



Cooperative
Real Estate
Team

WHAT'S IN IT FOR ME?

a Real Estate Agent's Guide
to becoming a CORE Associate



Agent
for Life
Cooperative Real Estate

We pledge to dramatically impact the career paths of our Realtor Associates so that it is unquestionably the result of our relationship that they reach predetermined benchmarks in both their personal and professional lives.

Learn More ~ Earn More ~ Keep More



Vivian Zeoli

BROKER OWNER

About Vivian Zeoli

Vivian Zeoli has been an industry leader in South Florida Real Estate for more than 20 years. Vivian served on the Board of Governors at the Miami Dade Board of Realtors. She is constantly being recognized by her peers for her selfless contributions to her industry, her community and her associates. Vivian has been awarded several government and institutional contracts to liquidate REO and other distressed residential real estate in Broward, Dade and Palm Beach Counties. Vivian Zeoli is the creative and organizational force behind The Cooperative Real Estate Team. She arranged the CORE curriculum for the benefit of her agents and she is a true mentor offering her council to every one of The CORE Associates.

Vivian's motto in business: *"Treat others the way you would like to be treated and blessings will follow you everywhere that you go."*

Vivian's business goal: *To help The Cooperative Real Estate become the most productively successful Real Estate Brokerage in Broward County managing 5 facilities with 300 full time Productive Real Estate Agents before my daughter goes off to college.*

Vivian's personal goal: *To support my children toward their own definition of success and to live the vows of my marriage until death do we part.*



Michael Zeoli

AGENT DEVELOPMENT

About Michael Zeoli

Michael Zeoli is a father, friend and mentor to the entire Cooperative Real Estate Team. He is a humble servant leader with profound industry experience. Mike has succeeded at the highest level as a Real Estate Agent, a Team Leader and as a Broker Owner of a National Franchise and an Independent Real Estate Brokerage. Mr. Zeoli maintains his role as the Vice President of Sales and endeavors to assist all parties toward the fulfillment of their personal and professional goals. Mike embodies the greatest characteristics of sales manager, mentor, teacher, trainer and coach. His influence on the Cooperative Real Estate Team is felt in production, professionalism and the positive attitude that permeates our organization.

Michael's motto in business: *"If you want to be successful in business, you have to be willing to do whatever it takes whenever it is necessary and not everyone is willing to make that commitment, so there is no competition in business, just opportunities."*

Michael's business goal: *To support The Cooperative Real Estate Team, my success is measured by theirs so my goals are rooted in each agent's goal rather than my own.*

Michael's personal goal: *I want my wife and I to live a long and healthy life together. I want both of us to sit on the porch of a big house and watch our grandchildren play in the yard that we earned by helping others succeed.*

The Company You *NEVER* Have To Leave



Leaders: Build Enormously Productive Teams or Become Broker Affiliates.
Lead Router ~ Paperless ~ E-sign ~ CRM



Elite Associates: Benefit from industry changing Comp structure and Formal Team Building Assistance
Team Building Tuesdays ~ How to Manage P.A.



Emerging Associates: May Join a Team or Participate in Several Coaching Programs included
\$60,000 Min Wage ~ Shark Feeding ~ Farming Fridays



Rookie Agents: Enjoy Hands on Mentorship
Required Mentor for 3 Closed Sales Transactions
Listing Appointments ~ Contract Negotiations



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The movement to Un-Franchise Residential Real Estate is an unstoppable force that has been pent-up behind low splits, expensive franchise fees and "Nickel & Dime" taxes, tolls & fees that irritate agents in all 50 states and Canada.

Today, Agents all over the North American continent are finding better technology, better teaching, better training, and better coaching right here at Cooperative Real Estate Team.

Today, Real Estate Agents can Learn More, Earn More and Keep More than ever before because of the revolutionary Agent for Life Formula™ as we avoid expensive franchise fees.

1. **EBOL FSBO CRM**
A turnkey solution to convert For Sale by Owners to MLS listings without cold calling
2. **Expired Listing Gold Mine**
A proven campaign for acquiring inventory from the abundant expirer prospect center
3. **Farming Fridays**
Free & Low Cost solutions to select, manage and dominate a geographic farm area on a budget
4. **DISC Personality Profile Training**
Fortune 500 Caliber Sales, Rapport & Communication Skills Training
5. **Mentorship & Apprentice Programs**
Rookies & Emerging Associates are taken under a wing to go on listing appointments and negotiate sensitive contractual agreements
6. **Team Building Tuesdays "21 Talents of a Team Leader"**
An Elite Associate's next level opportunity. Minimum production is required to participate and capitalize on the phenomenon of growing a "brokerage within a brokerage"
7. **312%: How to Manage your Personal Assistant**
Learn how and why Real Estate Agents with effective personal assistants outearn all other Real Estate Agents 3 to 1
8. **Smart Lead Capture (Patented Technology)**
The revolutionary "venus fly trap" of ad, sign and internet lead capture and conversion
9. **Single Property Websites**
Each property gains it's own website and private domain name directly fed from the MLS
10. **Virtual Tours**
Our automated system pulls photographs from the MLS and creates an elegant virtual tour of every property
11. **Craig's List Loader**
Your listings automatically feed from your MLS into our Craig's List Loader which navigates online classified filters
12. **The Best R.O.I. in the Real Estate Business**
A gift from the founder of the company is proven to list 4 - 6 properties per year with minimal effort. This program has a track record of success over 3 decades
13. **Agent Announce Email Flyers and Campaign**
Our in house version of E-Campaign Pro and Zip My Flyer is less expensive and more efficient because it automatically feeds from your MLS with no dual data entry labor

- 14. Property Feedback App**
Gain valuable pricing and conditional feedback to help you reduce prices and extend listings as the showing agent gets feedback push notices directly to their smartphone
- 15. Individual Agent Websites**
Every CORE Associate enjoys a personalized IDX Search capable website and search bar which can access up to 1.4 million listings nationwide
- 16. Individual Agent C.R.M.**
Sort prospects and contacts into groups or categories then assign easy email drip campaigns that keep you top of mind and relevant
- 17. Lead Aggregate Dashboard**
Manage all prospects, past customers and sphere of influence in one central dashboard environment
- 18. Facebook MLS Search Capabilities For Every Agent**
Link your MLS Search Bar to your social media business page and personal pages for immediate lead generation online
- 19. Instant Individual Agent Blogging**
Manage your own blog to upgrade your personal brand and market credibility
- 20. E-Signature**
You can still use a pen to execute a transition, but you don't need to
- 21. Paperless Transaction Management**
Manage all files on line and record transaction records electronically for 10 years
- 22. \$60,000 Minimum Wage Program**
The new minimum standard in residential Real Estate is \$2M annual production, if you fall below this benchmark you can get coached up at no cost to the associate
- 23. Six Figure Secrets**
A special training for Agents stuck below \$100,000 in annual income
- 24. Jumpstart Program**
Our most comprehensive "total emersion experience" will dramatically impact the career path of any associate regardless of experience or production, this is a one of a kind initiative by Cooperative Real Estate to transform per person productivity for a very fragile and potentially brittle industry
- 25. The Power of Proper Written Goals**
The iconic cliché differentiator between the "have's and have not's" of the human experience is identifying and articulating what you want to create in your short time here on earth
- 26. The Bulletproof Listing Presentation**
Our foolproof structure for preparing, arriving, building rapport, touring the property, taking professional control, presenting and proposing solutions for any seller
- 27. Personalized Marketing Materials**
A treasure chest of marketing materials that can be personalized to every CORE Associate
- 28. Letter Templates**
Miracle Letters used by the top 1/10th of 1% of Real Estate Agents in the industry
- 29. Pre-Closing Drill**
Managing the transactional experiences and expectation of your coveted clientele and secure your valuable commission dollars

30. Post-Closing Drill

Learn how to "mine" your past customer database and sphere of influence for the easiest "couple million" in sales volume each year

31. The Customer First Professional Designation

Get certified in repeat and referral business by understanding the customer decision making process and your relationship to it

32. Real Estate Staging Expert Designation

Gain a tangible value proposition that differentiates you among other Real Estate Professionals. Learn how to sell houses faster and for more money in any market

33. Shark Feeding Associate Level Accountability Program

Find out if you are a Shark or a Catfish in this one of a kind Rapid Fire coaching course. It takes just 3 sessions to find out what you capable of

34. NL2: National Lunch & Learn League

The first Wednesday of every month Cooperative Partners with other National Organizations to broadcast keynote thought leaders to all of the CORE Associates

35. Richard Flint Power To Be Coaching Series

He has been a keynote at 16 NAR conventions and almost every National Franchise over the past 3 decades. Find out why they all look to Richard Flint for leadership

36. The Floyd Wickman Success Series Interviews

Floyd is in The National Speakers Hall of Fame, he is listed as one of the top 25 most influential people in Real Estate and he is your guide to success strategies in this engaging interview format

37. Ramsey Solutions Financial Wellness Just For Real Estate Professionals

The natural cycles of the US economy and the sheer size of your paydays require Real Estate Agents use forethought to achieve financial wellness, Ramsey Solutions Coaching helps all CORE Associates gain prudent insight to building wealth in Real Estate

38. Brian Tracy certified Psychology of Selling Just For Real Estate Professionals

Boeing's management trusts Brian Tracy to help their sales force sell \$700m jets, we use Brian Tracy International to help you sell \$700k homes

39. Scaling Your Business To 100 Transactions Per Year

Former Re/Max Hall of Famer and Top Keller Williams Agent shares how he transformed his business to close hundreds of homes per year

40. Listing Champion With Hyper Local Social Media Solutions

One of the top listing agents in the entire country shows off his secret structure for getting seller inquiries and converting them to active MLS listings

41. Probate Real Estate Listing Machine

Probate expert churns Estate Attorneys and Probate Files for listings without ever making a cold call, he gives you his system on a silver platter

42. Renovation Real Estate & Lending Certification

Foreclosures and Handiman Specials are not just for CASH BUYERS any more, learn how to sell these potential "instant equity" situations to your more traditional homebuyers

43. Reverse Purchase Mortgage Certification

Every primary resident over the age of 62 enjoys the opportunity to enhance their retirement with freedom from any mortgage payment whatsoever. Real Estate Agents that understand financing for seniors can grow production through offering value

44. Automated Long Term Lead Harvesting

It is a rare Real Estate Agent that employs the patience and discipline to follow up on mid term (4-6 month) and long term (7-24 months) of consumer decision making. Now you don't have to, you can allow CORE Technologies to do it for you

45. The Essence of a C.M.A.

How do top Real Estate Agents understand and leverage appraisal guidelines in determining fair market value

46. How To Convert Ad, Sign and Internet Inquiries

There is an important distinction between a confident veteran reeling in the qualified buyers vs. the moderate producer or rookie trying to wrangle the same task

47. Luxury Real Estate Certification

Celebrities, Stars and The Wealthiest Buyer's and Seller's respond to different marketing and communication, our own luxury agent shares his insight with unselfish generosity

48. Take 10 Listings Guaranteed Coaching Program

A deeper dive into inventory acquisition, after you have taken Shark Feeding Rapid Fire ask your Private Member Broker Affiliate for The Take 10 Listings Guarantee

49. The Instant Income Program

Sometimes you need to accelerate your earning timetable, if you need a check in two weeks instead of two months we have the solution for you

50. Hero Home Source Extended Benefits Program

America's Most Respected Public Servants deserve our deepest appreciation and gratitude. This program bundles rebates, incentives and discounts wherever they are allowed by law

51. The Agent for Life Formula TM

The compensation formula that ends Broker vs. Agent split negotiations forever. One size does not fit all in residential Real estate. Finally, a compensation offering that evolves with your personal and professional development

52. National Relocation and Referral

Capture leads from offices across the country and join productive relocation networks as a CORE Associate

53. National Awards and Recognition

Stack your production against agents from all over the country and earn bragging rights as the brightest and the best from a national landscape

54. Consumer Centric Branding

Federally trademarked and protected to exacting standards. Cooperative branding ensures recognition and builds trust with the public and cooperating agents

55. Internet Syndication to 80,000 sites on the World Wide Web

You no longer need to pay expensive franchise fees to have global reach and marketing

56. One Stop Shop Capabilities

In house mortgage, title, escrow and insurance partners streamline transaction processes

57. In House Attorney

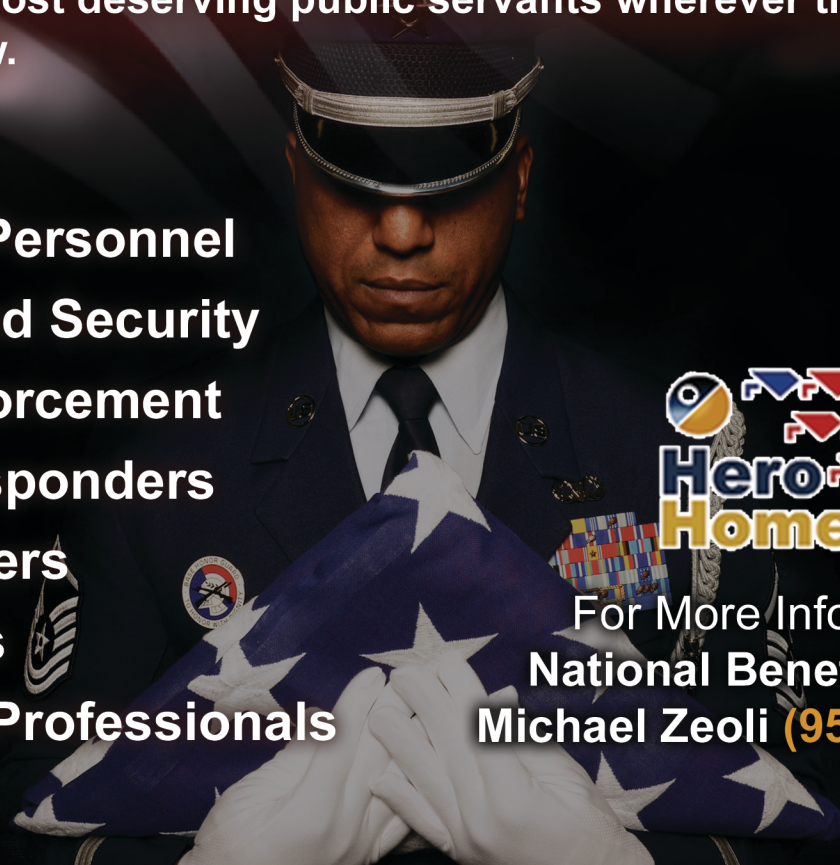
We align forces with the best legal team in the Real Estate sector to make representation and protection available for all Cooperative clientelle



Buy or Sell A Home and Receive Up TO **\$5,000**

HERO HOME SOURCE offers deep discounts, incentives and rebates to **MILITARY PERSONNEL, LAW ENFORCEMENT, FIREFIGHTERS, FIRST RESPONDERS** (active or retired), **TEACHERS** and **MEDICAL PROFESSIONALS**. This program bundles donations and rewards to our nation's most deserving public servants wherever they are allowed by law.

- **Military Personnel**
- **Homeland Security**
- **Law Enforcement**
- **First Responders**
- **Firefighters**
- **Teachers**
- **Medical Professionals**



For More Information Call
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