

# LEADINGEDGE™ LEAP PROGRAM

Power your business with these outstanding Leading Edge resources:

## Technology

We've invested heavily in a custom version of the industry's top-rated, seamless, **single-sign-on platform** that streamlines the entire sales process from prospect to closing and beyond.

- NEIGHBORHOOD NEWS interactive, client outreach program
- Key Client Letters for every step of the transaction crafted to make sure you clients never miss critical information and make good decisions.
- Listing & Buying Presentations, exclusive marketing materials for download
- Transaction Checklists & Systems
- Real Scout: better Artificial Intelligence than any other search platform
- CMA: Gorgeous, information analysis for sellers
- CRM: Automated systems for your agents to stay in front of their clients
- DotLoop: Paperless transaction management
- Complete document storage
- Company-wide information and calendar

## Education

Our powerful, Leading Edge-designed education and training systems cover every agent level and are based on consumer behavior and market dynamics.

- BOOT CAMP: Annual idea generator and agent energy booster
- Empower Your Future: Six week class for ultimate team building
- 90 MINUTES: 14-week rotation focuses on the transactional basics of buying and selling
- MOJO MONDAYS: Successful LE agents share their expertise on lead generation, trends and strategies, negotiating, using social media to drive growth, etc.
- CEU COURSES: Free through Leading Edge Academy
- BRIAN BUFFINI'S PEAK PRODUCER: Step-by-step action plan to overcome income peaks and valleys (mentored by Steve Chuha, and Mark Nelson)
- TOM FERRY EVENTS: Renowned course for maximizing potential (mentored by Bill Butler)
- Career Development Seminars by Linda O' and guest experts

## Relevant, Timely Communication

Agents need up-to-the-minute information. They crave market trends and strategic ideas that are meaningful to grow their business. We have two weekly Zoom calls, also broadcasted on Facebook to ensure our agents are the smartest in the business. Recent examples of topics for our 30 minute virtual meeting:

- When uncertainty is choking the air, how does it affect your business? Talking points.
- You have the power to make your seller's home inspection eminently more pleasant - 14 things to do in advance to avoid headaches
- Why isn't it selling?
- Forbearance: Stats and how you can help those who need you but won't call you because they are embarrassed.
- Professional fee options for sellers
- Using data to price property
- Listing Presentation with Linda O'
- Now that Zillow has entered brokerage, ways for you to generate leads.

## Locations and Geography

Enjoy full access to all of our facilities and offices across Greater Boston and Southern New Hampshire for support services and client meetings.

## Deposit Link

Leading Edge is first in the country to use a Venmo-like product for escrow (the same secure technology platform used by American Express and Fidelity) that eliminates check hassles for you, your agents, buyers and landlords.

## Finance

We'll maintain escrow accounts, run compliance on each transaction, generate co-broke commission statements, and pay commissions via direct deposit.

## Personalized Signs

Yard and open house signs, including their installation and storage, are provided at no cost.

## Photography

Agents receive, at no cost, a photo package for each listing from fully-vetted professional photographers.

## Relocation and Referral Services

Leading Edge has built a world-class global relocation department. Our connections are deep throughout the country to drive leads to agents and connect your clients with the best match when they are on the move.

We successfully partner with:

- Relocation Management Companies (RMC)
- Worldwide Employee Relocation Council (WERC)
- Relocation Directors Council (RDC)
- Affinity Programs
- Real Estate Companies (Broker-to-Broker)

## Full-Service Insurance Agency

Agents can offer their clients the convenience of insuring their new home (plus auto, personal, commercial, business and more) through our own in-house agency, staffed by insurance experts and representing top-rated carriers.

## E&O Insurance

Provided by Leading Edge for no additional fee.

## Events & Recognition

Holiday party, top producer retreat, agent awards and spontaneous events to build collegiality and have fun.

## Commitment to High Standards

A core company value is respect for and responsibility to clients, showcased by our exclusive Consumer Protection Plan, eschewing pocket listings while focusing on strategies for productivity and profitability done well in a client first environment.

## Networking and Health

The best way to grow your business is to surround yourself with other strong leaders and top producing agents. Join us for fun, exercise and inspiring events to keep your mind and body healthy.