
WELCOME
7223
SUMMA®
REALTY



OUR STORY

SUMMA®
REALTY

Latin for "**the highest peak**" or "**the highest praise**",
the Summa brand represents not only individual accomplishment, but teamwork and collective achievement. The right group with the best tools, providing a level of service that is second to none.

We also like to think we have a pretty good time at work.
You should enjoy your job after all, right!?

At Summa Realty, our goal is to create an amazing experience for our agents and their clients. We work tirelessly to continually improve our training and expansive toolbox. The results are streamlined transactions with agents that are both efficient and effective.

We teach our agents how to run their real estate career as a business, and provide the framework to create their own financial independence.

Join us and head toward the summit of your career!

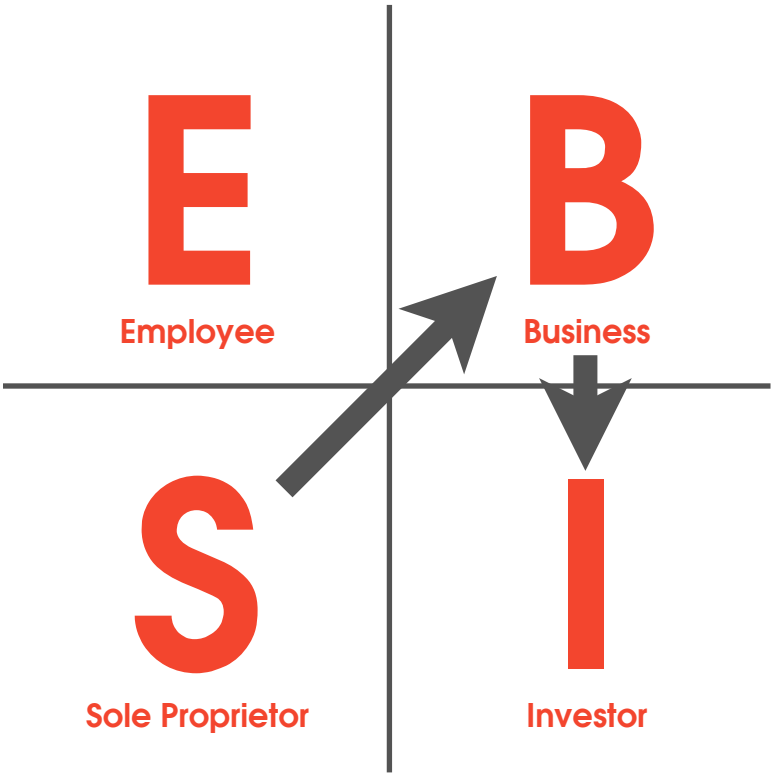


OUR PHILOSOPHY

The Key to Success

Summa believes in a simple goal: To help create financial independence.

We utilize the cash flow quadrant to illustrate the 4 types of people in business, and how to position yourself in a place to build long term wealth.



A ***Sole Proprietor*** is forever trading time for money, with no real exit strategy.

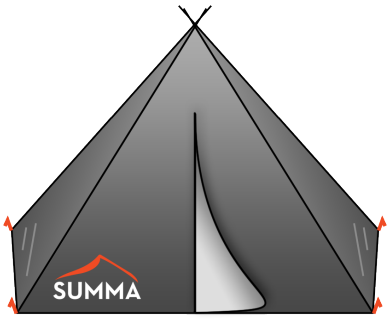
Businesses create multiple revenue streams & generate income in your absence.

We'll help move you from Sole Proprietor to a Business mindset, and on to **Investor**!



THE ESSENTIALS

Summa BaseCamp



BASECAMP

Every Summa agent's trek begins here...

BaseCamp is Summa's own **proprietary system**,
built from the ground up for our own specific needs.

Open an office, on-board your agents, connect them to our tools, and
connect them with our Coach and staff; **all from right within BaseCamp**.

Stamp your passport to success and climb aboard!

Once established, login to check on your current transaction status's
or view your Team Builder Program downline and passive income stream.
The projected revenue widget shows you who in your downline is producing,
how much extra cash is headed your way, and how much you've made so far!





THE ESSENTIALS

Summa Tool Box

We've harnessed the corporate buying power of a large company and passed on those savings to our agents. **We're able offer great tools at fantastic prices!**

From real estate essentials to mobile and modern tech tools, and even the cherry on top extras, we've got significant savings available to everyone in the Summa network.

Business cards and printed goods, websites and mobile apps, document and signature management platforms, and even cloud-based solutions are just some of the abundant tools we offer at **below retail pricing**.



THE FOUR PILLARS

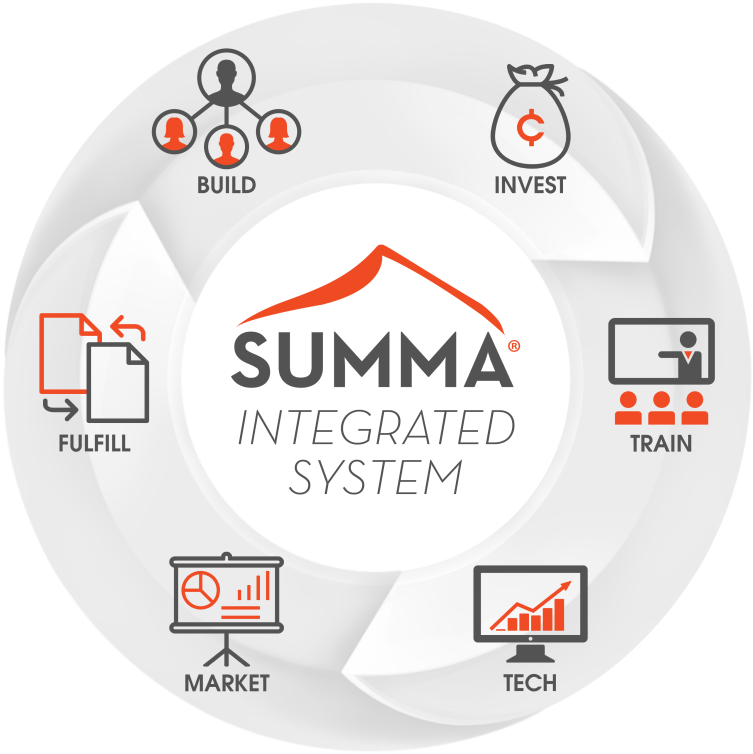
The Perfect Balance

Summa has identified what we call the "**4 Pillars of Success**".

These four core ideas are the cornerstones needed to create the very unique and versatile Summa Integrated System.

IDX & In-House Leads
Transaction Coordination
In-House Marketing
Team Builder Program

The following pages elaborate on these concepts in further detail, so don't hesitate to start exploring!





OUR SERVICES

In-House Leads



With our new proprietary home search system at **SummaHomeSearch.com** customers worldwide will be able to easily search, save and manage their online home buying experience. As well as get connected with a Summa agent who is the best fit for their needs.

Summa also utilizes high-end **social media** marketing tactics to actively search out buyers and sellers who are ready to make a move!

Combined with our proven **inside sales department** we're able to find, vet, and hand off client leads who are actually ready to buy or sell a home, now! No more need to waste your time trying to nurse a bunch of cold leads who never end up coming around.

Get started working your leads, today!





OUR SERVICES

In-House Marketing

SUMMA®
MARKETING DEPARTMENT

Whether it's seeing the home in person, in print, online HD video, or the Hi-Res photographs of our beautiful **HomeVue** single property websites, viewing a home evokes emotion. Our internal Marketing Department present each property in a high quality and consistent format to ensure your listing has a big impact on potential buyers, while impressing your current and future clients too!

We also offer the option to collaborate with you to produce custom content. Need "Just Listed" or "Sold" postcards for your farm? Print ad for a local magazine or newspaper, or a custom logo? We'll help brainstorm and design a custom piece specifically for you!

LET US HELP YOU PROPEL YOUR MARKETING UP TO THE NEXT STRATOSPHERE!



OUR SERVICES



We are proud to include a marketing package for every Summa Agent...on every one of your listings! **Materials include:** flyer design, custom self-branded HD photos, digital property brochure, a custom **HomeVue** property website, and mass email advertising.

We are continually looking to improve our current offerings as well as future marketing options so the agent always receive the best value for their money.

Our marketing pieces also act **two-fold.** Not only do they help you get your current property sold, but they also function as a part of your presentation. Show your next listing appointment how hard we work to get their home sold and you'll walk away with the paperwork signed and a smile on their faces!

We also offer full service, **customized agent websites,** with IDX search functionality and featured listings included. Personalized bio content, testimonials, and photography bring out your own personal style.









THE FOUR PILLARS

Transaction Coordination

SUMMA®
TRANSACTION
COORDINATION DEPARTMENT

In the traditional model, agents manage the transaction process from inception to completion. That leads to becoming a jack-of-all-trades, but master of none. We take a different approach; using systems, processes, technology and an internal team dedicated to helping agents. This allows you, the agent to perform your licensed tasks much more effectively, which enables us all to deliver a simply **amazing client experience** from start to finish!

You don't grow your business by chasing paperwork or managing search engine optimization. You increase your take home pay by focusing on work that only you, as an agent can do: ***list, show and sell homes***.

The Summa Transaction Coordination Department keeps you on track and on target, giving you the time you need to perform incoming producing work.





THE FOUR PILLARS



The Summa Transaction Coordination Department takes care of the busy work and allows the agent time to do what they do best!

Improve Focus
Save Time
Increase Income

How *does* the average agent spend much of their time?
- Managing their transactions -
(chasing paperwork, communicating with title, ordering signs, etc.)

What *should* agent's spend their time doing?
- Prospecting for new business and doing LICENSED ACTIVITY! -
(Lead generating, showing homes, writing offers, listing properties, etc.)

**The more time you have to lead generate and close deals,
the easier it is to keep your pipeline full of business.
Forget all about those worrisome slow seasons and keep the income flowing!**



THE FOUR PILLARS

Team Builder Program



The goal of financial independence is why you became an agent, right? Summa Realty supports its **"agents first"** motto with our Team Builder Program, which will contribute to and build long-term wealth.

Earn passive, recurring revenue whenever you refer agents who join Summa.

It's like launching your own office without the hassle, while benefiting from the income of agents working within your team and under your umbrella.

Change your mindset from being a Sole Proprietor to a Business Owner and Investor. Create a robust revenue stream with exponential and unlimited potential. Build and retain wealth for future generations.

True profit sharing, paid directly from the company, straight to you!



THE FOUR PILLARS

Simply introduce qualified agents to ANY Summa affiliate office:

- Summa pays you a share of the profit on each closed transaction.
- Exponential revenue growth through 6 tiers.
- Revenue streams with unlimited territories.
- Promotes a culture of teamwork.
- Zero base your fees! Your passive income can quickly start to offset your office fees, then we're essentially paying you to work at Summa!!

The Power of Exponential Growth!



TEAM BUILDER CALCULATOR

- You introduce 2 agents...
- Who each Introduce 2 agents...
- On for 6 tiers deep...
- Who all sell 6 transaction sides per year...

= $22,800 of passive income per year!!



THE FOUR PILLARS

Training & Education



As a Summa agent, your job description is different than at other real estate companies. You make commissions by closing deals, period. We work hard with you to eliminate the mundane tasks and help keep you focused and on track doing income producing activities!

Your Mentor and Principal Broker will help you find your "why".
Build a plan and stick to it with a peer accountability system.
Learn how to trust in yourself and really engage in ***your*** business.
Set your goals. Meet your goals. Exceed your goals!

Summa offers a variety of education options. New agents fresh out of R.E. school can truly learn the ropes in our "**Summa University**" series. All of our agents can enjoy weekly classes, presented by our resident, veteran real estate educators, as well as our weekly "**Lunch & Learn**" series featuring industry specific topics and special guest speakers.



THE FOUR PILLARS

Summa Technology



Summa is focused on making **technology a priority**. We see the value, and are willing to make the investment to have our own brand of cutting edge systems in place for all Summa partners and agents to utilize. We're constantly vetting our tech tools in order to provide the best mix of usability, quality, and value for our agents and offices.

From internal office systems to transaction management platforms, websites, apps, lead generation platforms and more, Summa is committed to always being the next generation. **The mobile, paperless, modern agent lives here!**

Want to produce some extra high quality content? Our flagship office offers a private studio, featuring professional lighting and a Chroma-key green screen.





OUR OFFICES

Expanding the Summa Base



Summa Realty has created a very unique and special model for how a real estate business can be owned and operated. We offer a variety of options for both new and current real estate office owners to take advantage of the Summa network.

Originally founded in **Beaverton Oregon**, Summa has currently spread its base over much of Oregon and into Southwest Washington. Our scalable and flexible franchising options allow our model to be not only applicable, but profitable in a vast variety of real estate markets.

Want to really spice up your income stream? Introduce us an office owner who wants to join Summa, and when they do you'll immediately take advantage of the passive income through our **Team Builder Program**!

We promote a company-wide team and family first atmosphere. Traveling out of state or across town between client meetings? Stop by your nearest Summa office for a nice place to plug in and get some work done, meet fellow agents, or get a relaxing break in for a few minutes. We'll be glad to see you!



Thank You!

We would like to thank you for your sharing your valuable time with us today.

Choosing the right real estate company isn't a decision to take lightly,
but we like to think we made it just that much easier for you! ;)

Whether you're fresh out of school, an experienced agent, or an office owner,
we hope that you've found the value and personal connection that we offer,
intriguing to you and your business.

Please don't hesitate to ask additional questions,
such as "***How do I join?!***" or "***Where do I sign?!***"

Thank you again for your time, and welcome to the SUMMA team!

SUMMA®
REALTY



CONTACT

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