with high ceilings, large windows, and an open floor plan. The kitchen is equipped with top-of-the-line stainless steel appliances, including a built-in oven, a large island, and a walk-in pantry. The master suite is a true oasis, featuring a large walk-in closet and a spacious bathroom with a soaking tub and a separate walk-in shower. The other three bedrooms are also well-appointed, with en-suite bathrooms. The home is located in a highly desirable school district, with easy access to major highways and local amenities. This is a once-in-a-lifetime opportunity to own a truly unique and special property. Call today for a private tour and to learn more about the many features and benefits of this remarkable home.

CALL NOW: 757-555-5555


123 MAIN STREET, VIRGINIA BEACH, VA 23451

PRICE REDUCED
\$250,000


AGENT NAME
REAL ESTATE AGENT

757-555-5555
www.1stclassfranchise.com

Beautiful Home
Description: This is a beautiful opportunity to own this exquisite waterfront luxury home. Located in the highly sought-after neighborhood of Waterside, this 4,500+ square foot, 4-bedroom, 3.5-bathroom, 2-story residence features a modern design, high-end finishes, and a prime location. The home is surrounded by lush landscaping and offers a private, waterfront setting. The interior is spacious and bright, with high ceilings, large windows, and an open floor plan. The kitchen is equipped with top-of-the-line stainless steel appliances, including a built-in oven, a large island, and a walk-in pantry. The master suite is a true oasis, featuring a large walk-in closet and a spacious bathroom with a soaking tub and a separate walk-in shower. The other three bedrooms are also well-appointed, with en-suite bathrooms. The home is located in a highly desirable school district, with easy access to major highways and local amenities. This is a once-in-a-lifetime opportunity to own a truly unique and special property. Call today for a private tour and to learn more about the many features and benefits of this remarkable home.

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 XXXXX

JUST SOLD
123 MAIN STREET
CITY, STATE XXXXX


AGENT NAME
REAL ESTATE AGENT

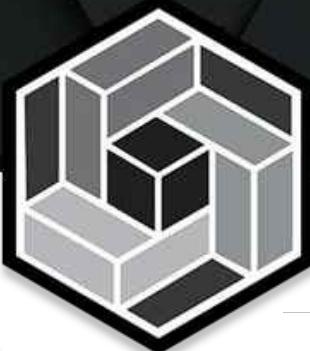
757-555-5555
www.1stclassfranchise.com




AGENT NAME
555-555-5555

1ST CLASS REAL ESTATE
SAGENTS.COM | AGENTNAME.1STCLASSRE.COM

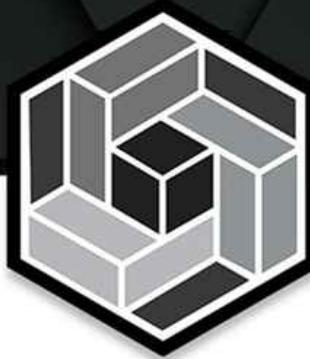
Visit 1stClassMarketingPortal.com To View All Templates



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



Visit 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

Jane Smith
415-123-1234

Dashboard Services Jobs

Moving Services Utility Providers Trusted Pros Internet & Cable Drivers License Other Business

Your Moving Checklist

BACK TO Here's all your moving tasks. Let's start moving them off your list. SASHBOARD

8 WEEKS 0 DAYS Remaining today

80% completed

November 20th to November 24th

Inform my neighbors

0% completed

November 15th to November 21st

Start using perishables, services, lesser tools

- ✓ 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.

Choose Your Home Pros

8 WEEKS 0 DAYS Remaining today

REALESTATE MORTGAGE HOME INSPECTION INSURANCE

CLEANING CARPET CLEANING HOME SECURITY

Switch Your Utilities

8 WEEKS 0 DAYS Remaining today

Utilities & Providers

Electric & Gas

San Diego Gas & Electric

AT&T

Water & Sewer

Cox

Gas & Electric

San Diego County Water Authority

San Diego Gas & Electric

City of San Diego

Estimated Future Cost

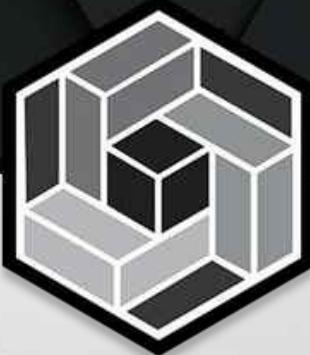


Branded Concierge Site

Branded Live Concierge

Branded Emails

Branded Alexa Concierge



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

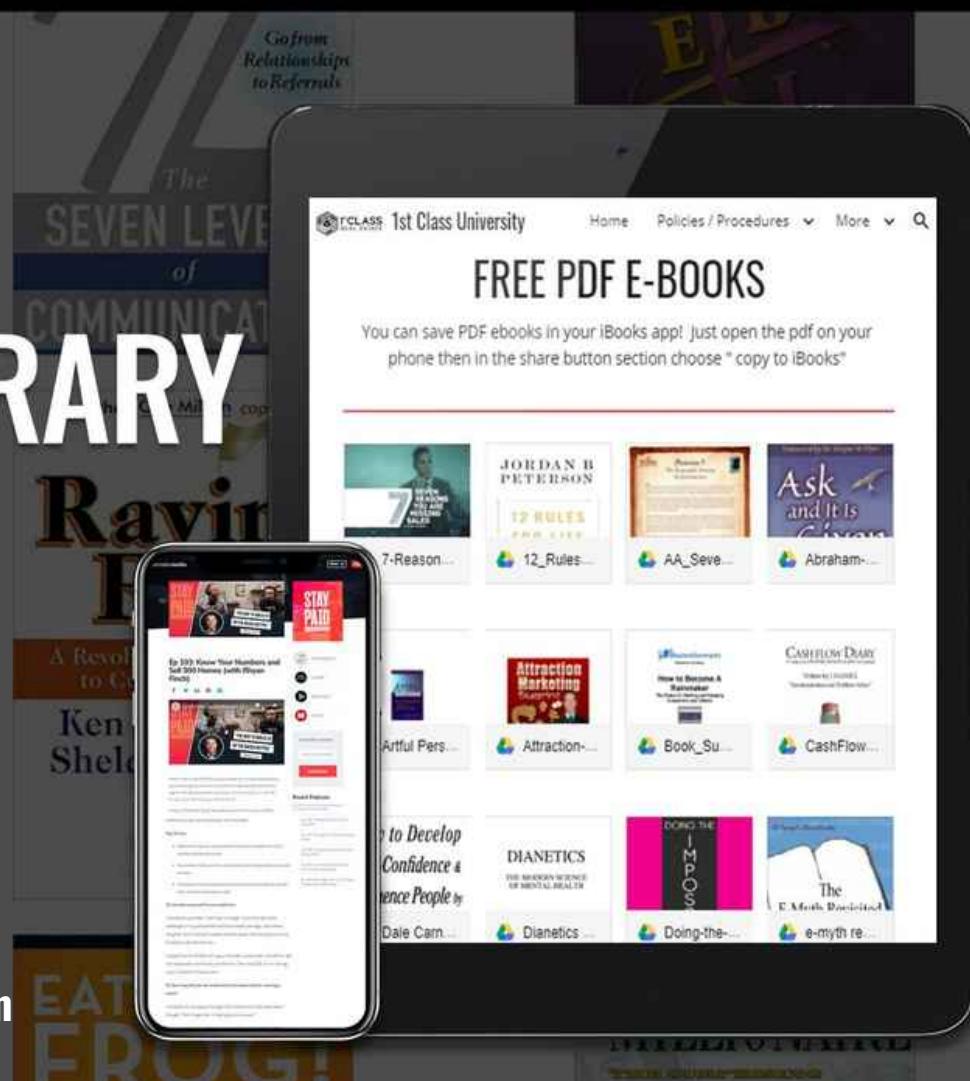


1ST CLASS
REAL ESTATE

1ST CLASS DIGITAL LIBRARY & PODCASTS

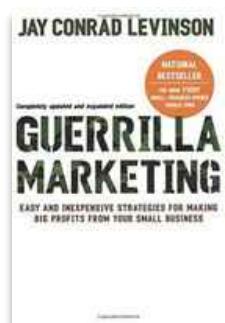
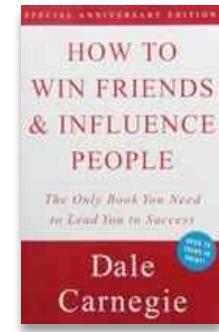
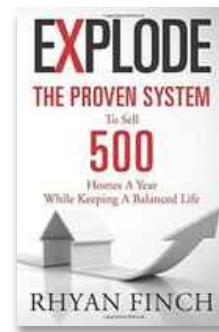
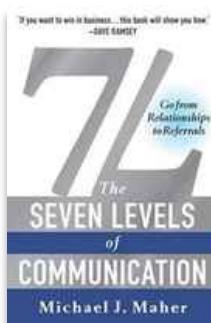
Download Now

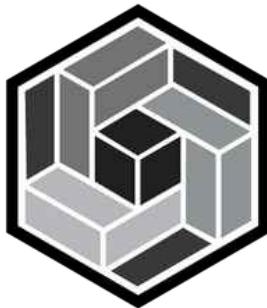
Visit 1stClassMarketingPortal.com



LEARN THE SECRETS TO EXPLODE YOUR BUSINESS TO PROFITABILITY

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





1ST CLASS
REAL ESTATE



AGENT GROWTH
GUIDE



AGENT PACKAGE

	PARTNER	ENTREPRENEUR
Commission % Company	50%	X
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	✓	X
Listing Package	✓	X
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:



Other
Companies

Some Typical Expenses:	1 ST 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 THOUSANDS Every Month		

PARTNER VALUE

PARTNER PERKS

EVENTS & TRIPS



1ST CLASS ★★★★★★★★★★★★★
TOP PRODUCER EVENT
★★★★★★★★★★★★★★★★

MARKETING & TECHNOLOGY



- 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

DO YOU WANT TO BE AN ENTREPRENEUR?

ENTREPRENEUR PERKS

EVENTS & TRIPS



1ST CLASS ★★★★★★★★★★★
TOP PRODUCER EVENT
★★★★★★★★★★★★★★★★

MARKETING & TECHNOLOGY



SWAG



- 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 Digsig
- Lofty CRM
- Marketing Portal
- SKOOL
- Lofty Agent Mobil App

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

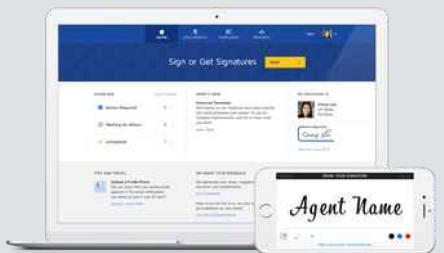
TECHNOLOGY



EMAIL, DOCS, DRIVE & MORE



CRM & WEBSITE



CLIENT CONCIERGE SERVICE



1ST CLASS SWAG STORE



PRIVATE COMPANY MESSAGE BOARD



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

WE PUT AGENTS 1ST

COMMISSIONS

It Just Adds Up!

70%

100%

Company 1st Agent 1st

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

THE BREAKDOWN

It Just Adds Up!

70%

100%

Company 1st

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

YOU GROSS: \$4,295

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 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

Agent 1st

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

YOU GROSS: \$5,900

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

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

\$1,605

*More in
your pocket*

\$16,050

*More in
your pocket*

\$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

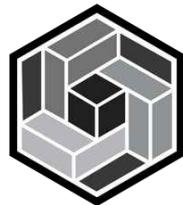
LISTING - HIRING - TRAINING

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

06

HIRING - TRAINING

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



1ST CLASS | **SUCCESS**
REAL ESTATE

EARNING POTENTIAL

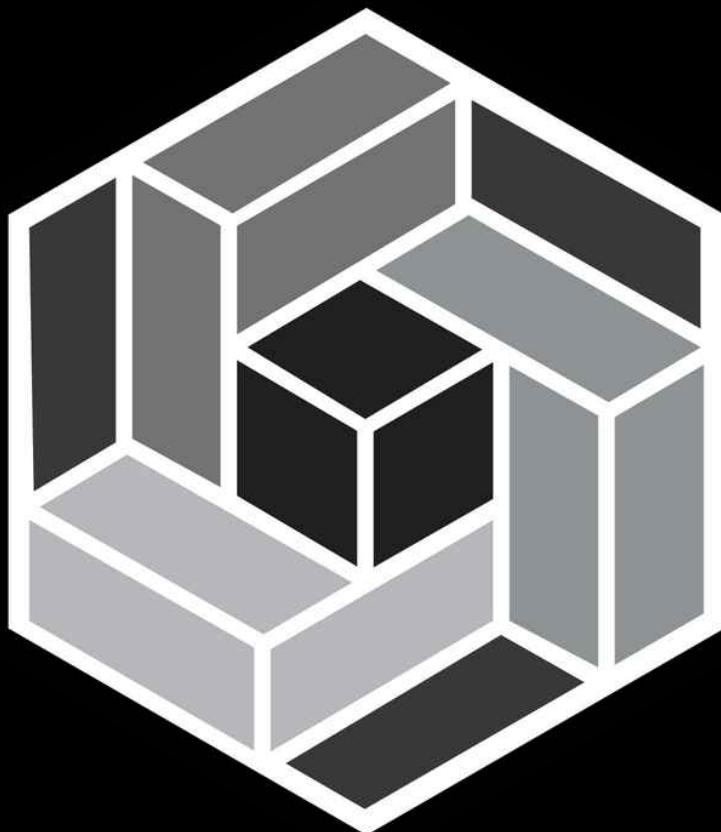
1 ST CLASS REAL ESTATE	SPLIT	PER UNIT	PRICE POINT	COMMISSION	POTENTIAL EARNINGS	TRANS FEE
COMPANY LEADS	50%	1	\$200,000	3%	\$3,000 GROSS	\$200
PERSONAL	70%	1	\$200,000	3%	\$4,800 GROSS	\$200
AGENT DOING LISTINGS ONLY	100%	1	\$200,000	3%	\$6,000 GROSS	\$495
TEAM LEADER FOR 2 BUYERS AGENTS	50%	2	\$200,000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

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

WE TAKE SUCCESS SERIOUSLY

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

1ST CLASS REAL ESTATE Differentiator



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

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

100% *Commission* for \$100

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, very 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.



1ST CLASS
REAL ESTATE