

Elevate Your Career



VENTURE REI
REAL ESTATE INVESTMENT

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Become an Agent

at Venture Real Estate Investments

VENTURE REI
REAL ESTATE INVESTMENT

Everything you need to know about
who we are, what we stand for and
why you'll love working with us.

agent spotlight

Nate Leidigh



In 2020, Nate joined Venture REI with the goal of gaining a deeper understanding of institutional buyers and the iBuyer process. Venture REI stood out to him due to its unique and competitive agent compensation plan, which surpassed those offered by other companies in the industry. Additionally, Venture REI provided valuable tools and resources designed to help agents attract more listings and enhance their sales strategies.

Since joining Venture REI, Nate has experienced significant growth in his sales performance and has expanded his professional toolkit. The support and resources provided by Venture REI have been instrumental in his success.

For new agents entering the field, Nate offers some key advice: work diligently, engage in conversations with as many people as possible, and don't hesitate to invest in marketing yourself. By following these principles, new agents can build a strong foundation for a successful career in real estate.



welcome

We are excited to work with you!

We're excited you're considering joining Venture REI. Our foundation of innovation, integrity, and excellence creates an environment where agents thrive. At Venture REI, your talents are valued, and our collaborative culture fosters creativity and success.

From day one, you'll experience the unique support and teamwork that sets us apart. You'll have access to cutting-edge technology, comprehensive training, and resources designed for your success. We are committed to investing in you to excel in the competitive real estate market. Welcome to a new chapter in your career with Venture REI – we're excited to embark on this journey together!

Frank Vazquez

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SECTION ONE

who we are

And what makes us different



about us



Frank Vazquez - Broker & Owner of Venture REI, LLC

At Venture REI, we believe real estate is fundamentally about **“Our Family Helping Yours.”** Owned and operated by Frank and his wife Vanessa, our business is grounded in strong personal connections. Every member of the Venture team approaches each opportunity to assist with **warmth, respect, and impeccable integrity**, embodying the core values that continue to drive us today.

Venture REI is a full-service real estate brokerage and advisory firm specializing in the purchase, sale, rental and marketing of select residential new developments and premier resale properties. Headquartered in Arizona, VENTURE REI is a boutique firm with international reach, delivering a brand of service based on integrity, informed by expertise and practiced in efficiency.



Being a Venture REI Agent: If you have a passion for challenge and achievement, a thirst for knowledge, and a desire to make your career with a company that embraces collaboration, then consider what Venture REI has to offer. At Venture we firmly believe in a collective effort with no internal competition. Our sales associates strive to make each other better thus making the Venture name in the marketplace that much stronger.



At Venture REI we believe in Choice & Diversity: Venture REI offers experience in multiple facets of Real Estate. We want our agents to have freedom to develop a challenging and diverse career in residential, commercial, development, leasing, investment and more.

We believe your career can span to all levels or you might want to specialize in one. Venture REI actively supports diversity & life balance and is committed to ensuring that all individuals are shown respect; everyone is treated fairly; and that each individual is valued.



Learning & Development: Your professional development is the key to ensuring that Venture REI retains a competitive advantage. We continually develop and deliver learning programs and tools, facilitating best-in-class training and continuous education. Working with the needs of your business unit, you can tailor your own personal learning agenda. Our sales associates are able to have 1 on 1 interaction with the brokers in the office.



Values & Approach: Our business is built around seven core values: Honesty, Boldness, Trust, Freedom, Team Spirit, Modesty and Fun. We have a unique approach in working with our clients to achieve their success called the Collaborative Business Experience.



our value

Venture REI, LLC understands why most agents fail to meet their personal goals. Our value as a business is centered on building great foundations for our agents and helping them build careers on top of those foundations.



*“Average can mean mediocre - not worth seeking out - boring
Don't defend mediocrity, it's exhausting.” ~ **SETH GODIN, TRIBES***

WHY MOST AGENTS STRUGGLE TO FIND SUCCESS

- 1 They seek the shiny new object as the answer to their success.
- 2 They often look for the external answer rather than to look within and accept responsibility for their success.
- 3 They don't know where to focus their time and energy.
- 4 They don't know the value of database management, leverage, and focused systems and processes.

WHY VENTURE REI, LLC AGENTS ARE ABLE TO BUILD SUSTAINABLE CAREERS, FASTER.



Culture: Our culture is that of a tribe or family. Focused on each agent's individual and professional growth.



Mindset and Growth: We provide an environment of education, practice, accountability, support, and skill development.



Leads: Through Sierra Interactive, our CRM and Transactions Management platform for real estate professionals, we are able to distribute leads to you as we receive them.



Leverage: We provide the measures of leverage that each agent needs to create a business worth owning and a life worth living.



Systems and Staff: We provide advanced systems for every aspect of your business and team them up with a 5 Star administrative staff to help you create the ultimate client experience.




sales model


Our business model is focused on an Interdependent relationship. We have a mutual interest in success with all of our agents and by working together we achieve more results and are able to attain both financial goals and personal goals.

 **Dependent** - In a dependent sales model, agents are dependent on someone else creating business for them. Examples include Internet Leads, Sign Calls, Referral Companies, and Client Referrals.

VS

 **Interdependent** - We have the organized processes, systems, scripts, experience, and manpower that will allow you to focus on the 20% of activities that make your money, rather than on the 80% of activities that don't. Through Chime, our CRM and Transactions Management platform for real estate professionals, we are able to distribute leads to you as we receive them. By being on our team - though paying a portion of your commissions to us - you will earn more money and have greater freedom than you would working on your own. Does that sounds interesting to you?

VS

 **Independent** - In an Independent sales model, agents are 100% responsible for the efforts and resources of the sale. Examples includes Personal sphere, Open Houses, and Prospecting/Cold Calls.

RESULTS THAT MATTER

2023 Year in Review

3500+
HOMES SOLD

\$ 1.4BN+
IN REAL ESTATE SOLD

13.5 DAYS
AVG. TIME ON MARKET

103.7%
OF ASKING PRICE

FEATURED LISTINGS





our fees

Transactions - Flat Fee Structure

Venture REI, LLC is a flat fee brokerage, we do not operate on splits and have a tiered system for our fees depending on sale amount as listed below.

- For transactions up to \$600,000: **\$400 per transaction**
- For transactions between \$600,000 - \$1,200,000: **\$600 per transaction**
- All transactions \$1,200,000 and up: **\$800 per transaction**

Office Fees - Monthly Fee - \$45.00

The Company will provide the following as available:

- Office space on a first come, first serve basis
- Forms, some at additional charge
- Conference / Meeting Room
- Computer Terminals on a first come, first serve basis
- Fax Machine & Copy Machine
- Internet & WIFI

Optional Expenses

The Associate will be responsible for the following:

- Commissions Inc. (CINC) CRM & IDX personal website: **\$55 per month (\$500 value)**
- Professional Google & Facebook PPC Lead Generation: **Starts at \$500 per month**

INTANGIBLE VALUES

- Flat Fee Transactions & No Splits - Keep more of your compensation!
- Transaction Coordinator - Ensure a smooth closing for all of your clients
- Listing Coordinator - Listings made easy, we'll handle the pictures, signs, etc.
- Monthly Coaching & Optional Script Practice
- Commissions Inc. CRM & IDX Website (optional)
- Google & Facebook PPC Lead Generation (optional)
- Personal IDX Website & Custom CRM Automation Campaigns

SECTION TWO

agent benefits

Working with Venture REI comes with many perks.



we provide



YARD SIGNS

All listings will be provided with a Venture REI branded sign or you can have custom branded signs made with our templates.



BUSINESS CARDS

You will receive 500 custom business cards when you sign up as an agent with us.



LOCK BOXES

We have lock boxes you can check out for all listings and mechanical lock boxes for other projects or uses.



TRAINING & SUPPORT

We have monthly training sessions, training video libraries, on-boarding support for all systems and set up to ensure you can hit the ground running.



training

Topics like:

- ✓ **The New Agent Guide to Building a Database**
- ✓ **Goal Setting for New Real Estate Agents**
- ✓ **How to Handle Your First Commission Check**
- ✓ **3 Steps New Agents Should Follow To Manage Time**
- ✓ **The Top 5 Challenges Every New Agent Faces**



support

Our support staff is here to help

The Administrative support that you will receive from Venture REI, LLC will help deliver top notch quality and professional service to every client you interact with.

Transactions & Listing Manager

Main Duties involve:

- + Manages multiple files simultaneously
- + Acts as a liaison between real estate agents, clients, title companies, mortgage brokers, inspectors and appraisers during a real estate transaction
- + Schedules inspections, photography appointments for listings, and contracts when needed.
- + Ensures all documents are in compliance with Broker requirements
- + Ensures that contractual deadlines are met
- + Ensures that fiduciary service is delivered

Director of Operations

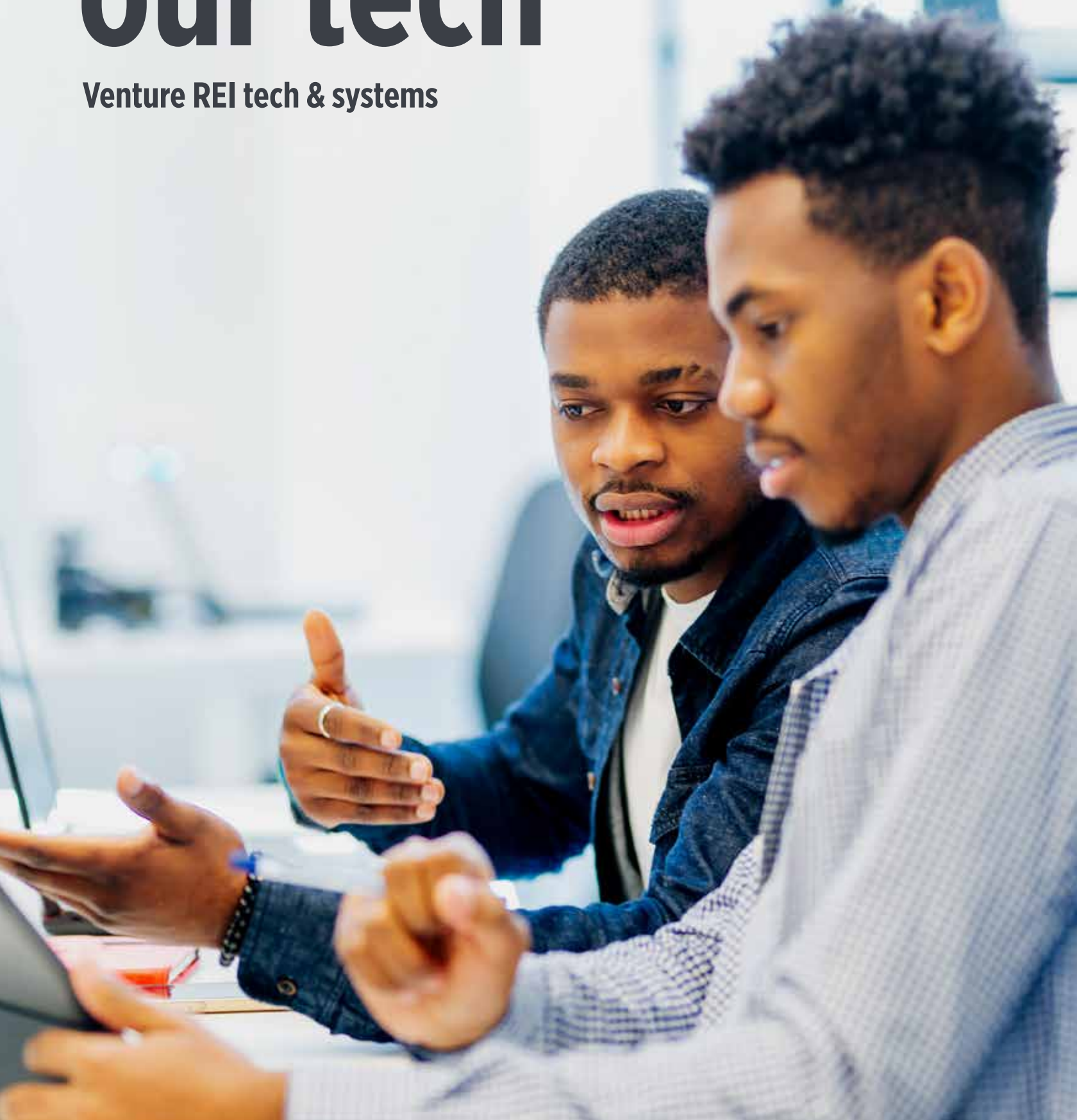
Main duties involve:

- + Financial systems – maintain books and budget, pay bills, handles payroll, collects and distributes commission checks
- + Maintaining transaction management systems
- + Has a helping hand in creating processes and procedures that fit our model
- + Ensures an adequate amount of office supplies, notes cards, and consultation booklets are available
- + Social media marketing videos for listings and transactions

SECTION THREE

our tech

Venture REI tech & systems



cinc

Commissions Inc. CRM

CRM/TRANSACTIONS MANAGEMENT PLATFORM FOR REAL ESTATE PROFESSIONALS

Our entire team is focused on providing the utmost customer service to our clients through the use of systems and processes. We want to deliver a customer service experience that will not be forgotten without compromising efficiency. In order to deliver this promise, we have incorporated CINC (Commissions, Inc.), a Cloud-Based CRM and Transactions Management platform for real estate professionals. CINC allows us to work smarter not harder by offering us the tools we need to manage our listing files, pending files, projects, marketing, and communication.

NURTURE LEADS 24/7

With intelligent automated workflows, CINC lets you stay in touch with leads, no matter how many appointments you have today. Venture REI has created custom workflows for all of your past clients, referral sources & new leads.



BETTER LEAD GENERATION

CINC client marketing creates successful Google & Facebook campaigns for you that generate leads that close faster. If you choose to opt into lead generation Venture REI will handle all of the setup and automations to help ensure conversions.

GO BEYOND THE TOOLS

Venture REI will help you set up and import all of your leads and sphere during on-boarding. Additionally CINC's US-based training and support gives you a community, live events, and masterminds that help you grow as an agent.



cinc

Commissions Inc. CRM

CINC IDX WEBSITE

Convert more visitors to leads with a configurable IDX website. Grow your database with a conversion optimized IDX website provided by CINC.



HIGH-PERFORMANCE

Give users a fast-loading website experience that's optimized for mobile, desktop, and tablet users.



CONFIGURABLE

Configure layout elements, branding, and more.



LISTING ALERT DRIPS

Automated new listing emails keep your visitors coming back to your websites



EASY MANAGEMENT

Stay focused on your most productive activities instead of dealing with hosting, development, and other distractions from your core business

MAXIMIZE YOUR LEAD GENERATION

With forced, time based or activity based registration options, instant property alerts, saved searches & automated market reports.



THE CINC PLATFORM

Allows you to track user behavior, nurture them with email, text and automated voicemail drips, and set them on follow-up plans to convert leads to clients.



automations

Stay on top of your leads with CINC auto tracks

CINC DYNAMIC AUTO TRACKS - AUTOMATIONS

Use behavioral messaging to start nurturing leads moments after they perform an action on your site.



Automate Targeted Messages

Send tailored email drips and text messages based on information provided by your leads.



Gather More Insights

As your leads engage, CINC keeps track of responses to inform your team's follow-up



Hand Off Seamlessly

As your leads engage, CINC keeps track of responses to inform your team's follow-up



CHOOSE WHICH TYPE OF TRIGGERS YOU WANT

For example, a lead saves a property or their status is updated.



ADD ANY OPTIONAL CRITERIA TO THESE TRIGGERS

For example, only leads in the pond or those from a specific source.



ASSIGN THE ACTION AND LET AUTOMATIONS DO THE WORK

For example, change a lead's status or apply an Action Plan.



lead gen

Grow your business with best in class PPC lead generation!

Real Estate Lead Generation Is One Thing. Converting Buyer & Seller Leads Into Clients is Another.

CINC's powerful all-in-one real estate platform helps you generate and close more leads, growing your real estate business. That's why 50,000+ agents rely on it to nurture their most profitable business opportunities every day. Whether you're growing the next real estate empire or streamlining your team's operations, CINC's tools help you dominate the market while making authentic connections.

Venture REI agents have the opportunity to purchase lead generation services. We take care of setting up marketing campaigns, automations, and email drip sequences for your leads. Plus, agents have full control to customize these automations and emails to fit their needs.

+ EXPERTISE IN REAL ESTATE LEAD GEN

Unlike other providers who offer a do-it-yourself solution, we've assembled the most experienced team in online real estate lead generation who are skilled in improving performance at an individual account and portfolio-wide scale.

+ SUCCESS BREEDS SUCCESS

Because of our industry-leading client portfolio, we've assembled the most data in real estate lead generation and have been able to use that to continually refine our process, and generate more and better leads.



PROVEN RESULTS

85% of ad customers surveyed report at least one close from leads generated by CINC-managed PPC ads which are set up for you by Venture REI, LLC. All you have to do is prospect!



SEE REAL ROI

30% of ad customers surveyed report ROI of 4 to 6 times their PPC investment. 46% report up to 3 times ROI.



CLOSE PPC LEADS

82% of ad customers surveyed report converting a PPC lead to a sale within 12 months. We aim to beat that, our agents closed transactions within the first 90 days of taking leads.



SECTION FOUR

who we want

Are you the right fit for our brokerage?



growth

long term growth with talent



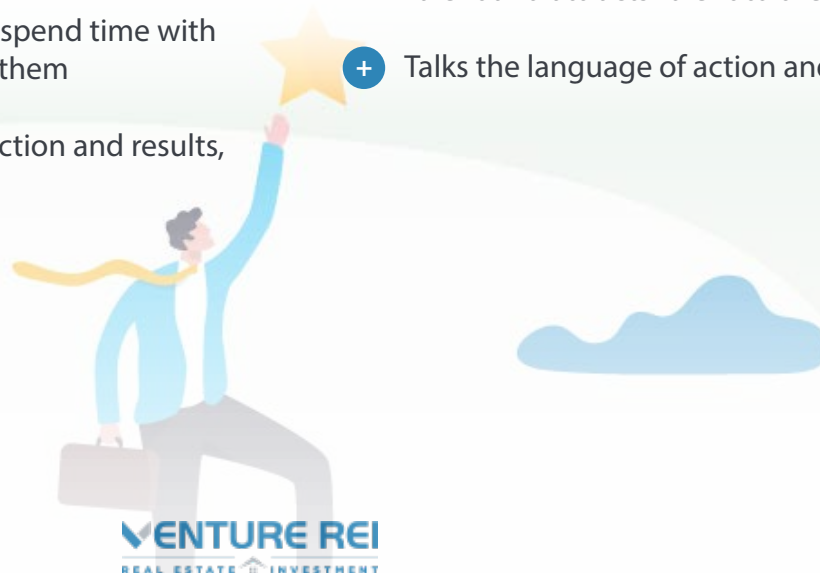
NON-TALENT IN A ROLE

- + Brings your problems
- + Doesn't fulfill your needs and ends up giving you back pieces of their job
- + Doesn't know what they want and isn't searching
- + Required pushing
- + May not know where the existing bar is set or even what bar you are talking about
- + Doesn't care who they spend time with and repels talent from them
- + When they try to talk action and results, they can't back it up



TALENT IN A ROLE

- + Finds Solutions
- + Shares your goals and fulfills your needs as a natural by-product of fulfilling their own
- + Knows what they want or is actively searching to know
- + Pushes you
- + Is continually raising the bar
- + Demands to be associated with Talent and attracts Talent to them
- + Talks the language of action and results



VENTURE REI
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Ready?

Are you a good fit to become a Venture REI agent?

We are proud of the exceptional professionals within our brokerage. We have assembled a team of outstanding real estate agents who collaborate effectively, port one another, and foster a culture of mutual encouragement.

- PROBLEM SOLVER
- GOAL-ORIENTED
- LOVE RELATIONSHIPS
- GRIT & RESILIENT
- POSITIVE
- LOVE BEING OF SERVICE
- PLAYFUL
- DRIVEN

NOTES:

Next Steps

Moving forward with Venture REI is just a few simple steps!

NOTES:

TRANSFER MLS

Once we have all your forms filled out, request a transfer on the DRE website by selecting "Add or Change My Employer".

NOTIFY YOUR MLS

Once the request has been made, you must notify your local association and MLS of the change.

START ON-BOARDING

On-boarding documents will be sent to you once the transfer is complete.

ORDER BUSINESS CARDS

Fill out the business card order form sent to your email address. (Cards typically take 5-7 days to be delivered)

ORGANIZE YOUR CRM

Organize your current CRM or create an Excel sheet with all your clients, leads, and contacts. This will allow you to seamlessly upload your information to our CRM and use our automated action plan to announce your move.

THANK YOU

As a dedicated real estate professional, I fully understand the significance of this decision and the trust you have placed in our team at Venture REI Real Estate. I am committed to providing you with exceptional service, market expertise, and unwavering support as we navigate the intricacies of the real estate process together. Your confidence in our abilities is truly appreciated, and I am excited to embark on this partnership with you.

At Venture REI Real Estate, we pride ourselves on our innovative approach and outstanding results. As the Broker/Owner, I lead our team with a wealth of experience and a passion for excellence. Our goal is to consistently deliver top-notch service to our clients, helping them achieve their real estate goals.

I assure you that we will go above and beyond to exceed your expectations and ensure a smooth and successful experience. Thank you once again for considering our services. I look forward to the opportunity of working with you and showcasing what Venture REI Real Estate can do for you.



FRANK VAZQUEZ





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