REALTY EZ

2026–27 EDITION

AGENT OPPORTUNITY GUIDE

KEEP MORE. BUILD YOURS.

100% commission, an all-in-one business platform and broker support you can actually reach — built for Southwest Florida agents who are serious about growth.



RealtyEz.net (239) 323-4167 Office@RealtyEz.com

WHY WE EXIST

YOUR BUSINESS. YOUR BRAND. OUR BACKBONE.

Top-producing agents shouldn't be weighed down by splits, desk fees and a stack of disconnected software. Realty EZ was built around a simple idea: you earned it, so you should keep it.

We give you the systems, training and broker support of a full-service brokerage — CRM, website, transaction management, marketing and weekly coaching — without taking a cut of your hard work. Whether you're newly licensed or closing dozens of deals a year, this guide shows exactly what you get and how to get started.

100%
COMMISSION TO YOU

$395
CLIENT COMPLIANCE FEE

E&O
INSURANCE INCLUDED

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HOW IT WORKS

THE REALTY EZ MODEL

01

Simple, transparent, and designed so your income grows with your production — not your broker's.

100% commission. No hidden fees.

You keep 100% of your commission. A flat **$395 client compliance fee** covers broker review and compliance, and **errors & omissions insurance is included**. No surprise desk fees, no tiered caps to chase, no franchise royalties quietly reducing your check.

	TYPICAL BROKERAGE	REALTY EZ
Commission split	50/50 to 80/20 until cap	**100% to you**
Per-deal cost	Split + transaction fees	**$395 compliance fee**
E&O insurance	Often billed separately	**Included**
Tech stack	Pay for your own tools	**All-in-one platform included**
Your brand	Brokerage brand first	**Build your own brand**

Included with every closing

Client presentation kit

Leather binders, presentation folders, thank-you cards and branded pre-listing and listing presentations.

Client guide library

Buyer books, closing books, FSBO guides, cash offer guides, relocation and seller-prep guides — ready to hand out.

Southwest Florida guide

A polished SWFL lifestyle magazine-style guide to impress relocating buyers and sellers.

Marketing templates

Social media, postcard and business card templates you can customize in minutes.

TECHNOLOGY

ONE PLATFORM. EVERY TOOL.

02

Stop juggling a dozen logins. Run your entire business from a single place.

Your CRM, website, transaction management, forms, training and resources live together in one all-in-one platform, so your business runs the way it should — organized, automated and easy to scale.

CRM & automation

Comprehensive contact management with email and text campaigns, so every lead gets followed up and every past client stays in touch.

Your own agent website

A personalized website built around your market, your brand and your listings — designed the way you envision it.

Transaction management

Track deals, documents, sales volume and commissions in one dashboard with compliance built in.

Forms & e-signature

The contracts and addenda you use every day, organized and ready to send for signature.

Social media templates

On-brand, ready-to-post graphics for listings, open houses, market updates and milestones.

Preferred vendor list

Vetted lenders, inspectors, title companies, photographers and contractors your clients can trust.

ONE LOGIN. ONE SYSTEM. MORE TIME FOR CLIENTS.

GROWTH

TRAINING & TRUE SUPPORT

03

Real support from a broker who answers the phone — plus a training calendar built to keep you sharp.

Broker support, anytime

Contract questions at 8 p.m.? A tricky inspection negotiation? Our agents are our top priority. You get direct access to broker guidance when deals are on the line — not a ticket queue.

What your calendar looks like

PROGRAM	WHAT IT COVERS	FORMAT
Weekly training	Lead generation, scripts, contracts, pricing and negotiation	Online & in person
Sales meetings	Market updates, new listings, wins and problem-solving	Weekly
Business strategy	Goal setting, budgets, systems and accountability	1:1 sessions
Networking	Agent mixers, vendor events and referral partnerships	Ongoing

Specialties you can grow into

- **Luxury real estate** — waterfront, gated-community and high-end marketing strategy
- **Commercial real estate** — guidance and referral pathways for commercial opportunities
- **Investors & distressed property** — FSBO, expired, cash-offer and pre-foreclosure conversations
- **Lead opportunities** — programs that help qualified agents put more deals on the calendar

MENTORSHIP

NEWLY LICENSED? START HERE.

04

School taught you to pass the test. We teach you how to build a career.

The first year decides whether a new agent thrives or quits. Realty EZ Mentorship pairs self-paced online courses with live group sessions and one-on-one guidance through your qualifying transactions, so you never have to guess on your first deals.

01 **Foundations**
Contracts, disclosures, escrow rules, advertising rules and the everyday systems of a working agent.

02 **Lead generation**
Sphere, open houses, FSBOs, expireds and online leads — with scripts and a weekly activity plan.

03 **Guided transactions**
One-on-one support from contract to close on your qualifying transactions.

04 **Launch**
Your brand, your website and your 90-day business plan — ready to run on your own.

POST-LICENSING ON THE HORIZON?

Florida sales associates must complete 45 hours of post-licensing education before their first license renewal. We'll help you plan it so it never sneaks up on you.

GETTING STARTED

YOUR FIRST 30 DAYS

05

A clear, simple path from first meeting to first listing.

01 **Book a 30-minute strategy meeting**
Meet one-on-one, compare the numbers and decide whether Realty EZ fits your goals. No pressure.

02 **Transfer your license**
We walk you through the DBPR change of brokerage and MLS/association updates so nothing falls through the cracks.

03 **Onboard to the platform**
Your CRM, website and transaction tools are set up and your contacts imported.

04 **Launch your brand**
Announcement emails, social posts and fresh business cards and signage go out.

05 **Get on the calendar**
Join weekly training and sales meetings and set your first 90-day goals.

> **SEE THE MATH**
> Bring your last 12 months of closings to your strategy session. We'll compare your take-home at your current brokerage to Realty EZ, line by line.

BRING TO YOUR MEETING

- [ ] Active Florida real estate license in good standing
- [ ] Driver's license or state ID
- [ ] Current MLS and association information (if transferring)
- [ ] Your last 12 months of production (for the commission comparison)
- [ ] Logo, headshot and brand ideas (optional)

FAQ

QUESTIONS AGENTS ASK 06

Is it really 100%?

Yes. You keep 100% of your commission. Each transaction carries the $395 client compliance fee, and E&O insurance is included.

Do I have to give up my own brand?

No. We encourage it. Your marketing will always include the Realty EZ brokerage name as Florida advertising rules require, but your brand leads.

What if I'm brand new?

Our mentorship program was built for you — courses, live sessions and one-on-one help through your qualifying transactions.

Where do we meet?

We meet agents across Lee and Collier counties, including Naples, Bonita Springs, Estero, Fort Myers, Cape Coral and Marco Island. Choose in person or a quick introductory call.

How fast can I switch?

Most agents are fully onboarded within a week of transferring their license.

Notes

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LET'S TALK ABOUT YOUR NEXT YEAR.

Book a confidential 30-minute strategy meeting. We'll compare your numbers, show you the platform and map out your next 12 months.

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