Get more *juice* from your real estate *squeeze* with this brokerage addition



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Traditional brokerages face increasing profit pressure as commission rates continue to drop and splits in favor of agents rise.1

Problem:

Your real estate commission is being



Solution:

Add another revenue stream

Bringing outside offerings in-house can set your brokerage apart, enhance your clients' experience and expand your revenue opportunity.





a second revenue stream to your brokerage

benefits of adding

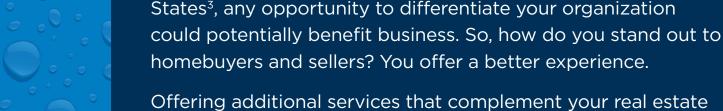
In a highly competitive market, an additional revenue stream has the potential to move the dial. Clients are likely to seek the advice of their real estate agent - especially when it comes to

Added income potential

selecting a mortgage professional.

Differentiation among brokerages

According to Fannie Mae, when shopping for a mortgage, 77% of homebuyers consulted with their real estate agent as part of their decision-making process.²



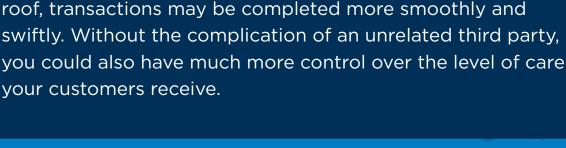
Better customer experience

business can help provide more opportunity for positive reviews and referrals from buyers already in the pipeline, while simultaneously drawing in potential new business.

In 2019, **86% of consumers** reported that

With 106,548 real estate brokerage firms operating in the United

knowing an agent's firm offered one-stop shopping had a positive impact on their selection of an agent⁴.



By streamlining multiple home ownership services under one

A Motto Mortgage franchise as a potential growth solution

You're likely already referring mortgage business elsewhere.

Why not use it as a potential revenue stream? Your agents refer

numerous mortgage customers every year - get more juice from that squeeze! Motto Mortgage offers a valuable Brokerage-in-a-BoxSM solution for real estate brokers and teams seeking to add potential revenue, enhance agent recruiting and differentiate



themselves in the competitive housing market.

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