



# BULL & BEAR

# Membership Guide



# Membership Guide

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## OUR OBJECTIVE

Assist high performing Realtors interested in pursuing Financial Freedom through membership in a national network of like-minded individuals working together to create greater property sales and investments opportunities with the use and support of training, sales tools and access to business professionals dedicated to the agent's growth and success.





## THE eXp FRAMEWORK

**BULL & BEAR™** works within the agency structure of eXp Realty Enterprise®, the fastest growing realty company in the world. To become a member of the BULL & BEAR Network, candidates need to join eXp through **BULL & BEAR's** founder, Hansen Anderson. All real estate transactions would fall under the eXp Realty Enterprise rules and regulations.

## eXp BENEFITS

Unlike most other Realty Companies, the eXp brokerage fee is only 20% of your sales commission, and after \$16K, that fee is Zero. Plus, you receive eXp company stock for completing transactions. Over time, this can cancel out a large portion (if not all) of the brokerage fee. This allows you, as the agent, to keep more of your hard earned commissions.

## ADDITIONAL eXp BENEFITS

- **CLOUD CAMPUS ENVIRONMENT**  
No desk fees and work from anywhere
- **LIVE TRAINING**  
Up to 20 hours a week
- **REAL-TIME SUPPORT**  
Quick, on-demand support services
- **INCENTIVISED RECRUITING**  
Get paid for recruiting other agents
- **REVENUE SHARE AND STOCK EQUITY PROGRAMS**





## EXP FEE BASED BENEFITS

eXp charges agents a \$50 membership fee per month. This fee allows agents access to the following benefits:

- eXp Enterprise – the eXp agent portal with their agent stats and information.
- SkySlope – Allows agents to view transactions and sign documents digitally (you can cancel your current digital signature tool subscription and replace it with the included eXp digital signature platform so the eXp monthly fee almost pays for itself with just the e-signature tool).
- Workplace by Facebook – Interface with your peers and team members.
- Website – Your own website, including hosting fees.
- CRM.
- eXp Marketing and Branding:

Business Cards (first 500 business cards are included at no extra charge), Brochures, and Signage.



**BULL & BEAR's  
ADDITIONAL BENEFITS**

While eXp offers great foundation benefits, **BULL & BEAR™** was formed to help agents do more than merely sell real estate. Our goal was to give high performing Realtors additional benefits and support in order to help them obtain **FINANCIAL FREEDOM**; where your passive and active income from investments makes you money whether it's a bull or bear market. The **BULL & BEAR** Network offers agents two levels of benefits to choose from.



# Basic Membership

## GROWING NATIONWIDE NETWORK OF BULL & BEAR INVESTOR/REALTORS

You'll enjoy the association of other like-minded investor/Realtors as you benefit from shared knowledge and nationwide lead-sharing opportunities for buying, selling, and investing.



## THE BULL & BEAR PROPERTY INVESTMENT PROGRAM

This program will help you learn the Ins and Outs of Real Estate Investing. You'll receive access to:

- Weekly Group Coaching Calls – Learn from star BULL & BEAR performers as they share tips and lessons that have made them successful.
- BULL & BEAR Real Estate and Property Investment Mentors – You have access to work one-on-one with a BULL & BEAR Real Estate and Property Mentor. These mentors will work personally with you to answer questions, give advice and tips on how you can be more successful with your business, and applaud your resulting successes.
- Monthly BULL & BEAR Newsletter – You'll receive our monthly newsletter that will highlight upcoming opportunities, include member success stories, and recognize members that have excelled over the past month.







## **BULL & BEAR**

### **Marketing and Branding**

You'll gain access to the following marketing tools to ensure that your marketing message is loud and clear:

- **BULL & BEAR Marketing Collateral** - Order personalized, professional BULL & BEAR marketing collateral to assist you in your growing business. Collateral options include business cards, brochures, post cards, templates for newsletters, e-blasts, social media, and more.
- **The BULL & BEAR Marketing Handbook** - This eBook will show you how to Strengthen your Brand, Generate New Business, and Retain Existing Clients through important marketing strategies and the use of essential sales tools. Quick, on-demand support services.





## **BULL & BEAR SPECIALISTS**

The following specialists are available to assist you as you build and expand your business:

- Financial Advisor – Exclusive **BULL & BEAR** access to our highly talented financial advisor who is experienced in both securities and real estate (unlike most financial advisors) to help you reach financial freedom.
- Bookkeeper – Discounted bookkeeping from the **BULL & BEAR** team bookkeeper to track your business income/expenses and taxes and keep you in compliance with the IRS
- CPA – Get answers and tax advice from our team's CPA so you don't have to guess concerning taxes associated with real estate and property investments.
- Mortgage Broker – Utilize our team's mortgage broker who can service all your clients' needs as well as your own property investments.





## BULL & BEAR PARTNERS

You'll also have access to BULL & BEAR Partners - companies that we recommend and are available in each city we do business:

- Insurance Agents
- Contractors
- Property Managers
- Title Companies

## BULL & BEAR LENDING

Take advantage of BULL & BEAR Lending for yourself and your client. This lending is specific to investors looking for a loan for either a rental or to fix up a property (not currently for homestead loans). Our rates for short term loans (rehabs) are better than your normal hard money rates. We can also lend for vacation rentals which many banks won't touch. Perhaps the best part is our team member Realtors can



also make additional income through these loans. Getting paid twice for one real estate transaction is a great way to increase your revenue without having to find and work with twice as many clients.



# Council Membership

This advanced membership level requires an annual membership fee of \$3,000 and approved education or equivalent experience. Membership at this level includes all the benefits of Basic Membership plus the following benefits:



- Turn-key Investment Properties – **BULL & BEAR** Members get 1st dibs on our nationwide investment properties.
- **BULL & BEAR** Proprietary Lead Generation – Quality leads generated by our proprietary lead generation program. We offer our team members a 20% discount off the pricing of other lead sources available in your area. Plus our leads are higher quality (typically a higher conversion rate) than most other sources.
- **BULL & BEAR** Mentoring Program – Perhaps you enjoy teaching and helping others experience success. If so, you may choose to become a **BULL & BEAR** Real Estate and Property Mentor for other members. Mentors will be paid 50% of the commission on the first three (3) transactions of the agent being mentored. Mentoring beyond the first three transactions is optional and up to the mentor and mentee.
- Monthly Master Mind Call – All members of the **BULL & BEAR** Council Program will have access to the monthly Master Mind Call to discuss business strategies, challenges, and best practices with your peers.





## **BUILD YOUR OWN BRAND**

Council members have discounted access to branding programs that include the following:

Personal Branding – Kits include:

- Company Name
- Company Slogan
- Logo Design
- Revisions to the Logo Concepts
- Logo Alternate / Submark Development
- Corresponding Pattern or Background Elements
- Font Recommendations
- Color Palette
- Branding Guide
- Business Card Design
- Delivery of all files in popular file formats



## **BUILD YOUR OWN BRAND Cont.**

Foundation Business Story – Written copy (text) defining “Who You Are” and “What You Do” that can be used in marketing tools such as: literature, social media, web, and other marketing communications. This copy will include addressing the following important information:

- Differences between you and your competitors.
- Define service features and build bridges to how they solve client’s challenges.
- Define client fears and address each topic as part of copy.
- Define several vertical markets – types of clients you specialize in.
- All copy written in an easy to understand way for clients to understand what each process entails.
- Delivery of all files in popular file formats



# Recognition

## YOU DESERVE TO BE RECOGNIZED

We believe in recognizing and rewarding the efforts of our members. Both Basic and Council BULL & BEAR Members can participate in and be awarded for the following achievements:

National and Regional Awards for:

- Most Investment Revenue – Monthly and Annual Awards
- Most Sales Revenue – Monthly and Annual Awards
- Journey to Financial Freedom – Quarterly and Annual Awards

Regional Awards – Regional Awards are announced once a month in the Weekly Group Coaching Calls and in the Monthly Newsletter.

National Awards – National Awards are given at the BULL & BEAR National Conference held each year in conjunction with eXp's National Conference.







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