

# platinum realty.

move with platinum



# the vision

Scott DeNeve founded Platinum Realty in 2005 at the age of 24 during the housing bubble. While many competitors did not survive the recent economic downturn, Platinum Realty has become one of the largest real estate companies in the Midwest with over 2,000 agents. Through strategic, sustained and manageable growth, we continue to open additional offices in the Midwest region to serve the needs of our agents and clients.

We attribute our success to the fact that our company is designed with the agent in mind – we do what it takes to make our agents as successful as possible. We accomplish this by providing them with exceptional technology and effective communication tools that allow them to focus on their business and their clients. Our agents have the freedom they need to tailor relationships with their clients in a way that is most effective for them.

As more services are available online, the role of the real estate agent is changing, and Platinum Realty will continue to be at the frontier of it all. Our company has proven itself to be at the cutting edge of the real estate market, and we want to continue to exceed our customers' expectations of quality service and products. Platinum Realty was founded on strong business ethics and values, which will continue to add to the company's future success in the changing real estate market.

"Platinum" was chosen as the company's name to indicate both quality and rarity. If that's a standard you aspire to as well, Platinum Realty is the home for you!

View our video guide here: [joinplatinumrealty.com/#videos](https://joinplatinumrealty.com/#videos).  
If you have any questions, please don't hesitate to call us at **888-220-0986**.



Scott G. DeNeve  
Platinum Realty Founder

# our team

Our experienced team is here to help you succeed - every step of the way.

- Agent Support Team
- Transaction Review Team
- Business Administration Team
- Marketing Team
- Accounting Team
- Leadership Team

**Don't compete with your broker!** Unlike other companies, our leadership team is non-selling and non-competing.



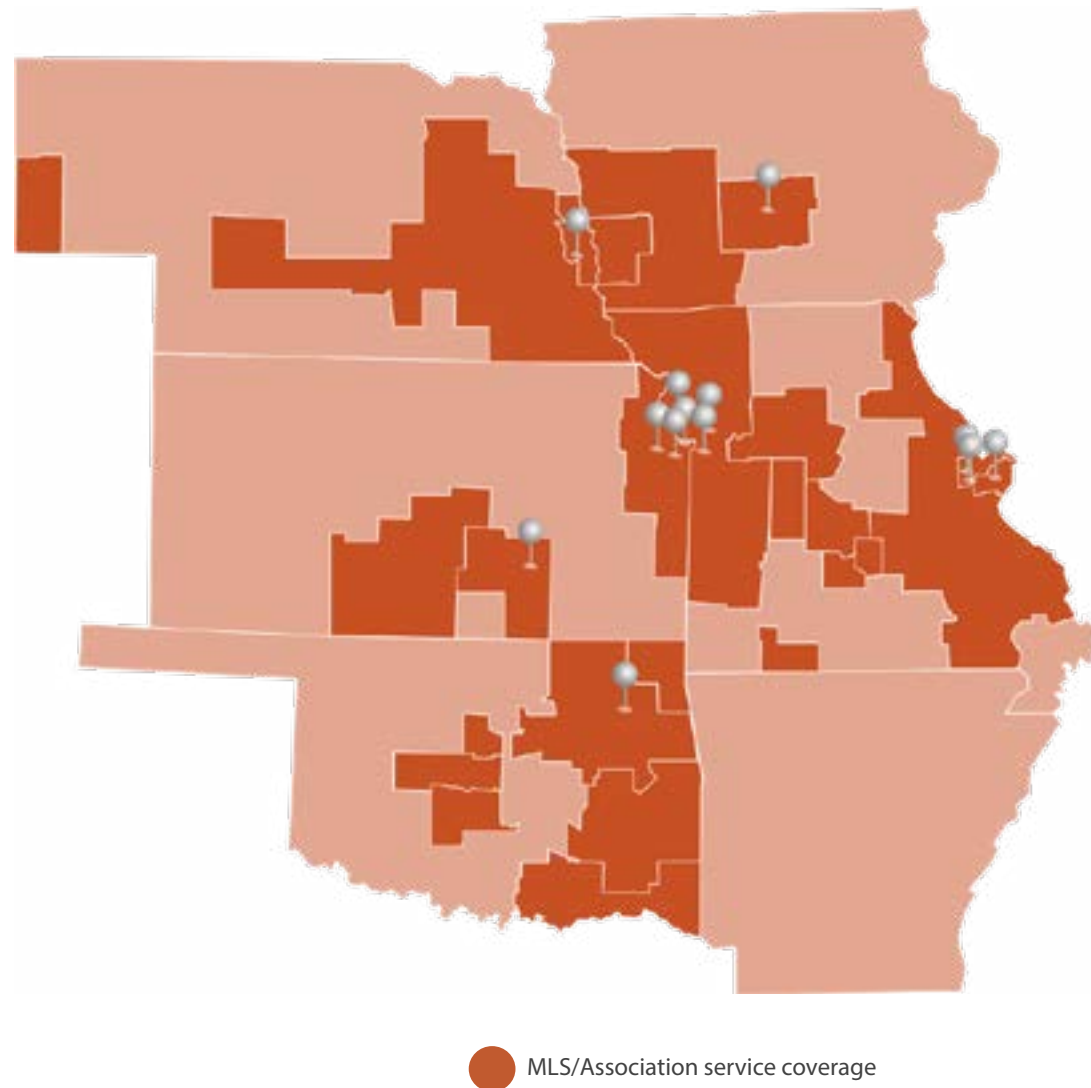
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# regional locations

Platinum Realty serves many markets across five states in the Midwest. Enjoy free and unlimited access to our entire network of locations.

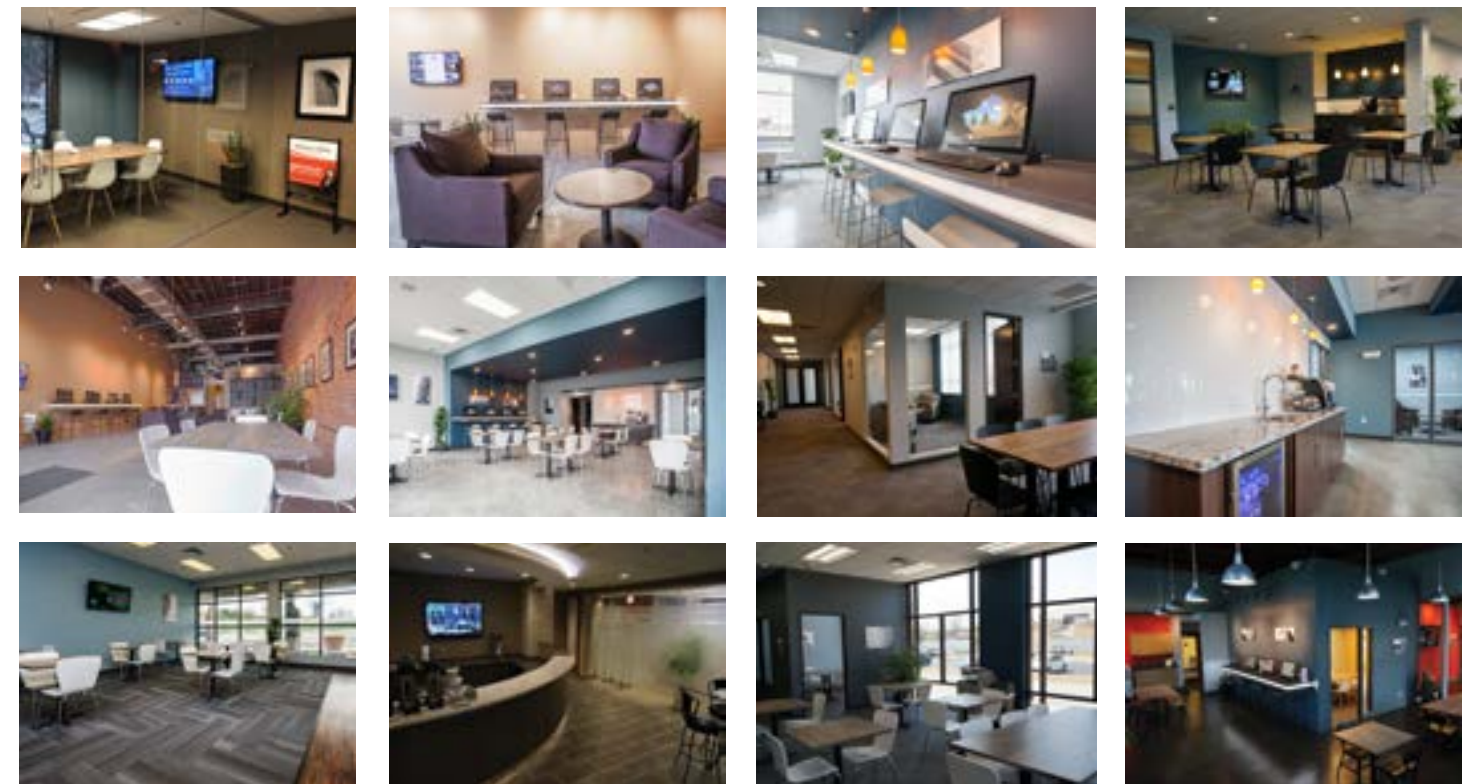
For a complete list of our office locations, visit [JoinPlatinumRealty.com](https://JoinPlatinumRealty.com).



# our offices

The Platinum Realty offices are designed specifically to meet your needs as an agent, providing you a professional atmosphere to meet with your clients or work distraction-free. We want you to have the freedom to manage your business and schedule as you choose. When you want to spend time in the office with clients or for work, we want you to have the very best.

- Sophisticated and professional decor with networked computers
- Multiple conference rooms and agent workstations
- Presentation technology with Apple TV
- Refreshment bar and lounge seating
- 24/7 access to all offices across the Midwest
- Mobile printing capabilities to any office location



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# our exclusive backoffice

We know your time is valuable, which is why we've designed an online agent backoffice. Get access to your portal and app where all the tools you need are conveniently located.

- Transactional tools
- Listing resources
- Agent marketing
- Platinum branding
- Brokerage information
- Company news and events
- PRO Academy
- Agent Support Center



Our agent backoffice is also available as an app for your smartphone!

# online forms portal

Your online forms portal features:

- Access important files in your own virtual office environment
- Access to contracts and checklists anywhere from a secure cloud
- Adheres to Platinum Realty's paperless office standard
- Easy-to-use
- **Digital signatures** providing freedom and flexibility



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# transaction management system

Having an efficient way to manage transactions can give you the peace of mind you need to focus on growing and improving your business. Your transaction management system features:

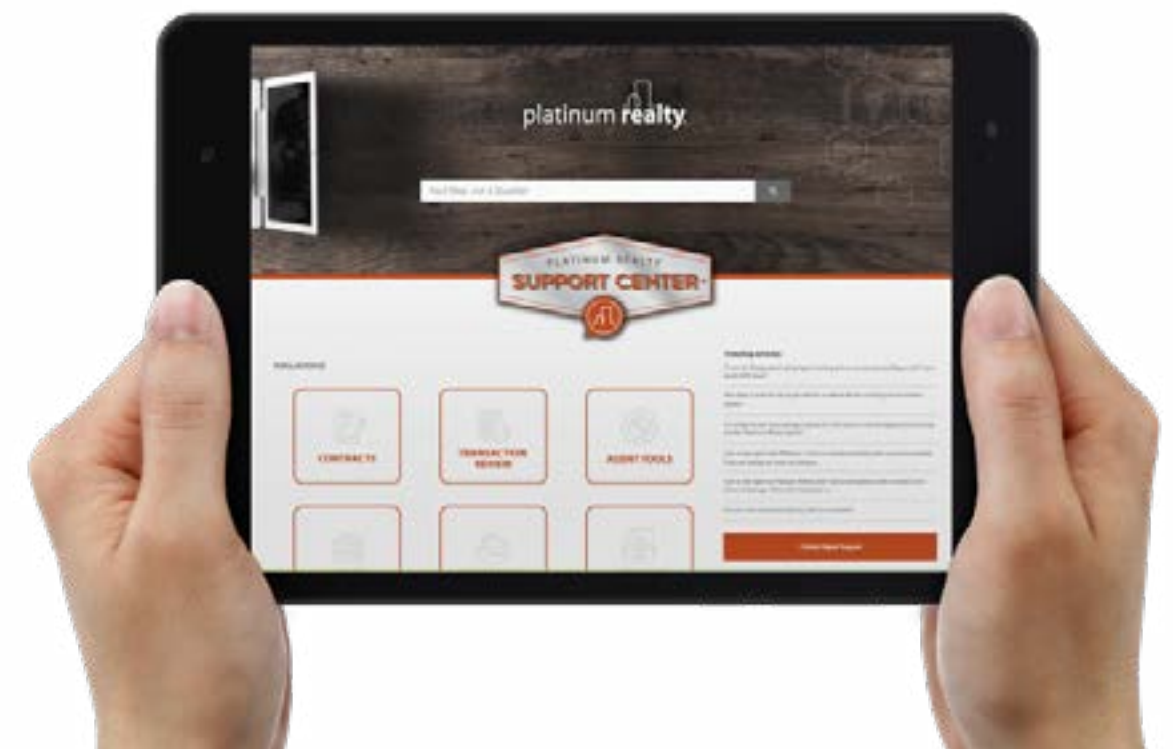
- Secure, password protected access
- Easy-to-use interface
- Online file status
- Quick reference to check progress
- System reminders on listings and contracts
- Access to files after closing
- Prompt file management turn-around service with support and guidance



# agent support center

For your convenience, we have designed a streamlined support process to ensure you are able to get the answers you need, when you need them.

- 24/7 support from any device
- “Google for real estate” – answers to industry and company-related questions
- User-friendly interface provides answers – instantly!
- Exclusive and growing knowledge center
- Ability to chat, call, email, or schedule time with Agent Support



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# united mortgage



**UNITED  
MORTGAGE**

Our affiliated mortgage company, United Mortgage, works closely with our agents to ensure clients get an exceptional lending experience.



Competitive rates



Exact closing costs



On-time closing guarantee



[www.umloans.com](http://www.umloans.com)

United Mortgage serves Iowa, Kansas and Missouri.

# agent education

Platinum Realty wants to equip you with the absolute best real estate training available so that you can reach your full potential as a real estate agent.

## PRO Academy (Platinum Realty Online Academy)

Our premier online video training covers the entire breadth of residential real estate and will help take you to the next level.

- 400+ expert videos on-demand
- New content added monthly
- Supporting materials (presentations, scripts and more)

## Coaching Resources

For agents who want to dive deeper, Platinum Realty provides resources to explore the best solutions to grow your client base, build relationships and maximize profits.

## Platinum Podcast

Learn about a variety of topics specific to Platinum agents while on the go.



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platinum **realty.**

# agent community

Our private Facebook groups are the perfect way to engage with your local community of Platinum Realty agents wherever you go.

## A community of agents at your fingertips!

Popular among agents, our private networking groups are a go-to place for agents to seek and share market specific knowledge. Use these groups to:

- Share listings and open houses
- View and discuss company updates
- Get local recommendations
- Discuss real estate industry news
- Event details
- Socialize and connect



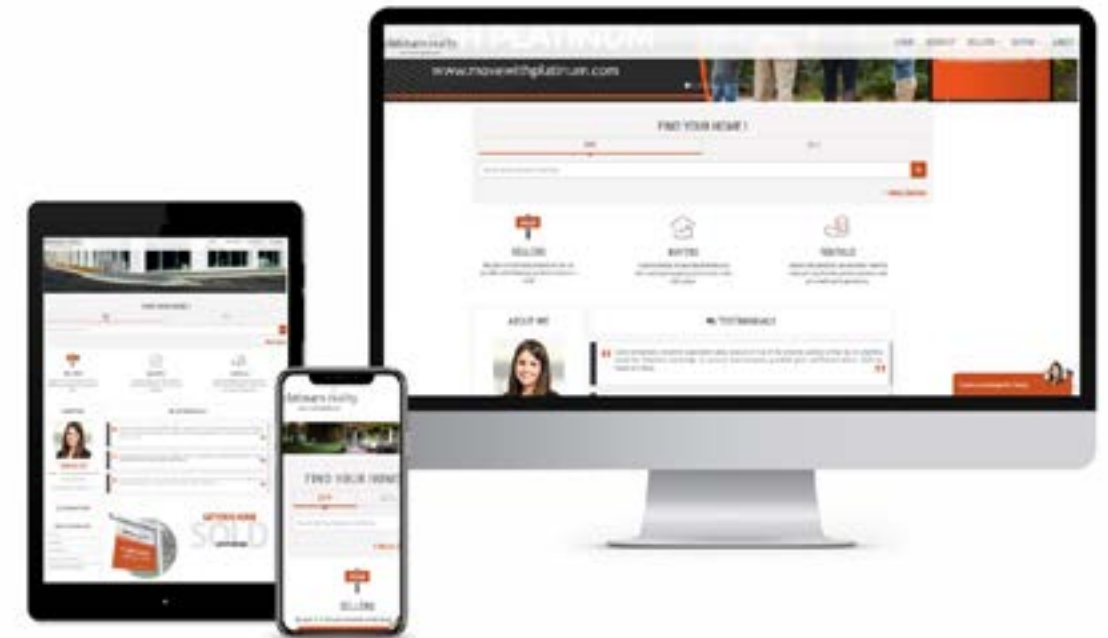
Maximize your business opportunity through networking!

# free custom agent website

Your custom agent website features:

- Fully Customizable
- Domain Name Included or Use Your Own
- Sophisticated Mapping Search with Integrated IDX
- Auto-Updated Listings & "New Lead" Auto-Email Notifications
- CRM – manage and track your leads
- Featured Listings
- SEO Optimized
- Traffic Reporting and Search History
- FREE Support and Training
- Mortgage Calculator
- Affordability Calculator
- Customizable Social Media Feeds

Leads on your listings go directly to you - no referral fee!



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# referral and relocation program

Take advantage of a nationwide network to gain new business and refer clients to agents all over the country.

- Submit referrals and the referral network team will manage the entire process.
- Feel confident that your referrals are being taken care of by a qualified professional.
- Enter your areas of business in your profile to receive qualified leads via referral or with relocation needs.

**Guaranteed 25% Referral Fee when the transaction is closed**

# marketing programs

As a savvy entrepreneur, you understand the important role marketing plays in growing your business. Let us help your business take off.

## Marketing HUB

Create branded flyers, postcards, social media posts and more.

- Branded Templates Provided
- Share on social media
- Order print versions



## Automated marketing programs

Reach your clients how they want to be reached with a variety of customizable tools

- Postcards, newsletters, response cards and calendars
- Email campaigns with e-cards or e-newsletters
- Reminders
- Five-year client follow up programs
- Just Listed/Just Sold postcards



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# marketing material



Show your clients you mean business with Platinum Realty branded marketing materials for every occasion.

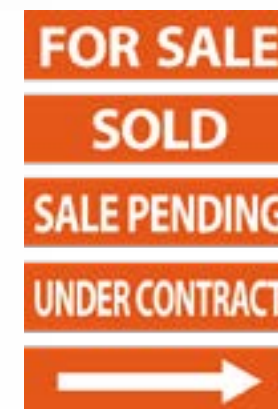
- Business cards
- Presentation folders
- Name tags
- Notecards
- Envelopes
- Apparel
- Branded promotional items
- And more!

# platinum realty signage

**Design** - Bright and bold signage designed to be highly visible and easily distinguishable.

**Customization** – Flexibility for agent customization. Brand yourself or your team with images, logos and web addresses.

**Options** – One size does not fit all! We offer many sizes, layout and material options so you stand out from the crowd.



**Custom and Stocked Riders** – We offer a variety of riders that complement the yard signs.

View the sign catalog here:  
[joinplatinumrealty.com/sign-catalog](http://joinplatinumrealty.com/sign-catalog)



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# platinum realty networking

Get to know your fellow Platinum Realty agents through local Platinum events. Soak up tips from other agents at a happy hour or share your strikes and gutters while throwing strikes and gutters with other Platinum Realty agents. Regardless of the event, you're bound to develop partnerships and relationships that will help grow your business.



# agent rewards

At Platinum Realty, your loyalty pays off! With our robust Agent Rewards Program, you can earn points for any number of items in our Rewards Shop. And earning points is easy! Simply spread your love of Platinum:

## review

Write an online review of Platinum Realty

## refer

Recruit an agent who joins Platinum Realty

You may use your points for a myriad of rewards like paying your REALTOR® dues, an Apple Watch, a Caribbean cruise and more! The choice is yours.

**earn. redeem. enjoy.**



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As an experienced agent, you qualify!

## our program

### **\$495 per transaction - you keep the rest!**

- On each sale or leasing transaction, Platinum Realty is modestly compensated with \$495, which can be built into company agency agreements, or you may pay the fee on behalf of your clients.
- After CAP of 20 sales, the transaction fee is waived.
- On referrals, only \$195 is paid to Platinum Realty.
- Commission checks are directly deposited within three banking days from when the check is received from the title company, if file is complete.

#### Agent Responsibilities:

- One-time onboarding fee of \$195
- Agents must maintain REALTOR® and MLS memberships



<b>\$495</b> /sale
on the first 20 sales
<b>CAP</b>
<b>\$0/sale</b> After CAP
\$0 Monthly Fees
\$0 Franchise Fees
\$0 Desk Fees
\$0 Tech Fees
\$0 Annual Fees

## platinum successes

#### Inc. Magazine

Platinum Realty was nationally recognized as the #1 Fastest-Growing Real Estate Company in America in 2010 and has been recognized on the Inc. 500/5000 list a total of 10 times.

#### Swanepoel - POWER 200

Platinum Realty Founder, Scott DeNeve, was named one of America's most powerful people in residential real estate in 2013.

#### Realtor Magazine

"Broker Standout- Thinking Like a Salesperson" - 2009

#### National Association of REALTORS®

"Top 75 Real Estate Firms on the Board of Directors" - 2019

#### Other Notable Recognition

Business Journal  
Ingram's Magazine  
Real Estate Executive Magazines  
Thinking Bigger Business Magazine



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# agent testimonials



"This is THE way a real estate company SHOULD operate, no reason to charge large commissions in a technologically advanced society. So thankful to have found a real estate company that operates with a SOUND business plan! The support is AMAZING! It is always great to immediately get a response, no voicemails or appointments needed to talk to someone and get assistance. Thankful to be a part of it!!"

- ANGIE BOWMAN



"I love being an agent at Platinum Realty, the support staff has been great, the online learning tools have been very beneficial, and there are always brokers available to answer questions. Of course, my favorite part is getting to keep 100% of my commission, allowing me to equip my business with additional tools, and provide a higher level of service to my clients. If you haven't looked in to Platinum Realty, I highly recommend you give them a shot."

- TYLER STRICKLIN



"I started at Platinum Realty being a fairly new agent. The moment I walked through the door I felt such warmth and support. I knew immediately this was the place I needed to be to grow my business. I've been at Platinum for about a year now and I still feel the same way. There's no place I'd rather be!"

- SHANA FRANCIS



"I was hesitant to change companies, I thought Platinum sounded too good to be true. Almost two years later the team at Platinum has exceeded my expectations in almost every aspect, my business has grown, incredible broker support, top notch training and a strong eye on technological advancements. I am extremely pleased to be an agent at Platinum."

- JAMIE GERKEN



"After working for another brokerage for 4 years, I just completed my first year with Platinum. I wish I would have made the switch sooner! Systems, support, and the quality of agents are second to none within Platinum Realty! I look forward to many more profitable years with Platinum!"

- ISAAC MURPHY



"I am super happy about joining the Platinum team. The business admin team has a very straight forward process with excellent easy access training systems. I love their agent support system and super friendly staff. Platinum is an excellent resource for agents, and buyers and sellers. I love it how they focus on quality service across the company."

- KIM MCDONALD

# agent testimonials



"I made more on one deal at Platinum Realty than five at Prudential. The business model at Platinum Realty is amazing and well thought out. Everything is done for a reason and has a purpose. I was originally concerned how can hundreds of agents possibly be well taken care of and supported, but the broker and staff have it down to a science. I can't imagine working anywhere else in the city."

- ALAN BOYD



"16 years in the business and I've found the real estate company that is the perfect fit for both my clients and me. Cutting edge technology, an emphasis on the environment by being completely paperless and offers the freedom to run my business the way I want - putting my clients first. I see now why it's one of the fastest growing real estate companies in the country. Platinum has figured out what's most important and perfected it!"

- KATHY SHEPPARD



"Platinum Realty is a great place to work with the most competitive commission structure and an entrepreneurial culture, I love it here. They provide all the latest tools backed up with state of the art technology."

- JOHN DAUGHERTY



"I would have to say that after 2.5 years with Platinum Realty, the only regret I have is that I didn't join sooner! Everyone is so helpful and whenever I need assistance, someone is always available... that's BIG! You always hear the saying, "If it sounds too good to be true, then it probably is." Platinum Realty sounds too good to be true, but IT IS TRUE!"

- COLLEEN MOORE



"Platinum Realty leaders believe in teaching their agents structure, organization and business. The services they offer to agents are excellent and leave nothing to be desired. Not to mention, the professionalism that is displayed really sets the organization apart from its counterparts."

- ALISA HENLEY



"Moving to Platinum was the right move for me! Before Platinum Realty, I had a third of every commission going to my broker. With Platinum Realty, I also have the freedom to run my business as I want, with no interference."

- STEVE PICKENS



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Over 2,000 agents have made  
Platinum Realty their home.

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**Go Platinum.**

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