

HOUSE OF MODERN REALTY

STRUCTURE. OWNERSHIP. STRATEGY



LEARN HOW TO WIN IN MODERN REAL ESTATE

THE HOUSE

HOUSE OF MODERN REALTY

At House of Modern Realty our goal is to ensure you thrive. With our tailor made approach, we'll provide you with the tools needed to support your life's mission in simple and effective ways. "The House" is clear on your intention of partnering real estate with your life and we'll make sure we do our part in supporting you. What sets us apart from other brokerages? We're an entrepreneurial framework instead of a volume-centric framework. Why? We want you to make as much money as possible so you can spend as much time with your friends, family, passions, and community as you wish. Life is by design. Design a damn good one!

Attached are the HOUSE RULES which are our guiding principles and values to success. Please be sure to review them and apply the appropriate ones based on the moment you're in during your real estate journey.

Thank you for considering "THE HOUSE" to help you succeed! Our door is ALWAYS open so reach out anytime for whatever reason. We also are lead by our mission statement and core values, below.

House of Modern teaches alternative real estate to people who want to unlock their alter ego so that they can create a wealth legacy for their family while making a meaningful impactful for their community. With a hyper-personalized approach, we provide them outcomes that will support their life mission in a simple and effective way. We bring our agents' story to fruition by helping them create a vernacular they didn't know existed within. We provide connotative meaning and context clues for discovery.

- *Modern, Fun, and Personalized Approach To Real Estate*
- *Cultivation Of Community Through Authentic Connections*
- *Efficient In Problem Solving For Our Clients*

Thank you for your time. It would be a pleasure to welcome you H.O.M.!





HOUSE OF MODERN REALTY HOUSE RULES

no matter how good or bad you have it someone has it better and someone has it worse

work from the wise mind

you are ready now

BE BETTER THAN YOU WERE YESTERDAY

DO IT PROPERLY OR DON'T DO IT

UNFOLLOW WHAT DOESN'T SERVE YOU

COME FROM GRATITUDE

THE UNIVERSE WANTS YOU TO WIN!

JUST BE NICE

Know your audience Respond don't react

Just because you can doesn't mean you should

Get off Auto-Pilot Trust but verify

Achievement is simple; it's not always easy though

Inspect don't expect

STOP START CONTINUE

HIGH LEVEL ACHIEVERS TALK ABOUT IDEAS; LOW LEVEL ACHIEVERS TALK ABOUT PEOPLE. TAKE OWNERSHIP OF YOUR ENERGY

What you think becomes your reality

When you know better you do better Work from the third tier of thought

You can't control your first thought but you can control your second thought ASSUME GOOD INTENTION

BE

Theres 3 Career Killers

- Lack of Urgency
- Lack of Boundaries
- Being Busy

If they're not talking about you, you're average

Sometimes you're just gonna have to wait

CLAIRITY IS POWER

TELL SHOW DO FEEDBACK

LET GO AND LET GOD

Don't give up before the miracle

PEOPLE JUDGE YOU FROM THEIR FILTER, NOT YOUR REALITY!

THERE IS NO TRY EITHER YOU ARE OR YOU AREN'T

A LITTLE DAB WILL DO YA

if you have one foot in your past and one foot in your future you're pissin' on the present

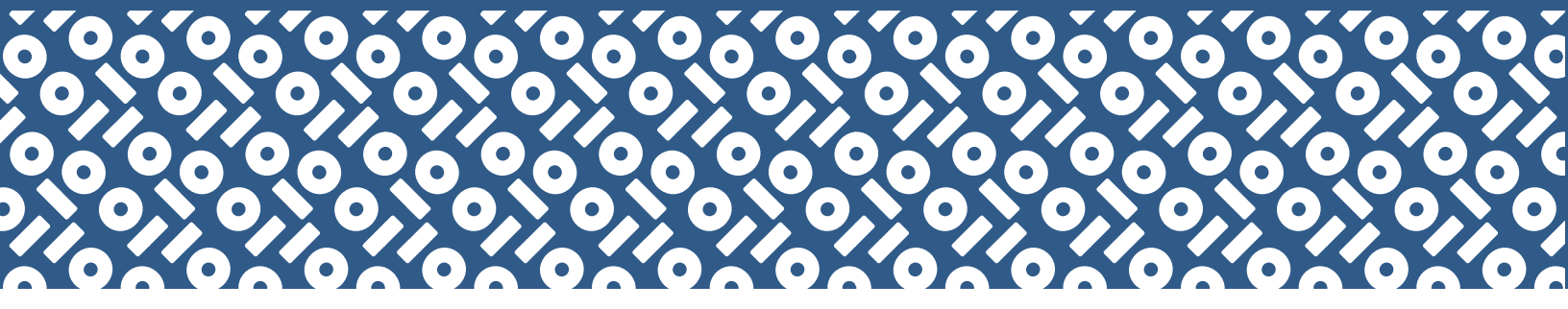
stay in your lane

Mission Statement

House Of Modern teaches alternative real estate to people who want to unlock their alter ego so that they can create a wealth legacy for their family while making a meaningful impact in their community. With a hyper-personalized approach, we provide them outcomes that will support their life mission in a simple and effective way. We bring our agents' story to fruition by helping them create a vernacular they didn't know existed within. We provide connotative meaning and context clues for discovery.

Core Values

- Modern, Fun, and Personalized Approach To Real Estate
- Cultivation Of Community Through Authentic Connections
- Efficient In Problem Solving For Our Clients



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691 John Wesley Dobbs Ave NE Atlanta, GA 30312

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ARE WE A GOOD FIT?

"I HIRED HOUSE OF MODERN REALTY NOT ONLY TO SELL MY HOUSE BUT SAVE MY SOUL! REAL ESTATE IS SO STRESSFUL AND THE HOUSE MAKES IT EASY....AND FUN!"
-KRIS | BUCKHEAD

"BLAKE IS CLEARLY A NATIVE. HIS SOUTHERN CHARM, EXPERTISE ON ATLANTA, AND HIS DEEP CONNECTIONS IN THIS COMMUNITY HELPS MAKES HIM THE MOST KNOWLEDGABLE BROKER."
-KELLIE | VIRGINIA HIGHLANDS

27%

AVERAGE
RENO
PROFIT



PROVEN
MODERN
MARKETING
TACTICS

21

EXCLUSIVE
21-STEP
ALGORITHM

\$\$\$

EXCLUSIVE
POST CLOSE
OPPORTUNITY TO
MAKE AN EVEN
BIGGER NET



DIVERSE
PORTFOLIO

15

TEAM
COUNT

87.72%

SP/OLP%
(BUYSIDE)

106.76%

SP/OLP%
(LISTSIDE)

21

EXCLUSIVE
NEGOTIATION
STRATEGIES
THAT WIN DEALS



H.O.M.
PRECISE
PRICING
STRATEGY



MAKES
HARD
EASY

16

YEARS FLIPPING
BUSINESSES AND
HOUSES PRIOR TO
FOUNDING "THE HOUSE".

COMPANY HIGHLIGHTS

NEXT STEPS

1

IF YOU
CHOOSE
US

REACH OUT! Our door is always open. We are happy to answer any questions or further collaborate.

2

IF WE CHOOSE
YOU

We will provide you with your WELCOME H.O.M. PACKAGE that outlines what the onboarding process will look like.

3

Let's GO!

Once onboarded, we will get you up and running smoothly. If needed, we will get you branded. We will provide you a house tour and train you on our exclusive tools that win deals and build wealth legacy's worth bragging about.

WELCOME H.O.M.!
STEP BY STEP
PATH TO SUCCESS!

HOUSE OF MODERN REALTY

Modern Real Estate Solutions for Today's Real Estate Experience

1 Welcome H.O.M. Enjoy the journey of exploring possibilities. Get to know us and we look forward to learning your goals and helping you land them with ease.

2 Partner up? Let's go!
Sign our Agent/Broker Agreement when you're ready.



3 Unlock our exclusive strategies that have proven to be successful!
Schedule your Agent Development Day.

4 Help sellers, buyers, & investors. Be mindful of modern opportunity and convey that value for clear understanding.

7 CELEBRATE YOUR \$\$\$ OFF! CONTINUE BUILDING YOUR SKILL, CONFIDENCE, AND PORTFOLIO.

6 Expansion and scale. Whatever that means to you, we'll help you get to your goals in a structured and systematic way. Our strategies give you your freedom back!

5 Discover how to replicate our unique strategies and identify opportunities within your network. Cultivate trust in innovative approaches that will ensure your pipeline is filled with individuals you select to collaborate with in business. No more cold calling or buying leads (unless that's your jam).

BUILD FOR OWNERSHIP

About Us

At House of Modern Realty, we help agents keep more of what they earn and build a COMPANY that works for them now and when they retire. We focus on smarter profit tracking, proven systems, and hands-on support so you can grow your income, protect your time, and create a sellable company, not just a sales career.

Our Mission

Our mission is to empower agents to turn their hard work into lasting wealth. We provide the tools, training, and support to help you keep more of what you earn, build a company with real value, and create the retirement you deserve.

Agents we work best with:

- ✓ Producers
- ✓ Entrepreneurial thinkers
- ✓ Retirement Ready
- ✓ Collaborators
- ✓ Visionaries
- ✓ YOU!

What we do for you:



Strategic Planning

Developing and executing strategies that stimulate company growth.



Technology Solutions

Leveraging technology for efficiency and competitive advantage.



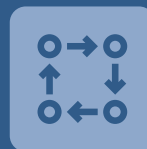
Branding

Brand building and flawless execution.



Financial Advisory

Optimizing financial performance, budgeting, and forecasting.



Operational Efficiency

Streamlining processes and improving operational effectiveness.



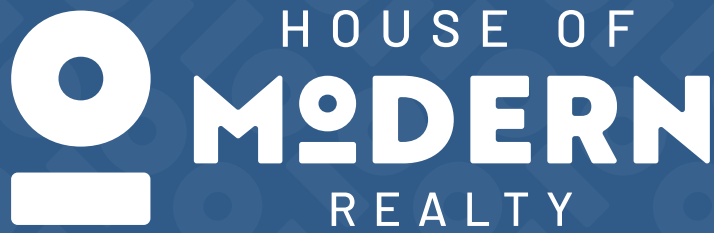
Retirement

Concrete strategies to create a sellable asset that has value beyond closings.

Text our
broker for
more info



404.769.4149



Attraction & Recruitment

We attract **modern entrepreneurs** who think bigger than the deal and are ready to build the business behind it.

Foundation & Empowerment Onboarding

Every new agent receives **hyper-personalized onboarding** designed to unlock their potential from day one

Modern Skills Development (First 60 Days)

We don't believe in winging it. Our structured approach transforms potential into performance

Production Excellence & Revenue Acceleration

Transition from learning to earning with our proven entrepreneurial framework

Specialization & Market Leadership

Elevate expertise through advanced training and niche market mastery

Business Structuring & Profitable Growth

Transform your practice into a sellable company using our entrepreneurial framework

Exit Strategy & Retirement Readiness

Build a business worth selling with our long-term wealth creation approach

Sustained Excellence & Community Leadership

Maintain competitive advantage through continuous growth and innovation

COMPENSATION SPLIT

ONE THAT PUTS MORE MONEY IN YOUR POCKET

HOUSE OF
MODERN
REALTY

Modern Real Estate Solutions for Today's Real Estate Experience

80/20 to annual cap

CURRENT CAP: A ONCE-IN-A-LIFETIME INCENTIVE: \$12,000
Standard Cap is \$15,500

- Marketing & Tech Support
- Coaching and in -depth education
- Modern approaches to real estate
- Next-level business awareness
- Lead Generation Support & Marketing
- Next-level mentorship, training, development, and goal setting
- Entrepreneurial Transition
- Stronger systems for operations
- Competitiveness and Validation
- Next - level company structure
- Exclusive Networking and Luxury Marketing Strategies
- Work towards a positive end game

WANT TO KEEP ALL YOUR COMMISSION ALL YEAR?

PAY THE CAP UPFRONT 20% OFF
\$15,500
A \$3,100 SAVINGS

*Upfront discount not applied to current incentive

ADDITIONAL AGENT VALUE AND FEE'S	ADDED VALUE	FEE
TECH FEE	FOLLOW UP BOSS DATABASE, BROKERAGE MARKETING, CANVA, COMMISSION WIRES*, DIGITAL TOOL KIT, WEBSITE, JOTFORMS.COM	NO TECH FEE
*BRANDING ROYALTY <small>*MANDATORY</small>	BROKERAGE BRANDING USAGE	1.75% of GCI/ TRANSACTION
IN-HOUSE AGENT SUPPORT	ADMIN SUPPORT, BROKERAGE COMPLIANCE, LISTING COORDINATION, TRANSACTION COORDINATION, CLOSING COORDINATION, EA SUPPORT, ANALYSIS COLLABORATION	LISTING SERVICES \$295.00/TRANSACTION BUY SIDE COORDINATOR SERVICES \$525.00/TRANSACTION ADDITIONAL ADMIN SERVICES \$1,000 - \$3,000/MONTH

What else do you get for your commission split?

- R/T Training and Proven Education Systems.
- Modern Approach to digital marketing, modern execution, brainpower of industry experts.
- Support, camaraderie, and expertise (especially when sh*t hits the fan).



Schedule a Zoom and more!

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