



YOU
+
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AGENT ©.
=
SUCCESS

DEDICATED TO CLIENT CARE. DEDICATED TO YOU.

The real estate industry is changing radically — and fast. At The Nice Agent, we see where the industry is headed, and we're proudly leading the way. We believe many elements of the job can never be replaced by software or an app, so our team leverages top tech to empower our agents and improve the client experience. We're looking to support and partner with motivated agents who are ready to evolve and want to embrace this new path. The Nice Agent helps streamline tedious transactional details and provides marketing, legal, and compliance support. Our agents get to focus on building relationships, working their sphere of influence, nurturing past clients, and generating the referral business that's critical to their long-term success.

-Carl Christian

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THIS IS YOUR BEST AGENCY

With years of experience, The Nice Agent has continuously proven itself to be one of the best agencies in South Florida. With endless possibilities from High-speed training, leadership development, verified leads, and a great team, we make sure ALL our Agents are setup for success!

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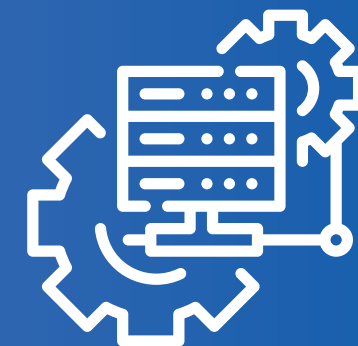


VISION

To Provide Our Partner Agents With A
Life-Changing Career Path



To Grow A Highly Collaborative,
Highly Productive Real Estate Business



To Continually Grow Our Business
Using Proven Systems And Processes

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ARE YOU READY TO GROW?

MENTORSHIP

- We teach you how to open and grow a successful business inside our brokerage. Our focus is to find and nurture entrepreneurs not just another agent.

TEAM SUPPORT

- Support if something you will never have to worry about. All of our leaders and agents are available to help and answer your questions.

MARKETING

- Marketing is an essential. Our marketing agency is on-site and at your service. We provide the best results at the lowest cost.



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OUR MISSION

In a partnership, people work together to advance their mutual interests. At The Nice Agent Co., we're focused on partnering with the right people to ensure that both our agents and our business can achieve the highest potential.

OUR CORE VALUES

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LOYALTY



PUNCTUALITY



INTEGRITY



RESPECT



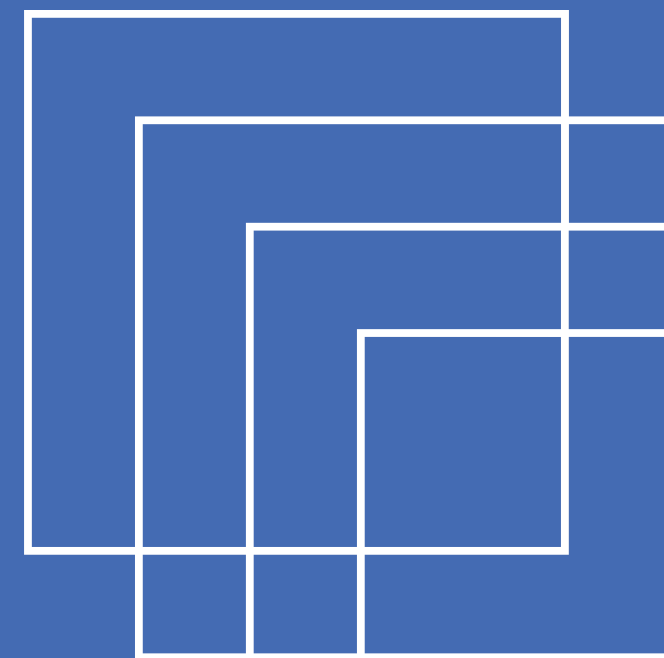
LOVE



KINDNESS



FUN

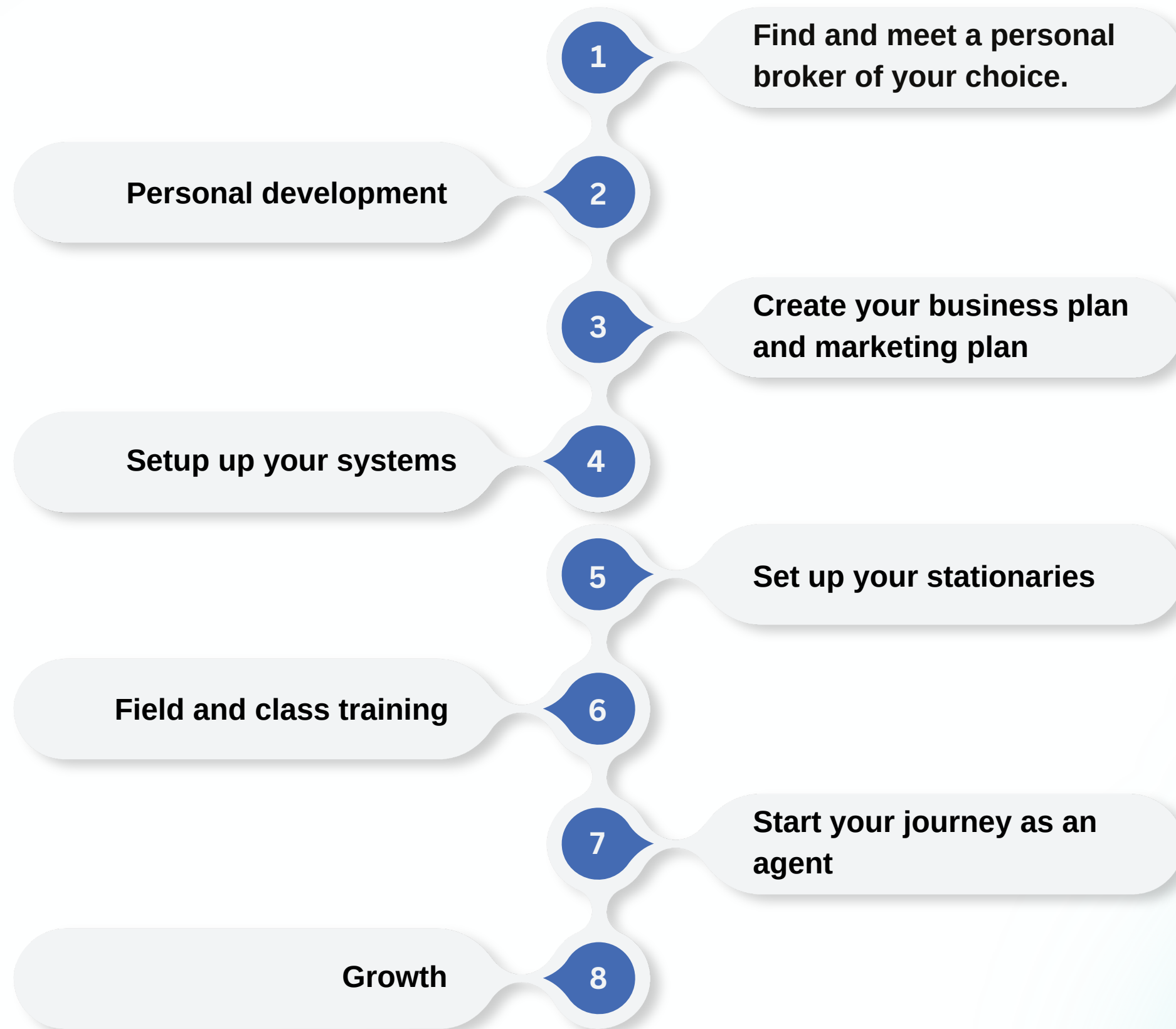


TO THE TEAM,

The Nice Agent Family, you are the Rock our company stands on. With a constant moving ground, we appreciate your Loyalty. Because Punctuality is necessary, admired, and demanded from each one of you today our company has raised to one of the most respected real estate business in the community. We have been selling real estate, servicing our clients with the utmost integrity from day one and we Respect ourselves, our business, and our clients too much to ever stop. Every employee, partner, and agent of this establishment has demonstrated on many occasions the Love they have for us, and for that, we are forever grateful. We have created a Fun working environment with Kindness as its foundation where we treat our clients, each other, and our business as family. Today we salute you, today we celebrate you, today we welcome you as our gladiators that will make us strive for greater success. Embrace our core values, our ways of doing business: Loyalty, Punctuality, Integrity, Respect, Love, Fun, and Kindness.

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ULTIMATE AGENT ROADMAP



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A TEAM OUTPERFORMS AN INDIVIDUAL



A COLLABORATIVE COMMUNITY

While **The Nice Agent** agents may cover different areas, they are always working in collaboration with each other, both online and in- person.



COMBINING THE BEST TECH WITH THE BEST AGENTS

The Nice Agent provides our agents with the marketing and advertising sophistication of the leading real estate technology companies, making it possible for you to compete for all in-market buyers and sellers and be the first point of contact.



AN EASY TRANSITION

We make it easy for you to transition from your existing brokerage to working with **The Nice Agent**. We do this by implementing all of the systems you need to grow your business before you hang your license with us. This means you can continue to work on serving your clients, while we work to set up your business

THE GROWTH PROCESS OF AN AGENT

HOW TO GROW AS A REAL ESTATE AGENT



Seek the right mentors and coaches

Create a system to track goals and
monitor progress

Understand business fundamentals

Meet with yourself and create the
right mindset

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WHY JOIN A TEAM?

Whether you are a new or an experienced real estate sales agent finding the RIGHT team is essential. You need training, coaching, and mentoring.

what to look for when joining a team

Company Culture

Training and mentoring

Broker Availability

Business Opportunity

Services and Support

AGENT TRAINING PROGRAM

A trainer pushes you, a coach guides you, a mentor develops you. Received in the right order and consistency, your success is guaranteed.

-Carl Christian

Classes Curriculum (Part 1)



Real Estate 101: About the Industry
Mindset: How to Grow as an Individual
Business: Return on Investment + Negotiation
Law: Business and Real Estate Law
Ethics: What You Should and Not Do

Classes Curriculum (Part 2)



Marketing: How to Target, Plan and Communicate
Contracts: Sealing the Deal
MLS: What and How to Use a MLS
Presentations: How to List and Buy
Scripts: What to Say on the Phone or in Person

ASSOCIATE SUMMARY OFFERINGS



Integrated Technology

Technology that takes low value work off your shoulders so you can do what you do best.

TMS (Transaction Management System)

Marketing Automation

Open House System

CRM (Customer Relationship Management)

Optimized Web Presence

Single Property Websites

eSign | Mobile Application

Reporting Dashboard



Brokerage Services

A brokerage team to take care of your legal, compliance, and financials as well as guide you through your more complex transactions.

Broker Support for Teams

Specialized Deal Support

Broker Demand & Payment Management

Legal & Compliance

Ongoing Education

ACH Payments

Vendor Management



Transaction Services

Our Transaction Coordinators (TCs) deliver an exceptional experience, providing premium service not traditionally offered to agents and clients.

Certified TC Training

Listing Services

Contract Services

Vendor Scheduling

Closing Services

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YOUR BUSINESS SELLS TIME, NOT HOUSES

Best-in-class Productivity Platform

The Nice Agent is proud to partner with Side. The union of the two brands allows us to streamline your entire transaction process from end-to-end, saving you hours on every deal.

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Offer Writing

Side makes it possible for you and anyone on your team to easily write and submit an offer from any device, including your phone, in under 10 minutes.

Listing Coordination

Side makes it easy to enter into agreement, and coordinates the vendors around your listing. Our system orders your inspections, schedules your vendors, produces your marketing materials, posts to MLS, syndicates the listing, and reports on progress.

Transaction Management

Side takes an active approach to coordinating your transaction, reviewing, and auditing your file as it is put together to ensure a quick and problem-free closing every time. We work directly with your TC, managing their work so you don't have to.

YOUR OWN IDENTITY

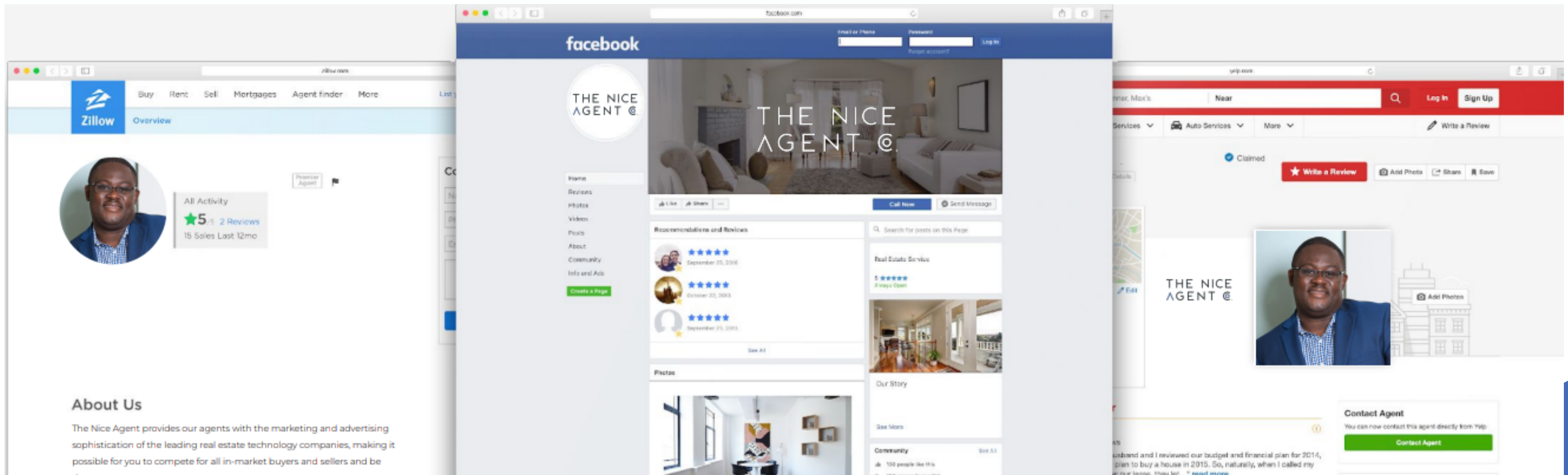
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FULL IMPLEMENTATION

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Online Profiles



FULL IMPLEMENTATION

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Systems Setup



Fort Lauderdale, Jacksonville, Fort Myers, Orlando



DIRECT
DEPOSIT

AGENTS TESTIMONIALS



LUDGER PATRICE DORELUS

ROBUST SUPPORT SYSTEM

I'm proud to be part of The Nice Agent Co real estate brokerage. Their commitment to exceptional service and robust support systems truly set them apart. Working here has been a rewarding experience, and I confidently recommend their services to anyone seeking a trustworthy and professional real estate partner



MONICA KAATZ

REALLY LIKE THE TRAINING

The training The Nice Agent Co has provided really helped a lot to be successful in the field of real estate.



JEAN PAUL-ROUSSEAU

THE LEADS ARE AWESOME

Leads are so hard get sometimes, I honestly thought it was a lie at first when I heard TNA would help me with the lead generation process. After a few weeks in, I was shocked when I saw them pouring in. THANK YOU!



SHAQ BAYDOUN

HELPED IMPROVED MY CLOSING

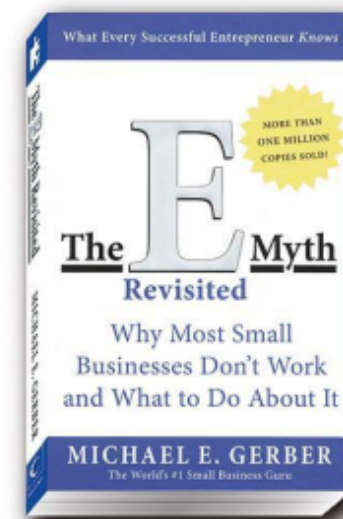
This is a bit embarrassing but I was a realtor who couldn't close even to save my life. I absolutely appreciate The Nice Agent for helping me solve this for good.

RECOMMENDED BOOKS TO READ

Why Read?

As a real estate agent, you have an obligation to your clients to do everything you can to smooth the process of selling their home. You are their advocate, the professional they are turning to for help. In order to accomplish this, reading is a necessity.

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E- Myth

by John Warrillow

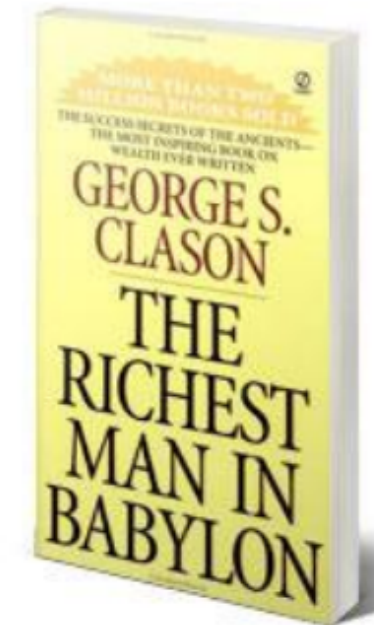
A business parable about how to create a start-up that won't trap you when you want to sell it.



Never Split The Difference

by Christopher Voss

A former international hostage negotiator for the FBI offers a new, field-tested approach to high-stakes negotiations —whether in the boardroom or at home.



The Riches Man of Babylon

by Allan Dib

How to get new customers, clients, or patients and how to make more profit from existing ones.

BETTER SYSTEMS, BETTER SUPPORT, BETTER SERVICE.

We're dedicated to providing you with everything you need to succeed. Joining our team means you get access to better systems, better services, and better support. Buyer and seller needs and real estate technology and processes will continue to change, and we will continue to evolve. Join us, be a part of this industry transition, and embrace the opportunity to grow your business and provide your clients with the best possible service and results.



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