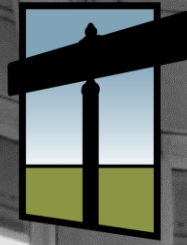


# Career Guide



EASY STREET  
REALTY





EASYSTREET  
REALTY

# About EasyStreet

Agent-focused

Local & Non Affiliated

Established in 2000

16 offices from coast to coast

Industry-leading technology

500+ agents

\$10,000,000+ invested in leads for  
our agents

No inefficiencies or corporate  
bureaucracy

Quick to adapt



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3 Partners

13 Division Leaders

25 Support Staff

500+ Agents

Ready to help you grow your business.





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# What agents have said about our business model.



“There is an abundance of leads every single day.”

“My only regret is I didn’t join four years ago.”

“It’s a very sophisticated program...but easy to work.”

“The company invests in *us* as much as we invest in ourselves.”

“Well...there are no monthly fees.”





# Why EasyStreet

Our proven model gets you to a sustainable/predictable business sooner than any other.

We provide the leads, support and tools so you can focus on selling homes.

While our competitors focus on head count, office size and nickels and dimes, our first priority is helping our agents grow their business.

We are a company that understands growth. We will have options for you as your real estate acumen and business grows.



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# Free is not a cliché term here

We provide free to our agents

30+ leads / month

Best in class CRM software

Zillow lead integration

Professional website

Marketing design

Tech support

Luxury business cards

E&O insurance

Office workspace

Enhanced agent realtor.com

Paperless transaction management



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You supply the professionalism...  
we'll help with the image.

**Toby Smith**  
High Garden Real Estate  
REALTOR®  
(219) 929-6162  
Email Toby

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ABOUT SEARCH HOMES SELL WITH HIGHGARDEN TESTIMONIALS CAREERS CONTACT MORTGAGES

**Find a Home**

ENTER A CITY OR SUBDIVISION

TYPE

MIN MAX

BED BATH

BEGIN SEARCH

**COMMUNITIES**

Carmel Fishers Zionsville Westfield Geist  
Noblesville Avon Brownsburg Plainfield Fortville  
McCordsville Indianapolis Greenwood Greenfield Broad Ripple  
Cicero Danville Mooresville

**FEATURED LISTINGS**

**\$1,195,000**  
1623 sqft

**\$2,250,000**  
11773 sqft

**Toby Smith**  
High Garden Real Estate  
REALTOR®  
(219) 929-6162  
Email Toby

Home | Favorites 0 | LISTING # OR STREET #

ABOUT SEARCH HOMES SELL WITH HIGHGARDEN TESTIMONIALS CAREERS CONTACT MORTGAGES

**1244 Frenzel Pkwy Carmel IN 46032 MLS 21486359**

New Search Back To Listings

**\$1,000,000**

**1244 Frenzel Pkwy Carmel, IN 46032 MLS# 21486359**  
Save Favorite

Bedrooms	Baths	Sq. Feet
5	5	6582
Year Built	Days On Site	\$/sqft
2016	15	\$152

**25 Photos**

**NEIGH**

Carmel Fishers Zio  
Noblesville Avon Bro  
McCordsville Indianapolis Gre  
Cicero Danville Mou

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1244 Frenzel Pkwy, Suite 100 Indianapolis, IN 46032  
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highgarden.com  
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**Toby Smith**  
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Save Favorite

Bedrooms	Baths	Sq. Feet
5	5	6582
Year Built	Days On Site	\$/sqft
2016	15	\$152

**25 Photos**

**Find a Home**

- SELECT AREA -

- TYPE -

- MIN -

- MAX -

- BED -

- BATH -

BEGIN SEARCH

**View This Home**  
(219) 929-6162

Same day showings available 7 days / week  
8am - 9pm

CONTACT US





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# What you won't get here

A monthly bill from your broker

Monthly fees

Desk fees

Technology fees

National/Franchise Fees

Nickel and dimes for copies/supplies

A mandatory listing fee you have to charge



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From property flyers to open house announcements, our marketing department *has you covered.*

**EasyStreet Realty** added 4 new photos.  
Published by Asha Mino [?] · July 23 at 3:00pm · 🌐

OPEN HOUSE SUNDAY, JUNE 11TH FROM 12:00-2:00 PM

PRICE REDUCED! Beautifully built luxury home in highly desired Hamilton Proper gated community, Arbor Glen. Open & spacious features 4 bedroom 4.5 bath. Luxury owners suite w tray ceiling, sitting room, 2 walk in closets & custom ceramic tile. All bedrooms have walk in closets & either private or Jack-n-Jill bath. Amazing upgrades & attention to detail include gourmet kitchen, coffered and trayed ceilings, hand scraped hardwoods & beautiful trim.  
<http://ow.ly/ages30bYoL4>

OPEN HOUSE SUNDAY | 12-2 PM  
11580 Bridgegate Court, Fishers



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1,127 people reached View Results

👍 Like    💬 Comment    ➦ Share

👤 Loan With Jay and Jodi Hebb Bartko

 Write a comment... 😊 📷 🗨️



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We have lead experience

**\$10 Million\***

Invested in leads for our agents.

**954,005\***

Leads shared with our agents.

**\$35 Million\***

Paid to our agents as a result of  
the leads we provided.

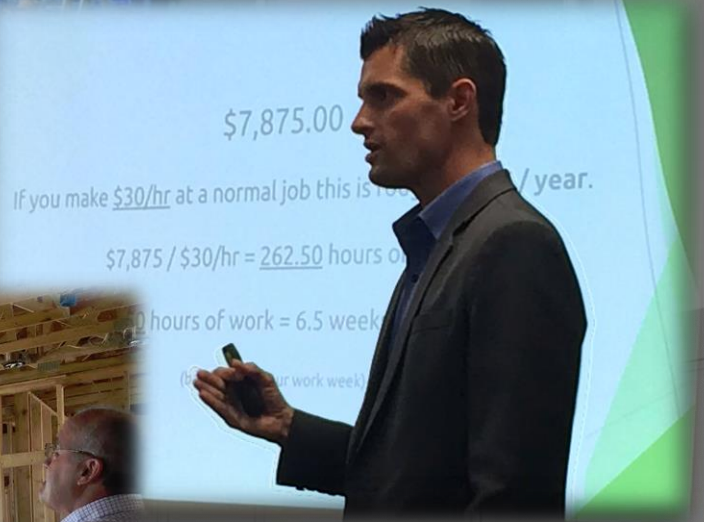
\* and growing





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Training and support doesn't stop a few weeks after you join Highgarden.





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# We Share Our Leads

Exclusive to you

Leads in your geographic area

You pick and choose the leads you want

Buyer and seller leads

60% have a valid email and phone number

Top agent conversion rates of 3 -10%

You control the lead on/off switch





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You decide which leads you accept

Accept & Call This Lead



No Thanks, I'll Pass

Bad Lead



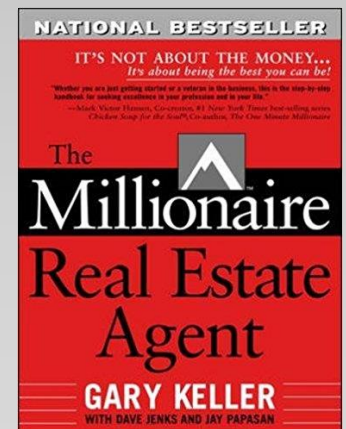
# Our competitor said it best

*“Nothing is more important to your sales career than prospective buyers and sellers. To have a viable business, you simply must have the client leads.”*

*“To have a business that pays you a lot of money, you will need a lot of leads.”*”

*“...let’s be perfectly clear about it...no leads means no sales.”*

*“...try staying in the real estate business very long without leads.”*





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## Commissions earned (agent's \$) from company provided leads.

Dave M.	\$730,000+
Ryan H	\$640,000+
Stuart S.	\$500,000+
Donna B.	\$435,000+
Carrie H.	\$425,000+
Heather E.	\$400,000+
Eric L.	\$375,000+
Brian V.	\$350,000+
Rob F.	\$340,000+
Amy M.	\$335,000+

## It's possible

These numbers don't include commissions from repeat clients or referrals from past clients that originally came from a company-provided lead. Does not include agent-generated leads.



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# Our CRM

Developed in-house exclusively for our agents

Elegantly simple – Enormously powerful

Lead Scoring

Text messaging

Automated reminders

New listing automated emails

Mass email functionality

Automated follow-up text/email plans

Lead website tracking

Real time lead notifications

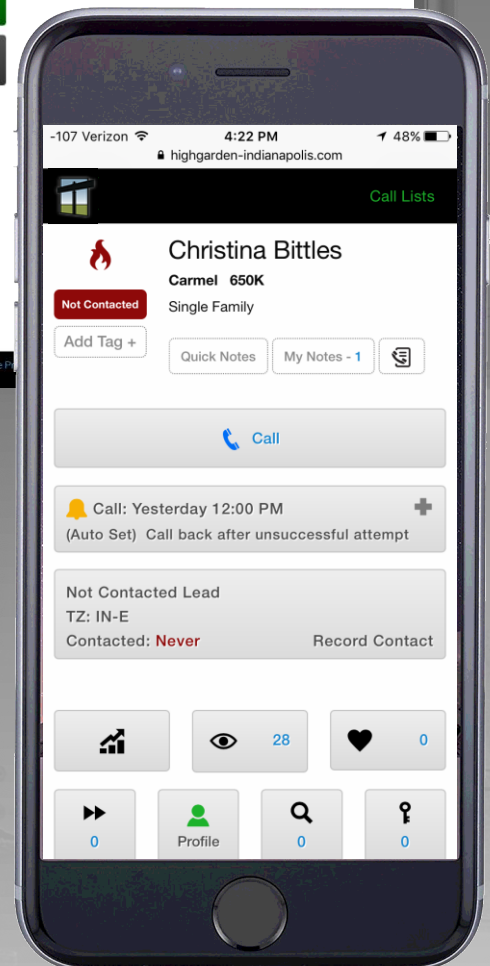
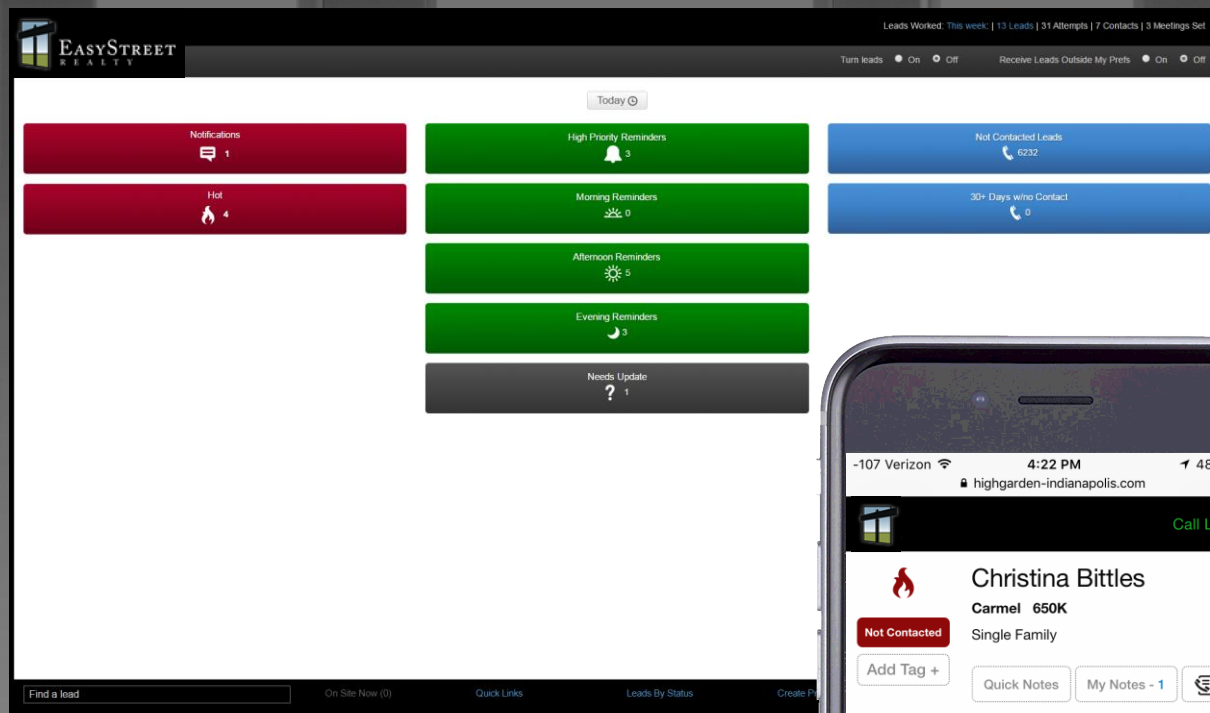
Mobile user friendly





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Elegantly Simple – Enormously Powerful



“This system (the Highgarden CRM) kicks <expletive>.”



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This one button...  
Will change the way you view internet leads



“6 meetings set this week from leads  
on the Hot List”

“Truly awesome! I just sold a \$650K cash  
deal. The Hot List works!”

These could too.

Leads Are

On



Receive Leads Outside My Prefs



No



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## Dynamic Text Messaging

Hi Steve, it's Chris at Highgarden Real Estate. Would you like to go see the inside of this home? Let me know. Thanks!



3256 Waterside Ct Greenwood IN  
46143 MLS 21488154

“I made five calls & sent five texts to the first five leads on my Hot List and have an appointment to show a home on Friday.”





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# Our leads are just the beginning

Do you have a plan for:

Letting your sphere of influence know you're an expert resource when it comes to local real estate?

A rock-solid past client program?

Approaching FSBOs and Expireds?

Your digital footprint?

Hosting successful open houses?

Working with builders' sales reps?

We do and we're ready to help you  
with yours.



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It's not all work and no play





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# The Next Step

---

Let's talk about what you want to accomplish in your career and see if Highgarden might be a good fit.



**Ryan Scheldrup**

Manager, Minneapolis / St. Paul

612-940-8204

[rscheldrup@easystreetrealty.com](mailto:rscheldrup@easystreetrealty.com)

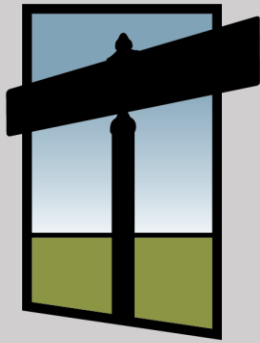




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We're  
invested in  
your success.

Is your broker?



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