



# Sponsoring



## The Secrets Behind

# THE EXIT FORMULA

1. SPONSORING IS A PROCESS WHEREBY AN EXIT ASSOCIATE introduces a potential recruit to management. If that recruit is hired, the EXIT Associate who made the introduction receives a financial bonus from EXIT's head office as the new recruit's transactions close. The process of taking listings and making sales has always defined real estate as a two-dimensional business. Sponsoring now adds a third dimension and a new income stream.
2. Sponsoring is unlimited and can be practiced anywhere at EXIT right across the North American continent.
3. Residual bonuses are single-level only. They are not multi-level in any way. If John sponsors in Mary and Mary sponsors in Bill, John receives no benefits as a result of Bill because he didn't sponsor Bill into EXIT.
4. EXIT's standard commission splits are 70/30 up to \$100,000 gross closed then 90/10 for the balance of the year, annually. The new recruit's commissions are not impacted at all as a result of the sponsoring bonuses being paid out.
5. EXIT is also created for industrial and commercial specialists. The standard commission splits are the same as those for residential specialists.
6. The sponsoring bonus is equivalent to 10% of the gross commission generated by the recruit. This maximizes at \$10,000 each year. It then perpetually continues each year the recruit remains with EXIT.
7. Sponsoring is mentoring with a vested interest: it generates perpetual financial returns and creates an incentive to pass down wisdom. The more the recruit improves, the better the return to the sponsor.
8. Sponsoring can be split evenly between two people for the initial introduction thus they would each receive 5% accordingly.
9. A \$5,000 single-side transaction generates a sponsoring bonus of \$500. This bonus is paid out to the sponsoring Associate by EXIT's head office no matter what the financial status of the broker.
10. EXIT Associates pay a transaction fee per full closed transaction side that is tiered based on the commission level. This fee is capped at \$2,700 per year. A portion of each transaction fee is allocated to national advertising.

---

THE PROCESS OF TAKING LISTINGS AND MAKING SALES HAS ALWAYS DEFINED REAL ESTATE AS A TWO-DIMENSIONAL BUSINESS. SPONSORING NOW ADDS A THIRD DIMENSION AND A NEW INCOME STREAM.



TO DATE, EXIT REALTY HAS PAID OUT OVER A THIRD OF A BILLION DOLLARS IN SINGLE-LEVEL RESIDUAL BONUSES TO OUR ASSOCIATES ACROSS NORTH AMERICA."

—Steve Morris, Founder & Chairman

11. EXIT's head office allocates a portion of each transaction fee paid by the salespeople in each EXIT office to a special Administrative Bonus Fund. This bonus fund is distributed to the support staff of that office annually.
12. EXIT head office dedicates a portion of each transaction fee generated by all offices in the corporation to its charity of choice, Habitat for Humanity.
13. EXIT Associates pay a regional development fee of \$35 per full transaction side to a maximum of \$500 per year. This fee is applied in its entirety to a regional advertising campaign.
14. All EXIT Associates (active and retired) pay an annual membership fee of \$345. This qualifies them to receive EXIT residuals as well as many other benefits.
15. An EXIT Associate who has participated in sponsoring continues to receive 7% residual bonuses should they wish to take a break from actively selling real estate or retire. The other 3% goes to their broker. This continues for as long as those they sponsored in continue to close transactions. A retired EXIT Associate may continue to introduce new individuals to management with no further responsibility to sell real estate.
16. A retired EXIT Associate may return to selling real estate full-time at a later date because the plan is convertible. To do so, they must close 8 full transaction sides or earn \$40,000 gross commission at which time their residual bonuses return to 10%.
17. EXIT Associates designate a beneficiary when they join EXIT. Should an EXIT Associate become deceased, his or her 10% sponsoring residuals or 7% retirement residuals convert to a 5% beneficiary benefit. This continues for as long as those who had been sponsored in by the Associate continue to close transactions. The other 5% goes to the broker who held the license of the Associate who is now deceased.

SPONSORING IS MENTORING WITH A VESTED INTEREST: IT GENERATES PERPETUAL FINANCIAL RETURNS AND CREATES AN INCENTIVE TO PASS DOWN WISDOM.

COULD YOU DO ANYTHING WITH THIS?



For more information visit:  
[www.exitrealty.com/join](http://www.exitrealty.com/join)