AGENT TESTIMONIALS & REVIEWS

CONTENTS

1. Real Estate Career
2. Contents & Reviews
3. Affiliation Cost
4. Global & Local Advertising
5. Agent Marketing Materials
6. Agent Websites
7. Website Integrated CRM
8. Showings & Feedback
9. Transactions Worksheets
10. File Storage & Sharing
11. Get Started
12. About M.S. WOODS
13. About M.S. WOODS cont.

⭐⭐⭐⭐⭐ - I have worked with M.S. Woods Real Estate for 5 years now as a real estate agent and I can honestly say there is no better company in Indianapolis to work with! The agents here truly care for their clients and provide the same level of technology and lead generation programs as companies that charge 3-10 times more. We are committed to serving our clients to the best of our ability in a calm, casual environment. No stuffy office, no rude receptionist, just real people ready to help anyone who is thinking of buying or selling in the Indy area.

⭐⭐⭐⭐⭐ - I had been a RE/MAX agent for over six years and finally got tired of paying all the fees. When it came down to it I felt like I was paying them to go to work for them. I then started looking for all my different options. Yea I could have opened my own agency, but I had a lot of other things on my plate and didn't want the responsibility. I checked out several different companies all of which were good companies. When you came down to it they all were about the same. In my area you really didn't see many M.S. Woods signs, but I thought I would call and talk to them anyways. This was the best move I could have made. I meet Mike Woods one afternoon and set down and had a long talk about his programs and decided this was the place to hang my hat. I've never looked back and never regretted the move. If you want to keep more of your hard-earned money, then you should at least talk to Brittany.

⭐⭐⭐⭐⭐ - I have worked at M.S. Woods Real Estate for over 10 years. I love the independence of running my own business. I have no desk fees, no office space to pay for. I work from my home. I love their lead program. You get leads and get a very generous split on all office leads you close. Chris Phillips is the Vice President and is available to you for any questions related to Real Estate that you may have. He is fair, kind and courteous. Mike Woods is a great Managing Broker. He works diligently on our internet technology. He keeps our company on top consistently on the web. He really wants you to succeed at the position of Realtor.

⭐⭐⭐⭐⭐ - I had worked with several real estate brokerages (both well-known and independent) prior to signing on with M.S. Woods Real Estate a few years ago. It's amazing to see how intricately ran and well-organized M.S. Woods is! In addition to this, they could not be more generous (in compensation) and fair to their agents. They allow agents to work independently but are always available to offer assistance with transactions if needed. I could not hold M.S. Woods with higher regard and recommend them to any agent looking for a fair, honest, and top-notch company to work with!
M.S. WOODS AFFILIATION COST

3 Simple and Cost-Effective Compensation Plans

1. Team Members only
   - $50/month
   - 100% of the commission

2. $295/month - $195/ trans
   - You receive 100% of the commission
   - $295 to $495/ trans

3. 80% Split
   - no monthly
   - no trans fee

Other Brokers Can Cost up to $29,000/year

Add the costs yourself:
- Franchise fees
- Commission splits
- Desk fees
- Technology fees
- Advertising fees
- Doc Management fees
- Transaction fee

The list can get very creative

Brittany Woods
Office: 317.578.3220 Cell: 317.442-5509
mswoods.com - Email: bwoods@mswoods.com

MAKE THE RIGHT MOVE
GLOBAL & LOCAL PROPERTY ADVERTISING

We showcase your listings on over 150 global and local websites including the most significant media and real estate focused websites in the world.

Brittany Woods
Office: 317.578.3220 Cell: 317.442-5509
mswoods.com - Email: bwoods@mswoods.com

MAKE THE RIGHT MOVE
AGENT MARKETING MATERIALS

PROPERTY BROCHURES
Professionally print or insert photos and text into Microsoft Word template

BUSINESS CARDS
Easy to order business cards

LETTERHEAD AND ENVELOPES
You can order them from a printer or simply insert your photos and text into a Microsoft Word template

SIGNS & RIDERS
Use our stock signs or order custom signs and riders with your phone number, web address, email, etc.

EMAIL ADDRESS
Free mswoods.com email address included or use your own

AGENT WEBSITE WITH MLS LISTINGS
Every agent receives a website with IDX connection to every listing in the REALTORS® MLS

CUSTOMER RELATIONS MANAGER
Agents can use our CRM to nurture leads into clients with best of technology drip marketing
AGENT WEBSITES INCLUDED

AGENT WEBSITES INDEXED IN GOOGLE & BING

Link to your mswoods.com website from Facebook, Twitter, LinkedIn, Pinterest, our company blog, other blogs, directories, etc. Voila! Your website gets indexed in Google, Bing and other search engines.

YOUR CONTACT INFO ON EVERY MLS LISTING

Any first visit to the company website or your mswoods.com website originating from your ads or your links will cause your contact information and photo to appear on every REALTOR® listing on our website. That means you’ll receive no-referral fee leads.

Learn how to send people to your website from social media websites and blogs.
WEBSITE INTEGRATED CRM

Features and Benefits

- **Immediate Activity Notifications**: You can respond quickly to prospects because you receive emails and/or text messages when any of your prospects:
  - Register on the website
  - Log into the website
  - Save a search
  - Save a favorite listing
  - Request to be notified of a price change
  - Open an email

- **Drip Marketing**: Use our unique saved search feature to stay in contact with your potential client by setting up saved searches that will email your prospect with new listings that fit the search criteria.

- **Set Follow-Up Tasks**: It’s easy to set reminders to contact a prospect in the future.

- **Chronological History**: You can see all of the emails you sent and that the prospect sent to you in the history file.

- **Opened Emails**: You can see whether or not an prospect is opening your drip-marketing emails.

- **Website Activity**: You can see every listing that a prospect has looked at on your website or the company website.

- **Email Verification**: Our CRM verifies every contact by sending an email to them. They must click a link in the email to be included as a lead in the CRM.
Centralized Showing Service (CSS) has streamlined the showing appointment process to enable faster home sales. We make it easy for buyer’s agents to request showing appointments. Our contact center is dedicated to each call. All showing activity is saved on Showings.com for you. Listing agents may give access to Showings.com and the CSS Mobile App. Call us at 866-744-3883 if you have any questions about the service.

**Quick Showing Approvals**

You can instantly approve showings on your property with your mobile phone from an email or text message. If you don’t respond to the text message within a specified time, CSS will still make the necessary phone calls. (Text messages are sent between 7 a.m. - 10 p.m.)

**Seller Benefits**

- No more missed showings
- Enhanced safety and security for agents and sellers
- View showing activity & edit showing instructions on showings.com
- Feedback can be received by email or viewed on Showings.com
- CSS makes drive-up showings easier
- Sellers can view showing and agent Activity Reports on Showings.com
- Access to the CSS Mobile App with a Showings.com login
- Schedule Blocker allows sellers to manage showing schedules
- Agents can call CSS 24/7/365 to schedule appointments
Helpful Transaction Checklists

- Listing, Pending, Closing File Checklist & Commission Worksheet
  - Broker Associate:
  - Property Address: ______ City ______ St ______ Zip

Enter the name of your client(s) on the appropriate line. Enter both buye(s) and sellere(s) if you are a limited agent.

- Buyer Name: ______ Phone: ______ Email: ______
- Buyer Name: ______ Phone: ______ Email: ______
- Seller Name: ______ Phone: ______ Email: ______
- Seller Name: ______ Phone: ______ Email: ______

- Office Lead: [ ] Agent Lead: [ ] Buyer Agent: [ ] Listing Agent: [ ] Limited Agent: [ ]

Yes No Yes No
- Listing Documents
- Office Policy & Guide to Understanding Agency (Seller) - REQUIRED IN OFFICE FILE
- Before a Buyer signs our Listing Contract, Indiana State Law requires that the listing company produce a Guide to Understanding Agency and our Office Policy that explains our agency relationship with the Seller. Have your Seller sign the Office Policy.
- Listing Agreement - REQUIRED IN OFFICE FILE BEFORE BLC ACTIVATION - We have to deactivate the listing if we do not have the agreement in file. The listing agreement must be signed by all members of the owner. If an individual has their client's power of attorney (POA), we need a copy of the POA in our office file to legally offer the property for sale. If the property is owned by a trust, the trustee, in his fiduciary capacity (not as an individual), should sign the listing agreement. If the property is owned by a corporation, LLC or any other non-human entity, the listing agreement should be signed by the name of the entity by name of the person who has the authority to enter into the listing agreement for the entity. Be sure to check the tax record to make sure that the person signing the listing agreement is the owner or represents the owner of the property.

- BLC Listing Uploaded to File
- Seller's Residential Real Estate Sales Disclosure - BEST PRACTICE is to have your seller complete this form at the listing agreement or even after. Upon completion, upload this form into the BLC so that it is available for the Buyer to view. Sellers are required to sign and date required areas on both pages. DO NOT COMPLETE THE FORM FOR YOUR SELLER'S or any other realtor unless they request it. Complete your Seller’s disclosure form, get their signature, and upload it into the BLC system. Sellers are required to sign and date both pages. DO NOT SIGN THE FORM FOR YOUR SELLER'S or any other realtor unless they request it. Complete your Seller’s disclosure form, get their signature, and upload it into the BLC system.

- Lead Based Paint Disclosure - For homes built prior to 1978, Seller must complete this form. BEST PRACTICES is to upload it to the BLC listing (see Office -> Agent Documents -> Training Docs -> Add Supplemental Information) before the Buyer signs the contract. If the Buyer has not signed the contract, the Seller must inform the Buyer of the potential lead-based paint hazards and provide the Buyer with the required disclosure form.

- Amendments and/or Addendums - REQUIRED BEFORE YOU CHANGE THE BLC OR HAVE TO DEACTIVATE THE BLC, the Buyer is required to sign the Office Policy prior to entering into a direct relationship with a consumer to buy the property. If the Buyer desires to purchase the property with a home with a pending financing agreement, the Buyer must sign an Addendum before the purchase agreement is signed.

- Purchase Agreement
- Counter Offer(s)

- Amendments and/or Addendums to purchase agreement
- Copy of Earnest Money Check - As the Buyer's Agent, you should make a copy of the earnest money check for the file before you give it to the listing agency. This can be as simple as snapping a photo of the check with your smartphone. We will make a copy if a check is sent directly to our office.

- Sellers Residential Real Estate Sales Disclosure - Buyer & Seller sign and date on both pages. The Seller will need to sign again at the closing.

- Lead Based Paint Disclosure - WARNING! HUNGER PINE POTENTIAL! For homes built prior to 1978, the Buyer MUST RECEIVE the booklet. Protect Your Family from Lead in Your Home. Prior to the sale, the Buyer will need to sign the purchase agreement. If you cannot prove that the Buyer received this booklet, the fine is $1,000 per occurrence. If your files are audited by the EPA, that's $1,000 for each file with the missing documentation. E&O insurance will not cover this fine. No matter if you have the Buyer or the Seller, make sure the Buyer has initialed items “a” and “b” (not a check mark) to confirm they have received the booklet. Listing broker items “e”.

- Disclosures and Waivers - REQUIRED when you represent the Buyer. There are a multitude of things that a buyer should be aware of when purchasing real estate. This document helps you communicate important things a buyer should consider and protect you from those buyers that say you didn't tell them about something important.

- Limited Agency Disclosure - REQUIRED when representing both Buyer(s) and Seller(s). This document must be, by law, be presented to both buyer(s) and seller(s) and signed prior to the transaction.

- Written Rebate Agreement & Written Disclosure to All Parties - If you elect to give part of your commission to a buyer client, you must have a written Rebate Agreement in file. The Rebate can be part of a Buyer Brokerage. Indiana State Law requires the Disclosure must be given to all parties to the transaction prior to or during the writing of the purchase agreement. All rebates or gifts must appear on the closing statement unless it is a cash transaction and no lender is involved. If you give a rebate to a buyer, it is important that you involve their mortgage originator up front. Be sure that your rebate won't be denied by the mortgage company because it exceeds the limit allowable by the lender.

- Power of Attorney - REQUIRED if any party signs with POA (even if they are not your client)

- This Checklist and Commission Worksheet
- Commission Check (Physical Check)
- Commission (Wire Transfer from Title Company) - We prefer not to receive funds in this manner because the funds are not identified in the wire transfer. You must call the office prior to receiving a wire sent.

- BLC Sheet - Status Sold - If you are the Listing Agent, you must change the status to sell and submit a copy of the BLC sheet. If you represent the Buyer on a non-BLC sale (New Construction, FBO, or any other instances) enter the listing into the BLC as if you are the listing agent and the selling agent. Once you have changed the status to sold, contact MIBOR to have them change the Listing Agent for a non-BLC member (SOLD).

- Inspection Exceptions (if any other accepted by NOT responding, explain below):

- Sellers Residential Real Estate Sales Disclosure - Seller must sign AND date at closing.

- Closing Settlement Statement - We need a summary of all transaction costs for our client.

- Deed

- Optional Documents Not Required but Nice to Have
- Disclosure of the Psychologically Affected Nature of the Property
- Affidavit
- Title Insurance
- Survey Location Report
- State Sales Disclosure Form
- Inspection Reports

---

Brittany Woods
Office: 317.578.3220 Cell: 317.442-5509
mswoods.com - Email: bwoods@mswoods.com

M.S. Woods Real Estate, LLC
---

[Signature]

[Date]
FILE STORAGE & SHARING

With M.S. WOODS, you are not tied to a specific transaction management program. You can use Zip Forms Plus, DocuSign, Dotloop, etc. to manage your transactions. When you’re done, simply save it to a pdf file and drag it from your desktop to your personal file storage system on our server. It’s easy. Once it’s uploaded, we check the file and issued payment.

- Access your files from smart phones, laptops or desktops
- Send a link to a file folder or to just one document
- Upload your transaction files from your computer or smart phone
- We review every closed file
- Your commission is direct deposited for speed and ease
GET STARTED

HOW TO GET STARTED
1. Review this career booklet
2. Schedule a time to talk
3. Decide if we are right for you
4. Execute an agreement

TRANSACTIONS
1. Purchase agreements
2. Counters, inspections, etc.
3. Getting paid
4. Document Storage

PROSPECTING
1. Using Google & Facebook to generate prospects
2. Using mswoods.com to generate no-referral fee leads
3. Using our blog to direct traffic to your website.
4. Traditional prospecting

Brittany Woods
Office: 317.578.3220 Cell: 317.442-5509
mswoods.com - Email: bwoods@mswoods.com
M.S. WOODS REAL ESTATE, LLC has been serving residential real estate buyers and sellers in Indianapolis and throughout central Indiana since September 1998. Currently, we employ over 35 professional, licensed REALTORS®. Our company is consistently on the Indianapolis Business Journal's list of "Top Residential Real Estate Agencies" year after year.

**Our Mission** - To help buyers and sellers make the right move. Whether they're a young couple looking for the perfect starter home or empty-nesters looking to buy a summer home on the water, our #1 priority is to make their dreams come true.

**It’s All About People** - "When you work with M.S. WOODS, you get my personal promise of integrity, professionalism, and the highest standard of ethics," says Woods. Our agents combine local neighborhood knowledge with up-to-the-minute real-estate resources and tools to deliver the results home buyers and sellers deserve.

**Community Involvement** – M.S. WOODS is always at the forefront of sponsoring community events, the arts, and various charities in the communities where we live and work. We also offer an annual, nationwide College Scholarship because today's youth are tomorrow's leaders. Here are some of the charities we have supported:

Indiana First | Indiana State Fair | International Violin Contest of Indianapolis | IRT MIBOR REALTOR Foundation | Nickel Plate Arts | Teen Works | United Way
ABOUT M.S. WOODS REAL ESTATE, LLC

List Price to Sale Price Ratio

M.S. WOODS’ 7 Pillars of Real Estate Success

- LISTEN carefully to your clients. They will tell you exactly what you need to do to help them.
- Always ask yourself, "What could I do today to make this easier for my clients?"
- Ask yourself what you might do differently if this client were your mother.
- Do whatever it takes to deliver your clients their dream home.
- Never assume your client understands the vagaries of closing, negotiating, or any of the other details of buying or selling a home. That's what they're paying you for.
- If you don't know the answer to a client's question, admit it. Then find the answer.
- Stick around after the closing. Your clients may still need your help.

Indy's Technology Leader

MSWOODS.COM is a real estate website designed for today's real estate market. Unlike many REALTORS®, we have our own in-house programming staff. We're able to provide unique, easy-to-use, cutting-edge tools to our users and agents.

- Interactive map to drag and zoom your way around central Indiana homes for sale
- View satellite images or Google street views in addition to agent-taken photos
- Search by MLS# if you're looking for a listing
- Find upcoming open houses for all real estate companies in central Indiana
- Use our Automated Home Valuation Tool to get a rough estimate of what your home is worth

Professional Memberships

Better Business Bureau | Metropolitan Indianapolis Bored of Realtors® | National Association of Realtors® | Indianapolis, Indiana Chamber of Commerce | Indiana Chamber of Commerce | Hamilton County, Indiana Chamber of Commerce | Westfield, Indiana Chamber of Commerce | Noblesville, Indiana Chamber of Commerce | Zionsville, Indiana Chamber of Commerce