



Benchmark REALTY_{LLC}

discover the difference

WWW.DISCOVERBENCHMARK.COM

AN INVITATION FROM OUR CEO

Dear Prospective Team Member,

My wife Amanda and I founded Benchmark in 2006 with a very lofty vision: to set a new standard of excellence in the Middle Tennessee real estate industry.

We aimed to do so through a revolutionary agent compensation structure, superior caliber of agents affiliated with our company, and a firm foundation of honesty and integrity.

I wonder in amazement at the blessings that have flowed to so many because of Benchmark's efforts. I firmly believe that is because our focus has always been on a single belief: service to others.

I want to invite you to spend the next few minutes discovering more about what Benchmark can offer you.

We'd be honored to have you join us. No games, no hassle—just straightforward business people with a true passion for what we do.

Phillips Cantrell
CEO

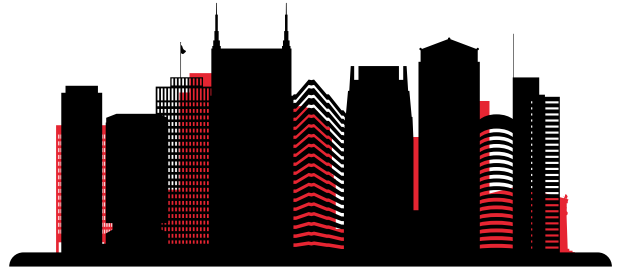
*Improving the lives of others is
the ultimate goal. Only that
attitude can bring true fulfillment
in a career.*



OUR MISSION

Through honesty, integrity, fairness and strength of character, we aim to set the standard for the real estate industry in Tennessee.

No fluff, no hype. By upholding principles of honesty, integrity, fairness, and strength of character, Benchmark Realty has grown to be the largest real estate company in Middle Tennessee by both volume and transaction count. Benchmark agents deliver 110% on every single real estate transaction. As the name defines, Benchmark's service and performance sets the standard by which all other real estate brokerages are measured.



Be better, be Benchmark.

OUR VALUES

- ➔ As a company, we will consistently deliver 110% of our clients' expectations in every real estate transaction.
- ➔ As our name defines, our performance will become the standard by which all other brokerages are measured.
- ➔ As our faith requires, we will be guided by Christian principles in every decision. Honesty, Integrity, Fairness and Strength of Character will be our guideposts.
- ➔ As our families deserve, we will allocate the appropriate attention to our personal lives in order to receive the support we need in our professional endeavors.
- ➔ While maintaining these guiding ideals, Benchmark Realty will become the primary market force in residential real estate in Tennessee.

100% *commission model* THE BENCHMARK COMPETITIVE EDGE

You're more than just a real estate agent. You're a business owner. As such, you know that controlling your expenses is the only way to make a profit, and right now, your largest expense is to your brokerage. And they're still controlling your deals?

With Benchmark, you have the freedom to structure your deals your way, offer options to your clients, and grow your business as you see fit.

INCOME COMPARISON FOR A POTENTIAL ANNUAL GROSS INCOME OF \$100,000

TRADITIONAL AGENT
RETAINS
\$71,000

BENCHMARK AGENT
RETAINS
\$95,590

SEE HOW THE DIFFERENCE ADDS UP

Use our online commission calculator to see what 100% commission can do for you.

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Your investment options

PLAN A \$4,410/YEAR

PLAN B \$419/MONTH (\$5,028/YEAR)

PLAN C \$75/MONTH (\$5,729/YEAR)

Plan C incurs a closing fee of \$439 per transaction, up to an annual cap of \$4,829 per calendar year and clients are charged a \$160 broker base commission on transactions with a sales price of \$50,000 or greater.

There is no penalty for not hitting the cap and you can change plans once per anniversary year.

THE IDEAL PLACE TO GROW YOUR TEAM

- 100% commission plan means more money to invest in your business
- Each team member benefits from their own individual plan
- Split your commission amongst team members however you choose
- Freedom to market and brand your team (signs, websites, etc. still must meet TREC requirements)
- Lease office space for your team at one of our convenient locations

*Our investment in
your business...*

SUPPORT

At Benchmark, you're surrounded by tremendous company and broker support. The help you need is never more than a phone call away.

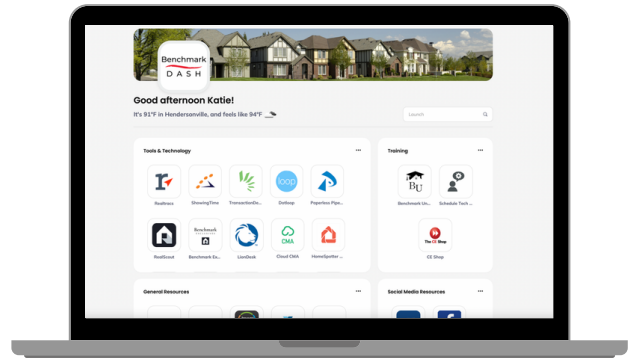
- Approachable, engaged leadership
- Accessible Principal Brokers
- Strong compliance program
- In-house mortgage and title companies (including full-time attorneys) exclusively serve Benchmark transactions
- Monthly Zoom webinars provide company and market updates, and practical real estate leadership
- Support desk for tools & tech

BENEFITS & TOOLS

Your Benchmark affiliation gives you FREE access to:

- Online and in-person classes
- Continued Education (CE)*
- CRM options
- ShowingTime Plus
- Marketing resources and templates
- A customizable agent website and mobile app
- RealScout
- Benchmark exclusive listings
- 24/7 office access, including print, scan, and fax services

*All sign calls are
guaranteed to be forwarded
directly to you.*



THE BENCHMARK DASH

Your personalized portal for 24/7 access to tools, videos, tutorials, marketing resources, forms, market reports, vendor lists and more.

NATIONWIDE REFERRAL NETWORK WITH GUARANTEED PAYMENT!



Benchmark is part of United Real Estate Group, comprised of over 22,000 agents who close over \$15 billion in sales volume per year across 46 states.

Through this partnership, you can connect clients with a trusted agent almost anywhere, with a guaranteed referral commission!

Benchmark agents also benefit from United's tools and systems, awards, conferences and recognition opportunities!

COMPANY HIGHLIGHTS



#1

MARKET SHARE IN THE GREATER NASHVILLE AREA

Benchmark affiliates sell more real estate than another brokerage in Middle Tennessee.

2:1

We only hire the best of the best. On average, Benchmark affiliates outsell the competition 2:1.

1,500+

Benchmark affiliates are over 1,500 strong, spreading the word about your real estate needs throughout Middle Tennessee.

\$26B

Since 2008, Benchmark agents have sold over \$26 billion in real estate in Middle Tennessee.



Benchmark is part of the #4 fastest-growing, nationwide, private residential real estate brokerage in the **Inc. 5000** real estate category.



READY TO EXPERIENCE THE DIFFERENCE?

No matter which office you choose, you'll have 24/7 access to all 9 of our locations.

CLARKSVILLE

Whitney Smith

2421 Hwy 41A Bypass, Ste 100
Clarksville, TN 37043
(931) 320-2264

COOL SPRINGS 112

Drew Hendry

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Franklin, TN 37067
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COOL SPRINGS 115

Melissa Roetger

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CORE PROGRAM

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MIDTOWN

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MT. JULIET

Adrian Kelley

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Mount Juliet, TN 37122
615-288-8292

MURFREESBORO

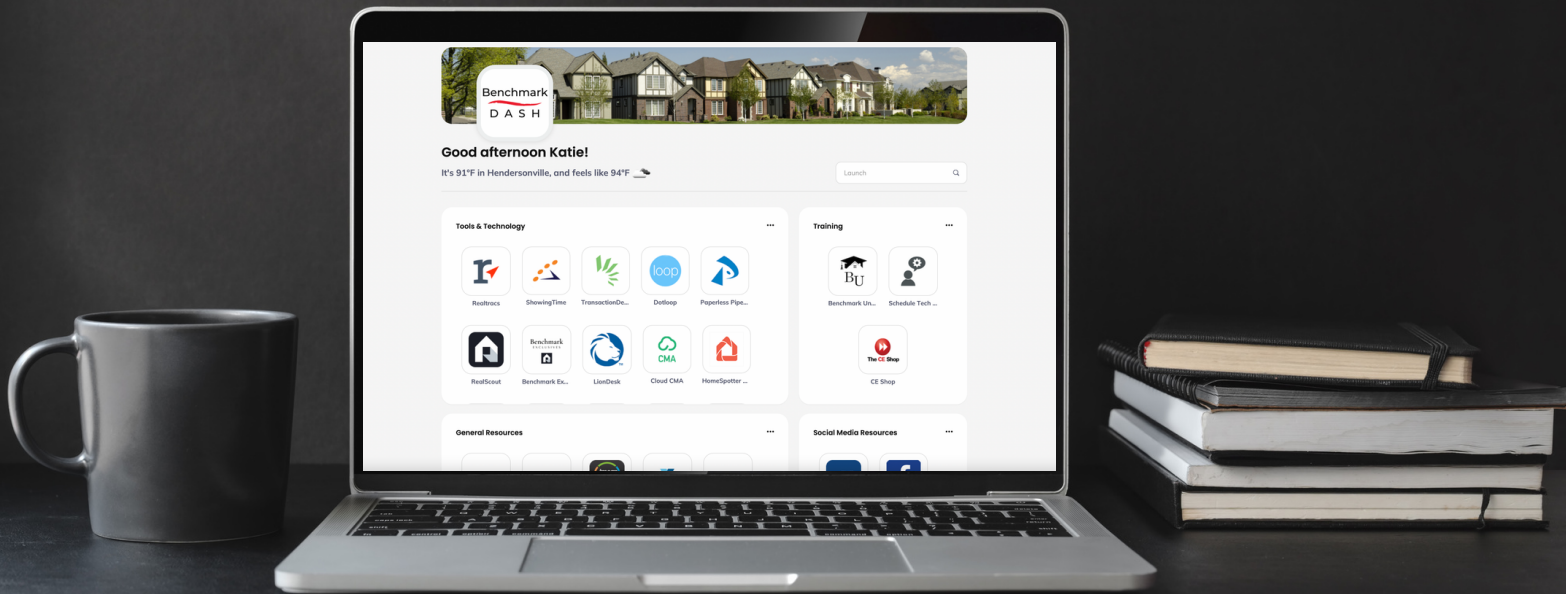
Maggie Claprood

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WEST NASHVILLE

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