

**THE INFRASTRUCTURE BEHIND YOUR GROWTH**

# **POWERED BY ALBRICK**

YOUR VISION.  
YOUR BRAND.  
OUR INFRASTRUCTURE.

**ALBRICK.COM**

**ALBRICK**

**704-612-1837**

# LEAD THE VISION. WE'LL POWER THE REST.

## OUR MISSION

Our mission is to give real estate team leaders the freedom to lead their people, grow their production, and build a recognizable brand without having to build and manage an entire brokerage operation behind it.

We want you to never run another Indeed ad, manage staff payroll, oversee lead pipelines, create marketing for every agent, monitor compliance, or chase transaction files again.

ALBRICK provides the people, systems, technology, and oversight that keep the business moving.

We manage the operational work behind the scenes while you remain the face, name, and leader of the organization you built.

***Your vision leads the business. Our infrastructure helps power its growth.***

## THE RESULT:

**YOU BUILD THE BRAND.  
WE BUILD THE SUPPORT AROUND IT.**

***More time to lead your agents, grow production, recruit intentionally, and expand your market presence.***

# YOUR TEAM. STILL YOUR TEAM.

## KEEP WHAT YOU HAVE BUILT

You should not have to surrender your identity to gain better infrastructure. Your team continues operating under its established name, brand, leadership, and culture. Your agents remain connected to the organization you created, and your clients continue recognizing you as the face of the business.

ALBRICK works behind the scenes to provide the brokerage foundation, operational support, systems, and resources your team needs to grow. Your brand leads. ALBRICK powers it.

## YOUR BRAND

- Your name and identity**
- Your vision and leadership**
- Your team culture**
- Your recruiting decisions**
- Your agent relationships**
- Your client experience**
- Your marketing direction**
- Your lead sources**
- Your compensation structure**
- Your market expertise**
- Your growth strategy**
- Your standards**
- Your public presence**

## OUR SUPPORT

- White-labeled operational support**
- Scalable systems and infrastructure**
- Agent onboarding and training**
- Day-to-day agent support**
- Transaction coordination**
- Marketing creation and execution**
- Commission calculation and payout processing**
- Local BIC leadership and contract guidance**
- Full Tech Stack**
- Compliance and file oversight**
- An experienced team working behind the scenes**

# YOUR BRAND IN FRONT. OUR SUPPORT BEHIND IT.

## **YOUR CLIENTS AND AGENTS SHOULD EXPERIENCE ONE CONNECTED ORGANIZATION.**

ALBRICK's staff can operate through team-branded email addresses and communication channels, creating a consistent experience under your team's identity.

### **TRANSACTION COORDINATOR**

Your dedicated transaction coordinator manages the contract-to-close process through a team-branded email address.

### **MARKETING DIRECTOR**

Marketing support is delivered through your brand to strengthen recruiting, listings, social media, and market visibility.

### **COMPLIANCE OFFICER**

Files are reviewed for completeness, brokerage requirements, and regulatory compliance throughout the transaction process.

### **BROKER-IN-CHARGE**

Your team receives accessible brokerage oversight, contract guidance, risk management, and support consistent with applicable licensing requirements.



**JANE DOE**  
**CLIENT CARE COORDINATOR**  
"BLANK GROUP"

📞 704-610-2220

✉️ SUPPORT@"BLANK".COM

🌐 [https://www."blank".com/](https://www.)

**POWERED BY ALBRICK**

#### ***Example email signature.***

***We can use your team logo, your team name, your team website link, all branded to you.***

***The appropriate ALBRICK staff members would operate using this email signature when providing services to you, your agents, and your clients.***

***ALBRICK personnel remain affiliated with and accountable to the brokerage as legally required while providing team-branded support where permitted.***

**ALBRICK**

# THE PEOPLE BEHIND THE SUPPORT



## **LANDON ALBRICK**

### ***Owner/Founder***

Landon founded ALBRICK with a vision of giving agents and team leaders the support, systems, and opportunities needed to grow. He remains actively involved in leadership, strategy, and business development, helping teams strengthen production, improve conversion, and scale intentionally. His commitment to innovation allows team leaders to build stronger organizations while retaining the brand, culture, and identity they created.



## **HARPER MURRAY**

### ***Chief Operating Officer***

Harper leads the operational strategy behind ALBRICK, building the infrastructure that allows team leaders to grow without managing every function themselves. She oversees staffing, technology, onboarding, training, CRM systems, lead platforms, marketing operations, and process development. Her focus is creating scalable systems that support your agents, strengthen your brand, and keep your team operating efficiently behind the scenes.



## **MARKET PARTNER**

Your Market Partner serves as the Broker-in-Charge for your local market and provides the brokerage leadership behind your team. They offer guidance on contracts, compliance, negotiations, local market practices, and business strategy while helping your agents navigate complex transactions and challenges. Their role is to protect the operation, support your leadership, and help your team grow successfully within the market.



## **MENTORS AND MARKET LEADERS**

Your agents receive direct access to experienced ALBRICK mentors and market leaders who provide practical guidance on contracts, negotiations, lead conversion, business planning, and transaction strategy. This gives your agents an established development network without requiring you to personally deliver every training or answer every question. You lead the team while ALBRICK helps develop the people within it.



## **SUPPORT SPECIALISTS**

### ***Listing Specialists, Transaction Specialists, Assistants, and Marketing Specialists.***

ALBRICK's Listing Specialists, Transaction Specialists, Assistants, and Marketing Specialists operate behind your brand to support every stage of the business. From listing preparation and contract-to-close coordination to file management, marketing execution, and daily administrative support, our team keeps your operation organized and moving forward while you remain the visible face and leader.

# ONE CONNECTED TECH STACK

*Your team receives the technology and systems needed to manage leads, support agents, serve clients, complete transactions, and scale efficiently. ALBRICK handles the setup, integration, and ongoing support, allowing you to provide your agents with a connected platform without managing multiple vendors yourself.*

## **FOLLOW UP BOSS**

Manage your team's contacts, leads, conversations, tasks, appointments, and follow-up from one centralized CRM. Follow Up Boss gives team leaders visibility into the pipeline while helping agents stay organized, respond faster, and move every opportunity forward.

## **DOTLOOP**

Give your entire team one system for forms, electronic signatures, transaction management, and compliance submission. ALBRICK provides templates, workflows, and transaction resources designed to keep files consistent from contract to close.

## **TEAM WEBSITE**

Strengthen your team's online presence with a professional website built around your name, identity, and market. Give clients and prospective agents a place to learn about your team, explore properties, and connect directly.

## **INDIVIDUAL AGENT WEBSITES**

Provide every team member with a professional online presence connected to your team's brand, giving agents room to build their business while reinforcing the organization they represent.

## **CUSTOMIZED TEAM APP**

Give your agents one convenient place to access training, documents, announcements, support contacts, company resources, and internal tools through an app customized around your team.

## **TEAM-BRANDED EMAIL**

Create a consistent and professional client experience with email addresses connected to your team's brand. Agents and support staff can communicate through one unified identity.

## **MORE THAN SOFTWARE**

ALBRICK's technology is backed by experienced operations, administrative, compliance, marketing, lead management, and transaction support. When your agents have questions, need help with a system, or require support moving a transaction forward, they have a real team behind them.

**YOUR BRAND IN FRONT. CONNECTED TECHNOLOGY AND REAL SUPPORT BEHIND IT.**



# TRAINING BUILT FOR YOUR AGENTS

## TRAINING FOR EVERY STAGE OF GROWTH

Your agents are invited to participate in ALBRICK's training calendar, regardless of whether they are new to the business or actively scaling established production.

### *Training includes:*

- Seller conversion
- Follow Up Boss
- Zillow
- Dotloop
- Lead follow-up
- Transaction systems
- Compliance
- Business development
- Other brokerage resources.

The team leader gains an existing training infrastructure without having to personally create and deliver every class.

## YOU LEAD THE VISION. WE HELP DEVELOP THE AGENTS.

**ALBRICK  
MASTERMINDS**  
Collaborative  
sessions  
focused on  
current market  
strategies,  
business  
development,  
lead conversion,  
and shared  
solutions.

**FOLLOW UP  
BOSS 101**  
Practical  
training that  
helps agents  
organize leads,  
manage follow-  
up, build Smart  
Lists, and use  
the CRM  
confidently.

**TC OFFICE  
HOURS**  
Open access to  
transaction  
support for  
questions about  
contracts,  
deadlines,  
documentation,  
compliance, and  
active files.

## EXAMPLE TRAININGS AVAILABLE TO YOU AND YOUR AGENTS

# COMPENSATION BUILT FOR TEAM GROWTH

## TEAM LEADER COMPENSATION

### **ALBRICK POWERED 90/10 \$10,000 CAP**

Team leaders operate on a 90/10 split with a \$10,000 annual brokerage cap.

The split applies to all income allocated to the team leader, including personal production and income earned through team-agent production.

Once the \$10,000 cap is reached, the standard 10% brokerage split is removed for the remainder of the team leader's anniversary year.

### **INDEPENDENT 85/15 \$12,500 CAP**

Team leaders operate on a 90/10 split with a \$12,500 annual brokerage cap.

The split applies to all income allocated to the team leader, including personal production and income earned through team-agent production.

Once the \$12,500 cap is reached, the standard 10% brokerage split is removed for the remainder of the team leader's anniversary year.

## TEAM AGENT COMPENSATION

### **ALBRICK POWERED 90/10 \$7,500 CAP**

Team agents operate on an 90/10 split with a \$7,500 annual brokerage cap.

The brokerage split applies to the income allocated to each agent after the team's internal commission structure is applied.

Once the \$7,500 cap is reached, the standard 10% brokerage split is removed for the remainder of the agent's anniversary year.

### **INDEPENDENT 80/20 \$7,500 CAP**

Team agents operate on an 80/20 split with a \$7,500 annual brokerage cap.

The brokerage split applies to the income allocated to each agent after the team's internal commission structure is applied.

Once the \$7,500 cap is reached, the standard 20% brokerage split is removed for the remainder of the agent's anniversary year.

# TWO WAYS TO POWER YOUR TEAM

## **CHOOSE THE SUPPORT YOUR TEAM NEEDS TODAY. SCALE IT AS YOU GROW.**

Every team is structured differently.

Some already have the people and processes needed to operate independently. Others want a complete support team behind their brand.

ALBRICK gives you the flexibility to choose the model that fits your organization today, with the ability to add more support as your team grows.

### **INDEPENDENT INFRASTRUCTURE**

BUILT FOR TEAMS WITH AN ESTABLISHED OPERATION

Maintain your existing staff, systems, marketing, and internal processes while gaining ALBRICK's brokerage infrastructure, technology options, compliance oversight, and transaction support.

**YOUR OPERATION. OUR BROKERAGE FOUNDATION.**

### **ALBRICK POWERED**

BUILT FOR TEAMS READY TO SCALE WITHOUT MORE OVERHEAD

ALBRICK provides the staff, technology, systems, and operational support behind your brand. You lead the team while we help manage the work required to keep it growing.

**YOUR BRAND. OUR TEAM BEHIND IT.**

# ALBRICK POWERED

## **YOUR BRAND IN FRONT. A COMPLETE OPERATIONS TEAM BEHIND IT.**

Designed for team leaders who want to scale without hiring, training, and managing an entire internal support department.

ALBRICK's staff operates as an extension of your organization through team-branded communication, systems, and processes. You remain the face and leader while we support the daily work behind the business.

## **10% ALBRICK Powered FEE**

The ALBRICK Powered fee is equal to 10% of the gross commission income generated on every closed transaction.

The fee is deducted from the transaction's total GCI before the remaining commission is distributed according to the team's internal compensation structure.

The ALBRICK Powered fee does not contribute toward the team leader's or agent's brokerage cap and continues after the applicable cap is reached. ALBRICK Powered includes white-labeled support from Transaction Specialists, Marketing Specialists, Lead Managers, Assistants, Compliance Officers, and brokerage leadership.

Your team also receives a connected technology platform that includes Follow Up Boss, Dotloop, a team website, individual agent websites, team-branded email, a customized agent app, and access to ALBRICK's training library.

## **LEAD THE TEAM. WE'LL SUPPORT THE OPERATION.**

***Grow your brand and agent count without adding the same level of payroll, software management, compliance responsibility, or operational complexity.***

# THE TRUE COST OF BUILDING IT YOURSELF

## WHAT WOULD IT COST TO BUILD THIS INDEPENDENTLY?

### PEOPLE AND OPERATIONS

#### *Transaction Coordinator*

\$55,000 to \$70,000 annually

#### *Marketing Specialist*

\$55,000 to \$80,000 annually

#### *Lead Manager or ISA*

\$50,000 to \$70,000 annually

#### *Operations and Administrative Support*

\$45,000 to \$60,000 annually

#### *Compliance and Broker Oversight*

\$70,000 to \$110,000 annually

#### *Payroll taxes, benefits, recruiting, training, and employee turnover*

\$50,000 to \$90,000 annually

### TECHNOLOGY AND INFRASTRUCTURE

#### *Follow Up Boss for 15 users*

Approximately \$744 monthly

Approximately \$8,928 annually

#### *Dotloop for 15 users*

Approximately \$480 monthly

Approximately \$5,760 annually

#### *Team and agent websites, professional email, phone systems, storage, integrations, and internal resources*

Approximately \$18,000 to \$48,000 annually

#### *E&O insurance and brokerage coverage*

Approximately \$3,000 to \$10,000 annually

#### *Lead generation and advertising*

Approximately \$36,000 to \$120,000+ annually

### ESTIMATED ANNUAL INVESTMENT

**\$400,000 TO \$675,000+**

And you are still responsible for hiring, payroll, training, management, accountability, vendor relationships, and replacing staff when someone leaves.

### POWERED BY ALBRICK

An established operations team

Connected technology and systems

Transaction coordination

Marketing support

Lead pipeline management

Agent onboarding and training

Compliance and file oversight

Broker leadership

E&O insurance coverage

Commission calculation and payouts

Access to referral and lead programs

One connected operating relationship

**BUILD YOUR TEAM WITHOUT BUILDING AN ENTIRE BROKERAGE BEHIND IT.**

ALBRICK

# INDEPENDENT INFRASTRUCTURE

## **YOUR OPERATION. OUR BROKERAGE FOUNDATION.**

Designed for established teams that already manage their own staffing, marketing, lead pipelines, and day-to-day operations.

Your team maintains its existing processes and independence while gaining access to ALBRICK's brokerage infrastructure, technology options, compliance oversight, and transaction support.

### **\$99 MONTHLY TECHNOLOGY PACKAGE**

The optional technology package is available for \$99 per person, per month. The cost may be paid by the team leader or assigned at the individual agent level.

The package includes Follow Up Boss for lead management, communication, accountability, and pipeline visibility, along with Dotloop for forms, electronic signatures, transaction management, and compliance submission.

### **\$299 PER CLOSED TRANSACTION**

Each closed transaction is subject to a \$299 Transaction Operations Fee.

The fee includes E&O insurance coverage, compliance oversight, transaction closeout, commission calculation, and payout processing.

***KEEP YOUR OPERATION. STRENGTHEN THE INFRASTRUCTURE BEHIND IT.***

# ALBRICK LEAD ADVANTAGE

## **MORE OPPORTUNITIES. MORE SUPPORT. MORE WAYS TO GROW.**

*Team leaders may choose to opt their agents into ALBRICK's referral programs, creating additional opportunities beyond the team's existing sphere, marketing, and lead sources.*

### **REFERRAL OPPORTUNITIES**

#### **ZILLOW PREFERRED**

Buyer opportunities generated through Zillow's referral platform.

#### **REALTOR.COM BUYER REFERRALS**

Buyer inquiries supported through qualification, follow-up, and appointment setting.

#### **REALTOR.COM SELLER REFERRALS**

Homeowner opportunities nurtured toward qualified listing appointments.

#### **KBB SELLER LEADS**

Potential sellers identified through KBB's home-value and seller referral platform.

### **SUPPORTED BY OUR ISA DEPARTMENT**

Every ALBRICK referral opportunity is processed through our ISA department. The ISA team handles initial outreach, qualification, follow-up, and nurturing with the goal of converting each opportunity into a pre-set buyer consultation, property tour, or seller appointment.

Your agents receive more than a name and phone number. They receive an opportunity supported by a dedicated conversion team.

### **COMPENSATION DETAILS**

#### **50/50 AFTER THE OUTSIDE REFERRAL FEE**

Any applicable outside referral fee is deducted from the gross commission first. The remaining commission is then split 50/50 between ALBRICK and the team side of the transaction, subject to the team's internal compensation structure.

Example: A transaction generating \$10,000 in gross commission with a 35% outside referral fee would leave \$6,500. The remaining amount would be divided evenly, resulting in \$3,250 to the producing side and \$3,250 to ALBRICK.

### **COMPLETELY OPTIONAL**

Your team maintains control of its existing business while choosing whether to participate in ALBRICK-provided opportunities.

### **YOUR BRAND. YOUR TEAM. A STRONGER PIPELINE BEHIND IT.**

*Participation is based on program availability, geographic coverage, training completion, responsiveness, performance standards, and referral-partner requirements. Lead volume, appointments, and closings are not guaranteed.*

ALBRICK

**Harper Murray**  
***Chief Operating Officer***

**704-612-1837**  
**ALBRICK.com**

# **YOUR BRAND. FULLY POWERED.**

**BUILD THE TEAM YOU ENVISION WITHOUT  
BUILDING THE ENTIRE BROKERAGE OPERATION  
BEHIND IT.**

**LET'S DESIGN THE RIGHT STRUCTURE FOR  
YOUR TEAM.**

**ALBRICK**