

The 7 Levels of the Millionaire Market Center

LEVEL 1

**Fundamental
General Brokerage**



Model: low fixed, low variable expenses, split with cap.
Best training calendar in market,
Interview 1 agent a day,
8 Recruiting Sources,
6 Consulting Conversations,
Culture, ALC, Technology, PC

LEVEL 2

Communities



Luxury, Commercial, Land,
Military, Relocation, YP, New
Construction, Wealth

LEVEL 3

Expansion



10 Expansion Teams IN
10 Expansion Teams OUT

LEVEL 4

**Leads &
Appointments**



4 step model:
Lead Source - Appt - CRM - Follow Up

Rise, Dynamic Ads, Campaigns, Seller
MOFIRs, 72Sold, Buyer MOFIRs

LEVEL 5

Teamerage



Start, Partner, Buy
MC Owned Team(s)

LEVEL 6

**Professional
Services**



Transaction Management,
Listing Management,
Database Management,
Client Appreciation Event,
Marketing Services

LEVEL 7

**Ancillary
Business**



Title/Escrow, Mortgage,
Insurance, Property Management