☑ General Brokerage Questions

1. What makes your brokerage different from other CRE firms or franchises?

We operate under the **RE/MAX Commercial Great Horizons** brand, combining a global network of 140+ countries with a boutique advisory approach. Unlike many firms, we emphasize **both brokerage and consulting**, giving our agents multiple revenue streams.

2. What is your market share and footprint in the Houston/Cypress/Sugar Land region?

We've built strong recognition in Houston and Fort Bend County with key projects in retail, industrial, and land. Our brand strength in Sugar Land and Cypress positions us as a **dominant presence in suburban growth corridors**.

3. What types of clients do you typically serve?

We represent a mix of investors, developers, users, and private equity groups, with specialties in owner-user acquisitions, 1031 exchanges, investment sales, and development consulting.

4. Do you specialize in any product types?

Yes — we focus on retail centers, industrial warehouses, medical/healthcare properties, land development, and office/tenant rep.

5. What's your track record in commercial transactions over the past 3 years?

We've completed multi-million-dollar transactions across multiple product types, including retail centers, industrial land assemblages, and office leases. We also provide structured financial models for investors, which is a unique value-add.

e Commission & Income Questions

6. What is the commission split structure?

We offer industry-leading splits starting at 85/15, with the potential for 100% commission after you cap.

7. Is there a cap?

Yes. Once you hit your annual cap, you keep **100% of your commissions** minus a nominal transaction fee.

8. Are there desk fees or franchise fees?

We are transparent — RE/MAX has a small franchise fee on each transaction, but there are **no hidden desk or marketing fees**.

9. How are office-generated leads split?

Office-generated leads are distributed based on **merit and capacity**, typically with a **referral or office override**, but agents always keep the majority.

10. How soon can I start closing deals and getting paid?

Immediately. As soon as you transfer your license, you're able to work on existing listings, pursue new opportunities, and get paid through our streamlined system.



Leadership & Career Growth Questions

11. Is there a pathway to leadership?

Yes. We're building a Managing Director & Team Leader track for agents who want to grow beyond production.

12. Do you offer equity or profit-sharing?

For top producers, we offer profit-sharing, overrides on team growth, and potential equity discussions as part of long-term leadership.

13. Can I build my own team under your brokerage?

Absolutely. We encourage agents to build teams and will provide infrastructure, branding, and override structures to support you.

14. What are the criteria for partnership/equity?

Production, leadership contribution, and cultural fit. We are open to structured buy-in or earn-in models for high-level performers.

15. Do you support business brokerage or consulting?

Yes. In fact, we encourage it — we have expertise in M&A, SBA financing, and development advisory.



Support, Tools & Services

16. What tools do you provide?

We provide CoStar, Crexi, HAR, RealNex CRM, marketing platforms, and in-house analytics support.

17. Do you offer administrative support?

Yes — we have transaction coordination, marketing assistance, and research analysts to support you.

18. What kind of marketing support is provided?

Every agent gets access to professionally branded flyers, brochures, social media campaigns, and listing templates.

19. Do you help with listing syndication?

Yes, we automatically push listings to LoopNet, Crexi, CoStar, HAR, and RE/MAX Commercial's global network.

20. Is there a budget for agent marketing?

We cover brokerage branding. Agents may invest in personal campaigns, but we provide discounted **vendor partnerships** and co-branded campaigns.



Training & Development

21. What kind of onboarding and training programs do you offer?

A structured 30/60/90-day onboarding, plus ongoing Massimo Group-based training and microlearning sessions.

22. Do you offer commercial-specific coaching?

Yes — we provide mentoring from CCIMs and senior producers, along with structured CRE coaching.

23. Is there access to CCIM courses or Massimo coaching?

Yes — we **sponsor or subsidize CCIM courses** and have aligned our training framework with Massimo's best practices.

24. Are there mastermind or producer roundtables?

Yes, quarterly mastermind sessions and bi-weekly producer meetings.

25. Do you assist with deal structuring or financial modeling?

Absolutely — we have in-house expertise in **DCF**, **IRR**, and advanced investment modeling.

Branding & Identity

26. What are the benefits of the RE/MAX Commercial brand?

Global exposure, instant credibility, and the backing of **one of the world's most recognized real estate brands**.

27. What happens when the RE/MAX franchise term expires?

We intend to renew, but we also have the ability to transition into an independent brand if needed.

28. Can I market under RE/MAX and my own team name?

Yes — team branding is supported within compliance guidelines.

29. Will my personal branding be supported?

Yes, we provide logo design, signage templates, and digital asset support.

Transition & Onboarding

30. How do I transition my listings and clients?

We guide you step-by-step with legal transfer forms, client announcements, and E&O coverage.

31. What will my first 30/60/90 days look like?

First 30 days: transition + active prospecting.

60 days: listings and client meetings.

90 days: active closings and pipeline building.

32. Do you provide support for client communications during transition?

Yes — we provide **scripts**, **email templates**, and **PR support** to help communicate your move.

33. What PR do you provide to announce my move?

We handle press releases, LinkedIn campaigns, and email blasts.

34. Will I need new E&O insurance?

No — you'll be covered under the brokerage's policy.

Parokerage Operations & Culture

35. Is the office collaborative?

Yes — our culture is **open, collaborative, and deal-driven**, not siloed.

36. Are there regular meetings/events?

Yes — weekly meetings, monthly trainings, and quarterly social events.

37. What is the broker/owner's role?

Hands-on. I'm actively involved in business development, deal support, and mentoring.

38. How is success measured?

Not just GCI — but also **client satisfaction, team growth, and leadership development**.

39. What culture/values do you promote?

Collaboration, integrity, and entrepreneurial growth.

Financial & Partnership Planning

40. What is the valuation method for partnership buy-in?

Typically based on **EBITDA** and market comps, with flexibility for performance-based earn-ins.

41. What rights come with equity?

Equity partners have profit participation, voting rights, and leadership influence.

42. Is there a shareholder/operating agreement?

Yes — fully documented, transparent, and available for review.

43. What happens if I exit the partnership?

There are **buy-back and exit provisions** that ensure fairness for both sides.

44. Is there a succession plan?

Yes — we are planning for growth, leadership succession, and eventual scale/exit strategies.