

KEY TRAINING



Key Workshops

Hands on, in classroom training about technology, social media and much moreIn-person & covering everything from lead generation to closing your first sale.



Key Coaching

FREE one on one coaching sessions with our experienced managers



Office Training

In-person & convering everything from lead generation to closing your first sale.



KeyRealty.Education

Free online CE and classes to take your career to the next level inlcuding a large video library from David Knox

- Included for all key realty agents
- Multiple Comprehensive Education
 Opportunities



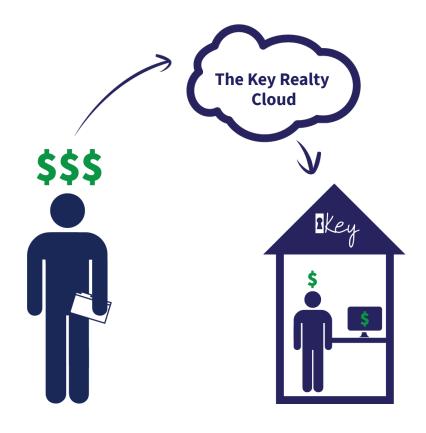


How does key do it? Key Marketing

The Key Model



More Money For Agent Support & Time For Agent's Growth



Two Compensation Plans to Choose From

+ Annual \$199 administrative fee

We keep it

Simple

at key

PLAN ONE The Key 50/50 Plan

Example Sale Price \$280,000

3% Gross Commission 50/50 Split - CAPPED

\$8,400 \$4,200

Your commissions are split 50% to you and 50% to Key. After that, you keep 100% of your commissions until your cap resets on your anniversary date with Key.

PLAN TWO

Sale Price Key Monthly Plan \$175,000

Example

3% Gross Commission **Agent Takes Home**

\$5,250 \$5,250

You pay a low monthly fee of \$350 at the first of every month and keep 100% of your commissions from the start!

Key Marketing

Available Anywhere & Anytime

Key Presentations





KeyRealty.Shop

Online Key Store

Easy Access To The Material You Need

Custom Yard Signs Branded Name Tags Personalized Marketing





Key Technology Our Current Growth

Providing you the tools and technology that help you run a successful business.



KeyRealty.Support

Easily Access Everything Key Realty at Anytime



Dotloop Environment

- Paperless Transactions,
 Documents & Storage
- Electronic Signatures and File Submissions



Key provides opportunities to receive company leads from our company CRM, kycore as well as our partnership with OpCity©*

We never take any additional referral fees on company provided leads.

• Paperless Transactions, Documents & Storage







Inbox

Get all the latest communications from yourleads & contacts... anywhere.

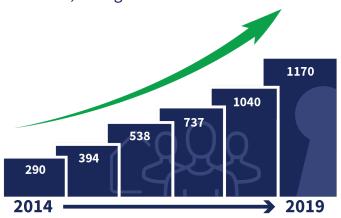
Activity

Switch to view the most recent activity on your IDX website and receive push notificationsabout new leads, daily calls, and tasks.

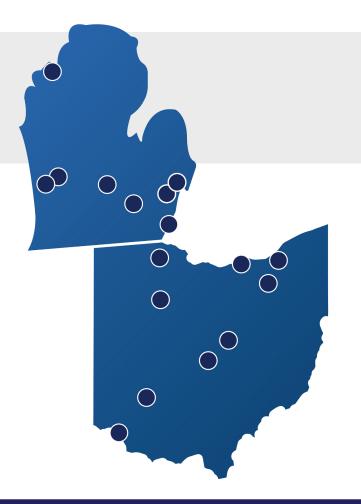


Continuous Agent Growth

Our Key Model and strategy has given us growth since our founding in 2008 to 2019 with over 1,170 agents.







16+ Regional Offices And Growing!

Ann Arbor, MI

Grand Rapids, MI

Lansing/Jackson, MI

Livonia, MI

Monroe, MI

Traverse City, MI

Troy/Rochester, MI

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Lansing/Jackson, MI

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Monroe, MI

Traverse City, MI

Troy/Rochester, MI



Our biggest fans

Our Key Guarantee

All of these combined are what make our agents so successful. Don't just take our word for it, see what our superstar agents are saying:

At Key Realty, you will receive the support of a dedicated and experienced office manager, in-office educational training and access to all of our technology and marketing tools.











We Make it Easy to Get Support at Key

66

Key Realty fee is one of the lowest i've ever heard of inside a real estate brokerage... I recieve 100% commission 51 weeks out of the year."

Sean S.

66

There's tons of training available here, which I think is always important in this industry because it changes so rapidly"

To L.

66

I was a waiter in my 30s & needed a career change. I got licensed and made \$96,000 in income last year. Through the Education program, I became competent & confident quickly!"

NICK B.



OUR KEY GUARANTEE

Compensation

Training

Education

Continuing Education

Documents

Key Express

Management

Facilities

Errors & Omissions

Easy Exit

You will receive 100% of your commission after 4,200. The only adjustment ever will be for inflation

Fast Start program & the Key education series & our Key team mentoring program

100+ informational events, 280+ hours of high-value, content rich programs, online education – over 200 hours, video training series

36 hours of free continuing education each year

Easy & instant access to all needed documents.

Presentations available in PDF and PowerPoint formats

Electronic deposit & transfer of commissions

Dedicated brokers & managing partners with well over a combined 100 years of experience

State-of-the-Art client meeting rooms & training areas

Will always be based on actual cost - never used as a profit center

If you leave, you get all your listings & money, data protection, no referral fees, or listing cancellation fee for sellers*