

MOMENTUM

2021 INCENTIVES



Real Estate Services

MIDWEST



Real Estate Services

Howard Hanna Real Estate Services was founded in 1957 by a family with a dream to be the best in real estate, mortgage, insurance, and title services. Today, Howard Hanna is the largest privately owned real estate brokerage in the United States* with more than 300 offices across eleven states. Our company excels in every market we serve, and we strive for greatness every day. We have a passion for success and know how to be the best in all we do.

Our name and logo are associated with greatness and success thanks to the passion, drive, and engagement of all Howard Hanna sales associates. Due to their hard work and dedication to making us great, we know that they, too, deserve the best from us. Our incentives are industry exclusive and span from yearly exotic trips to faraway destinations, to insurance programs, Income Advantage, and more. We always exceed expectations as we continue to find ways to ignite the passion of our sales associates to give the best service to our customers.

*RealTrends 500 Report, March 2021. RealTrends, Inc. is a communications and consulting company providing trends and research to the residential real estate industry.

Hanna Travel

Many Howard Hanna sales associates qualify for our exciting annual trips with their excellent performance over the previous year. Always thrilling experiences, our trips have included such destinations as Miami, Las Vegas, Mexico, Punta Cana, Jamaica, and more. Join the Hanna family on these enticing adventures and see what surprises await. Indulge in sumptuous cuisine, shop till you drop, and, best of all, network with fellow Howard Hanna sales associates. Who knows where the compass will guide you next?

Qualifications

Sales Associate:

- 12.5% Increase in Commission Income
- Minimum Commission Income of \$108,900
- Minimum Retained Company Earnings of \$77,300
- Automatic Qualifier with \$225,800 in Commission Income*

Sales Associate with Guest:

- 20% Increase in Commission Income
- Minimum Commission Income of \$154,400
- Minimum Retained Company Earnings of \$117,000

*Automatic Qualifier must also have \$77,300 in Retained Company Earnings to qualify for the trip.

Must be an active licensed sales associate with Howard Hanna Company on the date of the trip. Howard Hanna reserves the right to change trip details. Trips are not transferrable and have no cash value. Qualifying sales associates cannot bring another sales associate as their guest.

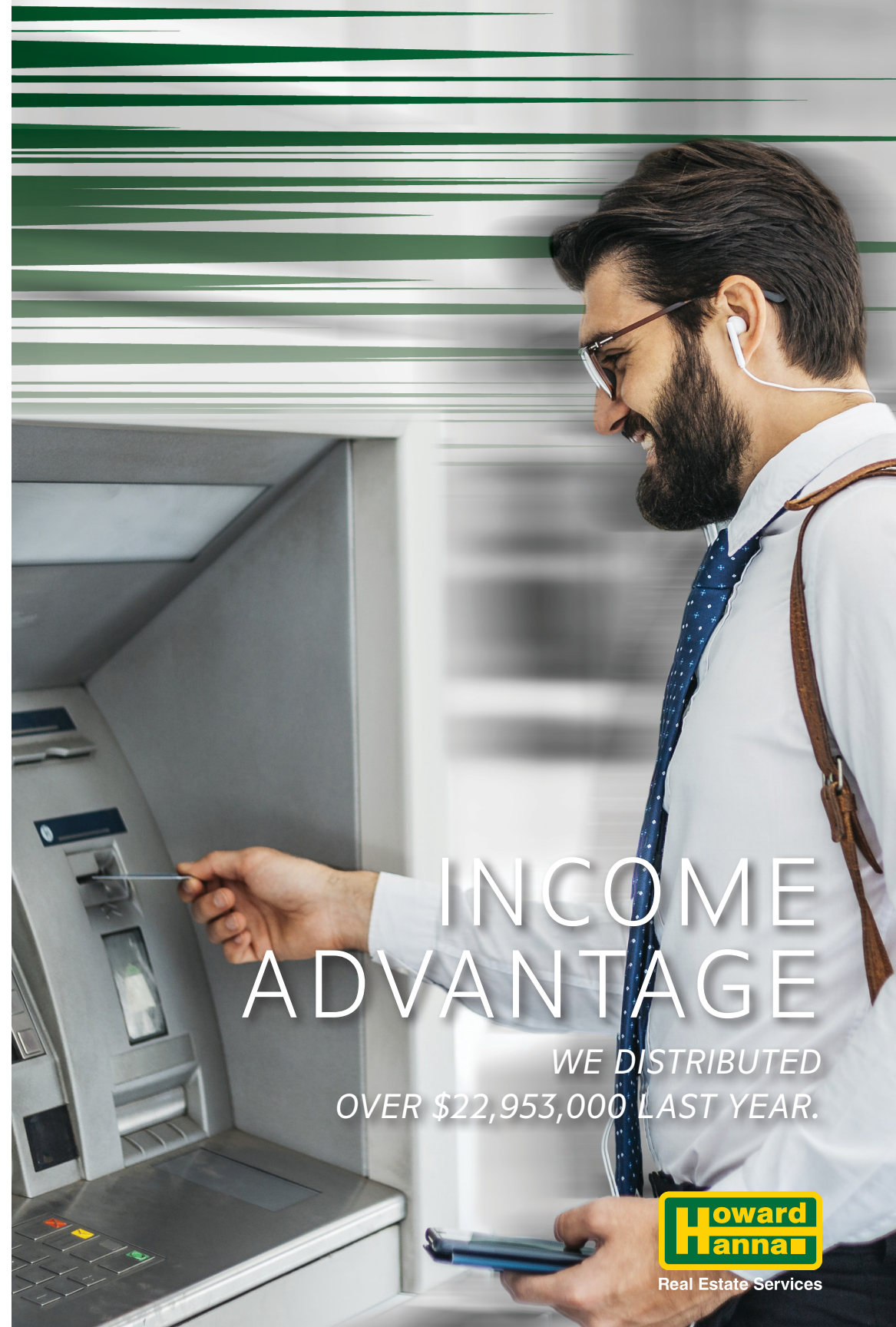


Income Advantage

Here at Howard Hanna, we want to be sure that you can focus on your strength – real estate. Our exclusive Income Advantage program provides you with extra money each month based on your commission and referral income, giving you peace of mind. We're committed to your success and know that having something extra to store away now can make a huge difference in the long run.

Total Commission & Referral Income			Qualifies You for a Monthly Check of...
\$30,000	-	\$32,999	\$800
\$33,000	-	\$42,999	\$1,000
\$43,000	-	\$47,999	\$1,250
\$48,000	-	\$57,999	\$1,500
\$58,000	-	\$67,999	\$1,750
\$68,000	-	\$73,999	\$2,000
\$74,000	-	\$80,999	\$2,250
\$81,000	-	\$91,999	\$2,500
\$92,000	-	\$98,999	\$2,750
\$99,000	+		\$3,000

Must be an active licensed sales associate with Howard Hanna Company on the date of Income Advantage payment to receive.



INCOME ADVANTAGE

WE DISTRIBUTED
OVER \$22,953,000 LAST YEAR.



Real Estate Services

Hannamobile

Being a real estate sales associate means always being on the go. Your vehicle becomes an extension of your office, so that's why we have our Hannamobile program. Qualified sales associates receive a monthly amount based on their earnings to put towards their vehicles, meaning that we pay you to drive and market yourself! It doesn't matter where you are or where you're going, we're ready to help you shift into gear and drive.

Gross Commission Income			Dollars Per Month
\$116,000	-	\$167,999	\$50
\$168,000	-	\$185,999	\$100
\$186,000	-	\$212,999	\$150
\$213,000	-	\$259,999	\$200
\$260,000	-	\$283,999	\$250
\$284,000	-	\$345,999	\$300
\$346,000	+		\$350

This exclusive Hannamobile enhancement program is available to you based upon your previous year GCI. Effective each February, you will receive a monthly allowance toward your "approved" Hannamobile.

HANNAMOBILE

WITH OVER \$1,865,000
PAID FOR CAR ALLOWANCES,
OVER 800 SALES ASSOCIATES
DRIVE HANNAMOBILES.



Real Estate Services

Recognition

Best of the Best & Very Best of the Best

A highlight and the crescendo of our Awards Ceremonies, these elite sales associates are recognized for outstanding performance, represent the top percentiles in the company, and receive special recognition along with what always promises to be a very special gift!

National Sales Excellence

This prestigious award was originally created in the 1980s by the “Dozen,” a precursor to the Realty Alliance. Howard Hanna was a founding broker of the National Sales Excellence award, and it has been our privilege to extend membership in this exceptional group of Realtors. As a member, you are in a select group of the top sales associates of member brokers.

The criterion for National Sales Excellence is \$152,000 gross commission income.

Champions Club

Our elite sales associates are acknowledged and celebrated tri-annually for their distinguished success in Listings and Sales categories. For these accomplishments, sales associates are recognized with special networking and socializing events at fantastic locations.

Four Ways to Qualify:
\$2.5 Million Written Sales Volume or 25 Sales Units OR \$4.2 Million Listing Volume or 25 Listing Units
Periods: January to April, May to August, September to December

Green Penguin Award

Receiving the Green Penguin Award is proof that your ethic of providing professional and excellent service to your clients is your highest priority!

A minimum of 10 positive client evaluation survey responses/reviews is required.

President's Circle

A group of elite Howard Hanna sales associates comprises the highly sought-after designation that is the President's Circle. This prestigious title is awarded to dedicated sales associates who have been with Howard Hanna Real Estate Services for at least 15 years and have exceptional sales results.

Sales associate must be with the Company for a minimum of 15 years and have sales in excess of \$65 million or six hundred units closed plus have had a minimum of \$4.5 million for each of the 3 previous years prior to eligibility.

Loyal Service Award

This esteemed award recognizes loyalty through longevity. Recipients are awarded once after ten years of service, and then every five years following.



We consider our sales associates to be part of our family, and you and your family's well-being is important to us. With our Secure Advantage Program, offered by Dergalis Associates, we help you protect the things you care about: your income, your health, and your future. This program consists of insurance and savings plans for you and your family, ranging from pet insurance to a college savings plan. Having coverage for what's important allows you to spend more time enjoying the moments that matter most.

Your INCOME

- Tax Savings Plan through the Automatic Contribution Program¹
- Life Insurance² Group or Individual
- Disability Insurance² Group or Individual
- Long-Term Care Insurance²

Your HEALTH

- Group Dental Insurance
- Group Vision Insurance
- Pet Insurance³

Your FUTURE

- Retirement Savings Plan through the Automatic Contribution Program
- Rollover from Previous Employer Retirement Account
- Investment Strategies through a FREE Financial Needs Analysis
- College Savings Plan

1) The automatic contribution portion of the tax savings plan is not provided through AXA Advisors or AXA Network. All contributed funds are invested in a money market mutual fund through AXA Advisors, LLC. An Investment in the fund is not insured or guaranteed by the Federal Deposit Insurance Corporation (FDIC) or any government agency. Although the Fund seeks to preserve the value of your investment at \$1.00 per share, it is possible to lose money by investing in the Fund.

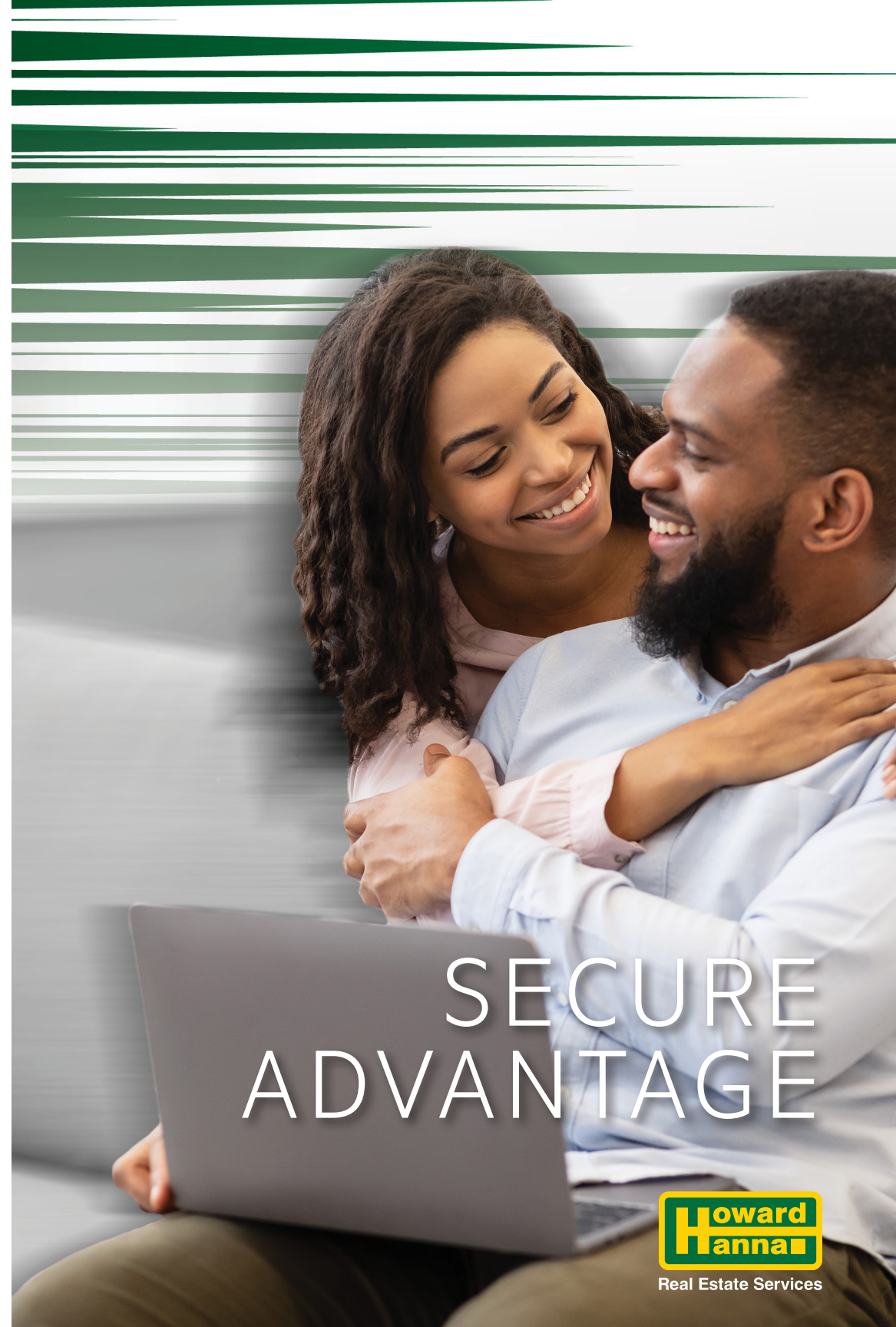
Please consider the charges, risks, expenses, and investment objectives carefully before purchasing a mutual fund. For a prospectus containing this and other information, please contact a financial professional. Read it carefully before you invest or send money.

2) These Insurance products are made available through third party carriers and are offered through an insurance brokerage, AXA Network, LLC and its subsidiaries. All group life, disability income, health, dental and vision insurance coverage is offered entirely outside of AXA Network, LLC, AXA Network Insurance Agency of California, LLC, AXA Network Insurance Agency of Utah, LLC or any of their affiliates. AXA Advisors and AXA Network do not provide tax advice. Please consult your own tax advisor regarding your particular circumstances and appropriate course of action.

The Retirement Savings Plan is not an employer-sponsored qualified retirement plan.

3) Pet Insurance is offered through PetPlan Insurance. Dergalis Associates, AXA Advisors and AXA Network are not affiliated With PetPlan Insurance.

Financial Professionals with Dergalis Associates offer securities through AXA Advisors LLC, 1290 Avenue of the Americas, New York, NY (212) 314-4600, and offers insurance and annuity products through AXA Network, LLC. Howard Hanna Real Estate Services and its affiliate companies do not offer investments or insurance. Howard Hanna Real Estate Services and its affiliate companies are not affiliated with AXA Advisors or AXA Network. Dergalis Associates is not owned or operated by AXA Advisors or AXA Network. PPG136666 (6/18)(Exp 620).



Real Estate Services



Real Estate Services

Our Mission

We are a family-owned, full-service real estate services company, committed to professionalism for our colleagues, our clients and our communities.

We are inspired every day to bring solutions to navigate the complex real estate transaction.

Our Vision

Transforming the real estate experience with visionary people, products and services.

Our Values

Pride • Enthusiasm • Integrity • Diversity • Stability • Caring • Growth

Making a Difference in People's Lives



MISSION
VISION
& VALUES



Real Estate Services



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HowardHanna.com

