

**SAMSON** | **BE THE REALTOR®**  
PROPERTIES | YOU WANT TO BE



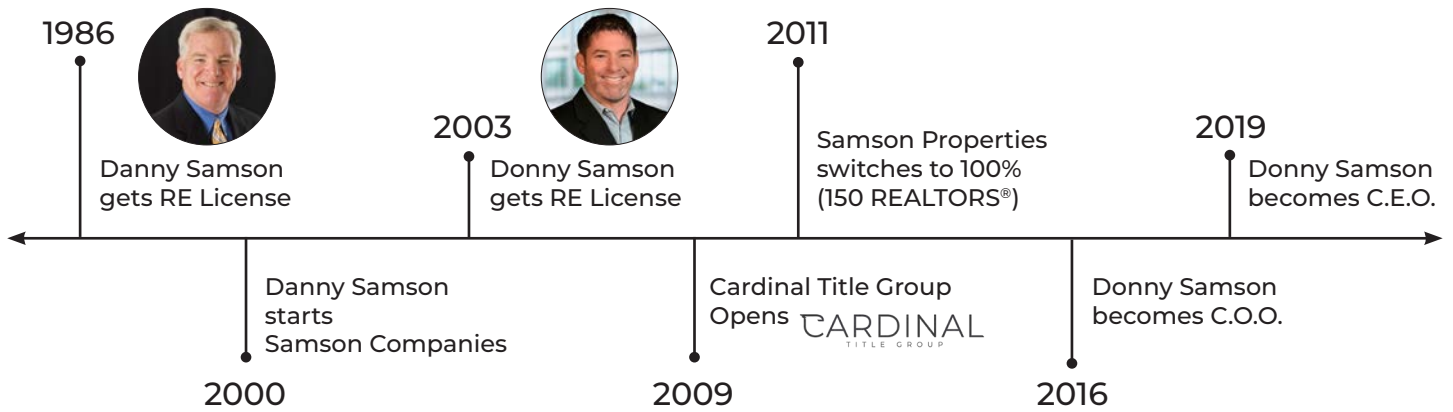
LICENSED IN VA, MD, DC, WV, PA, DE, FL | 703-378-8810 | JOINSAMSON.COM

More than 5500 Professional REALTORS® with a Family Touch

**SAMSON**  
S E R V I C E S  
**BE NICE**  
 PAY IT FORWARD  
**BE PROFESSIONAL**  
 FAMILY  
**INTEGRITY**  
 EDUCATION  
**GIVE BACK**  
 INNOVATIVE

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# timeline & commissions



# 100% COMMISSIONS FOR ALL REALTORS®

\$495 TRANSACTION FEE - UNTIL ATTAINING CARDINAL CLUB

YOU RECEIVE 100% COMMISSION FROM SAMSON PROPERTIES FOREVER.  
CLOSE YOUR TRANSACTIONS WITH OUR IN-HOUSE TITLE COMPANY IN ANY OF OUR 37 LOCATIONS.

## *The Cardinal Club*

100% COMMISSION FOR ALL REALTORS

### 2 PLANS OFFERED IN THE CARDINAL CLUB

#### **Cardinal Club:**

3 million or 8 sales in last 12 months (sales at your current company count!)

- \$99 Monthly fee for all Realtors
- \$395 Brokerage fee on all transactions (typically paid by the client)

#### **Non Cardinal Club:**

Same 2 fees as Cardinal Club plus

- Additional \$495 Transaction fee until you earn Cardinal Club Status.



Once you make it into the Cardinal Club, you are in forever. Never pay the \$495 the rest of your career with Samson.

# policies & locations

## When working with Buyers

- You are permitted to give any cash back you desire

## When working with Sellers

- You can list the home for whatever percentage you would like

## Referrals

- 100% splits for in-office referrals
- Out of office referrals 90/10 split with a max of \$395 to Samson

## Rental

- No brokerage admin fee
- Tenant Agent - No fees - Agents keep 100%
- Rental Listing Agent - \$125 flat fee

Commercial Commission Split: 90%/10% - NO brokerage admin fee

# 37 SAMSON PROPERTIES LOCATIONS

## VIRGINIA

- Alexandria
- Arlington
- Chantilly
- Culpeper
- Fairfax
- Fredericksburg
- Gainesville
- Lake Ridge
- Leesburg
- Locust Grove
- McLean
- Montclair
- Reston
- Richmond
  - Downtown
  - Libbie Mill
- Stafford
- Tysons
- Vienna
- White Stone
- Winchester

## MARYLAND

- Bel Air
- Bethesda
- Bowie
- Burtonsville
- Clarksville
- Columbia
- Frederick
- Gaithersburg
- National Harbor
- Silver Spring
- Waldorf
- White Marsh

## WASHINGTON, DC

- DC Noma
- DC Farragut

## WEST VIRGINIA

- Charles Town
  - Saratoga Drive
  - N George Street
- Martinsburg

## DROP-IN

- FREE Drop-in desks and printers available for use at all locations
- Full management and broker support at all times
- Private offices are available to rent for \$150-\$600 per month



# business growth & rewards

We're constantly growing ...

- From 1000 to 5500 agents in the last four years
- Welcome roughly 100 new family members per month

**5500<sup>D</sup><sub>NZ</sub>**  
**REALTORS®**  
**GROWING**



Do you know REALTORS® interested in joining us?

- Earn \$500+ for each agent you refer who joins the company!



**tiered rewards**

Silver	9 transactions or less:	<b>\$500</b>
Gold	10-19 transactions:	<b>\$2,500</b>
Platinum	20-39 transactions:	<b>\$5,000</b>
Diamond	40+ transactions:	<b>\$10,000</b>

... and going

- 2019—3.8 Billion in Sales Volume
- 2019—8,759 Total Transactions
- 2020—5.6 Billion in Sales Volume
- 2020—12,359 Total Transactions
- 2021—9.6 Billion in Sales Volume
- 2021—20,240 Total Transactions
- 2022—8.4 Billion in Sales Volume
- 2022—17,124 Total Transactions
- 2023—8.6 Billion in Sales Volume
- 2023—16,720 Total Transactions

## AGENT EXPERIENCE TEAM

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### CHANGE IS HARD.

Our Agent Experience Team is here to make it easy. They will get you connected with Samson resources, staff, support, and make you a part of the Samson Family!

From the moment you join Samson, your Agent Experience Specialist will be there to answer your questions and support you in your real estate journey!

## OUR TEAM OF IN-HOUSE TRAINERS OFFER FREE TRAINING

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- Social Media
- BoldTrail (formerly KvCORE)
- Lofty
- SkySlope
- BrightMLS
- Personal Branding
- Headshots
- Postcard/Flyer/Brochure Template
- Marketing
- Sales Contract and Addenda
- Open Houses
- Lead Generation
- Predictive Analysis
- Commercial Real Estate
- Real Scout
- Geo-Farming
- Cardinal Title Tips
- How to Win a Bid
- Listing Presentations
- Financing 101
- Jump Start Classes
- Masterminds
- Prospecting
- Buyer Series
- Seller Series
- Business Basics
- CMA's

### COULDN'T MAKE THE LIVE CLASSES?



WATCH 350+ HOURS OF ONLINE TRAINING VIDEOS  
ON SAMSON UNIVERSITY.

[SAMSONUNIVERSITY.NET](https://www.samsonuniversity.net)

## JARED JAMES VIRTUAL COACHING



**FREE ACCESS** to his database of training resources and monthly coaching deep dives for your business. We are super excited to bring this level of coaching and training as an additional resource to our agents! Jared James is one of the most followed people on the internet in our industry today and has one of the most popular podcasts called "Today with Jared James".

Jared doesn't just talk about business growth, real estate and productivity, he's a former top Realtor and original member of Realtor Magazine's 30 under 30 and his current entrepreneurial portfolio includes 5 companies in total.

## SAMSON+ COACHING



Are you ready to take your business to the next level? Samson offers our agents coaching and accountability. Our company-certified Coaches help and guide our agents through goal setting, business strategy, development of business processes and procedures, prospecting methodologies, and more. Our multi-tiered coaching program ensures agents will be partnered with a coach best equipped to help them reach their goals.

**ACCOUNTABILITY IS THE KEY TO YOUR SUCCESS!  
ARE YOU READY FOR YOUR BUSINESS TO GROW?**

## MENTOR PROGRAM

A mentorship is **REQUIRED** unless you have closed 2 Buys and 1 Listing in the last 3 years.

### TRAINING TOPICS INCLUDE:

- Open House classes
- Assist you in identifying and how to prepare for Open Houses
- Marketing and lead generation training
- Commission split on 1st listing: 60% REALTOR®, 40% mentor
- Commission split on 1st buyer-side sale: 60% REALTOR®, 40% mentor
- Commission split on 2nd buyer-side sale: 70% REALTOR®, 30% mentor

### HOW-TO: BUYER REPRESENTATION

- Mentor will be with you for buyer representation from start to settlement
- Identify and prepare for an Open House
- Contract education: Assist with contract writing and discuss contract checklists and all required forms

### HOW TO: LISTINGS ROLE

- How to market for listing opportunities
- Assist in preparation and go to your listing appointment with you
- Assist with every aspect of the contract through settlement



# FULL-SERVICE, IN-HOUSE PRINT CENTER

Use postcards, flyers, brochures, or newsletters for any type of promotion. Think of the ways you can use these to promote yourself and your business. Just browse the free marketing design templates and then customize them yourself, or work with our marketing staff to help you create your customized print marketing for free. You create a one-of-a-kind design that is sure to stand out.

**STANDARD** Full-color on regular stock with a white border (no bleeds)

**PREMIUM** Full-color gloss cover, design bleeds off page



## AGENT POSTCARDS

Full-color, large 8½ in. x 5½ in. front and back postcards—addressed with postage, taken to post office, and mailed.

STANDARD	PREMIUM
200 <b>FREE</b> postcards	200 postcards at \$0.10 each
<i>(per Just Listed/Just Sold)</i>	
200 <b>FREE</b> postcards	200 postcards at \$0.10 each
<i>(per Open House sent to renters)</i>	
\$0.65 / color <b>MAILED</b>	\$0.75 / color <b>MAILED</b>



## FLYERS

Full-color 8½ in. x 11 in. front and back flyers

STANDARD	PREMIUM
<b>FREE</b> flyers per listing	\$0.50 / color flyer
Prefer 30 at a time	





## BROCHURES

Full-color 8½ in. x 11 in. front and back brochures, folded and stapled as necessary

### STANDARD

**FREE** brochures  
Prefer 30 at a time

### PREMIUM

\$0.75 / 4-pg. color not mailed  
\$1.00 / 8-pg. brochure not mailed

## MONTHLY NEWSLETTERS

4-page, full-color newsletter: address, postage, delivered to post office and mailed.

### PREMIUM

\$1.50 / color **MAILED**  
\$0.75 / color not mailed



## BOOKLETS

Full-color 8½ in. x 11 in. booklets from 12 pages up to 28 pages in multiples of 4 pages. Premium booklets are printed on lighter, non-gloss paper with a premium card stock cover.

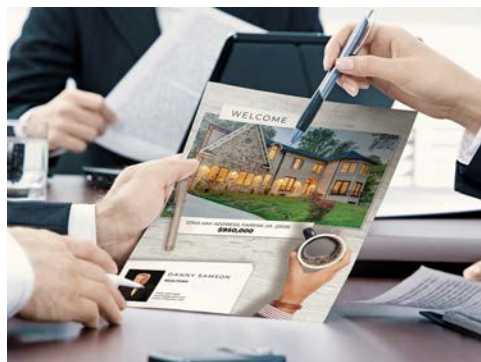
### PREMIUM

\$0.15 / color page

### EXAMPLES:

Buyer Guide, Seller Guide, Listing Presentation and Buyer Presentation

USE OUR FREE TEMPLATES FOR A COORDINATED LOOK



# cardinal nest, help desk & live stream classes

## THE ULTIMATE SAMSON PROPERTIES RESOURCE FOR YOUR REALTOR® NEEDS

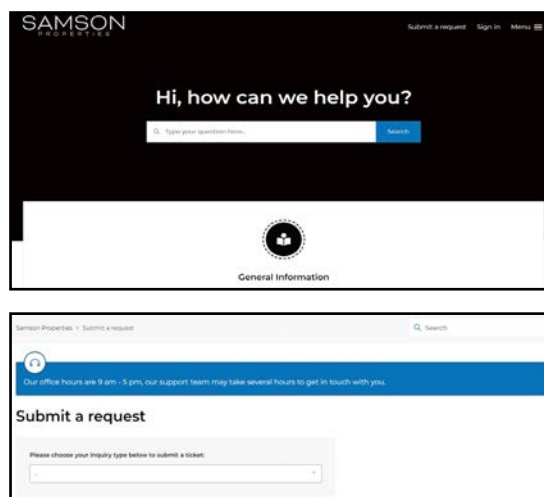
An **intranet website** that offers everything you need to succeed in your real estate business.



- **Agents & Staff Directory**
- **Announcements**—Keep up-to-date on the latest company news
- **Calendar**—Detailing all Samson Properties' events and trainings
- **Contractors**—Vendors to work with from moving companies, to appraisers and inspectors
- **Education**—350+ hours of training videos, Mentoring Program, classes, seminars, workshops, and more
- **Message Board**—An intra-company bulletin board system to share experiences, ask questions, write reviews, and communicate with fellow REALTORS®
- **Office Locations**—Map and information about our 37 offices in Virginia, D.C., West Virginia and Maryland
- **Print Center**—Create custom presentations, download printing templates, and access Print Center prices and online ordering at your fingertips
- **Resources**—Documents, forms, printing templates, company logos all in one place, easily searchable
- **Samson Shop**—Order Samson Properties promotional items
- **Teams Page**—Advertise your team to recruit new agents or virtually interview all of our teams to find the best fit for you

## SAMSON HELP DESK

In an effort to better serve our agents, we have launched the Samson Help Desk, an online help center geared towards assisting our real estate agents more efficiently. Have a question for the accounting department, file reviewers, tech team, marketing department, or licensing team? Quickly search for the information you need or submit a ticket for one-on-one support!



## TOP AGENT RESOURCES AT YOUR FINGERTIPS



LIVE WEEKLY  
UPDATES



SALES  
MEETING



CONCIERGE  
SERVICES



LISTING  
PRESENTATION



BUYER & SELLER  
GUIDES

## FYRSTUP

Harness the power of a network that is 6,000 agents strong. Market your listings and showcase your inventory to buyers BEFORE they hit the market. Then wait for the match-making magic to happen!

### PARTNER ANNOUNCEMENT



## SHOWINGTEAM

This app was created for REALTORS® by REALTORS® to alleviate those stressful moments when business calls but you have another commitment. The concept of the app is simple, if you need a fellow agent to:

- Show a home on your behalf
- Hold an open house **OR**
- Help in any other real estate capacity

Simply log into the app, follow the easy prompts to post a job (along with the amount you are willing to pay), and voilá, your job will be picked up by one of our trusted trained agents within our own company. Piece of cake!



**Where agents and homebuyers search for a home together.**

**FOR YOUR BUYERS,** it's an award-winning search platform that will keep them connected to you rather than shopping on sites like Zillow or Redfin, and makes searching for a home with your clients much easier and more effective.

**FOR YOUR SELLERS,** you'll be able to use all the real-time buyer demand data to keep your prospects and sphere of influence up-to-date with the market, and win more listings, and sell listings more effectively.





## A COMPREHENSIVE TECHNOLOGY PLATFORM TO PUT YOUR BUSINESS GROWTH ON AUTOPILOT

- **POWERFUL LEAD ENGINE:** The most comprehensive and effective lead generation tools available allow you to generate new leads organically or supercharge results with built-in paid advertising.
- **CUSTOM IDX WEBSITES:** Customizable websites with real-time IDX home search, rich community pages, home valuation pages, and more to maximize lead capture.
- **AI-POWERED SMART CRM:** AI-driven lead validation and scoring, plus automated follow-up via email, text, and phone, take the guesswork out of staying in touch.
- **MARKETING AUTOPILOT:** Behavioral nurturing delivers unique, relevant and timely content automatically, driving up to 10x higher engagement across both new leads and personal SOI contacts.
- **LISTING MANAGEMENT & MARKETING:** Seamlessly manage all your listings from one, central location with built-in social media marketing to maximize exposure while capturing new leads..
- **TRANSACTION MANAGEMENT INTEGRATION:** Deep integration into industry leading transaction management BoldTrail BackOffice makes closing the deal easy and streamlined.
- **BRANDED MOBILE APPS:** CRM app and built-in mobile dialer prompt conversations with both new leads and SOI contacts based on recent activity. A branded open house app captures visitors while automatically kicking off follow-up campaigns.
- **BUILT-IN MARKETPLACE:** Over 50 seamlessly integrated add-on solutions like paid advertising, PropertyBoost lead generation, vanity domains, and more allow you to customize the platform to meet the unique needs of you and your team.
- **BRANDED CLIENT APP:** You can give the Mobile App to your clients, branded with your logo, your picture, however you want. They can search for homes, view market snapshots, etc.
- **LISTING MACHINE + DESIGN CENTER:** (see additional page)
- **PRESENT:** Quickly creates customizable CMA presentation with real-time activity tracking.
- **SAMSON FACEBOOK ADS:** Samson Properties will send their ads through the BoldTrail Property Boost platform. This will funnel all the leads automatically into your Smart CRM for automated follow up. This will also add all of the data into your listing activity reports to make you look even more like an amazing listing agent.



GET READY TO ACCELERATE YOUR BUSINESS GROWTH!

Automate marketing campaigns, boost your brand awareness, capture and convert more leads, all in ONE intuitive platform.



SAMSON PROPERTIES





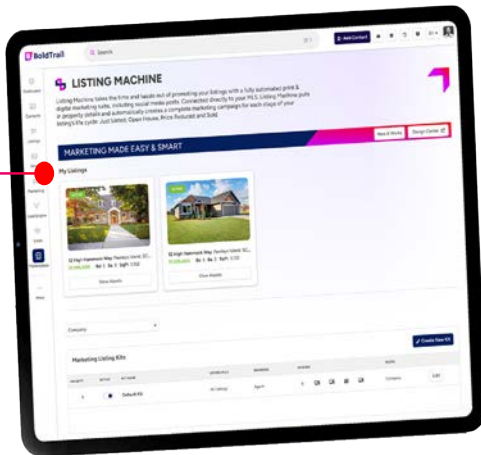
# ListingMachine + Design Center

Promote your listings & your brand **the easy way**

Take the time and hassle out of promoting your listings with ListingMachine + Design Center – a first-of-its-kind automated listing marketing suite. Enjoy access to a library of beautifully designed print and digital listing and non-listing materials that take your brand to the next level.

ListingMachine + DesignCenter houses all marketing of the tools you need to promote your brand with consistency and ease across any channel. Plus, enjoy access to Social – an organic content generator and publishing tool!

Connects directly to your MLS!



- Customizable Listing Marketing Kits
- Single Property Sites
- Automated Social Media Posting
- Modern Marketing Design Center
- Custom Branded Content
- Digital and Ready-to-Print Assets
- Content Marketing Library
- Automated Listing Videos

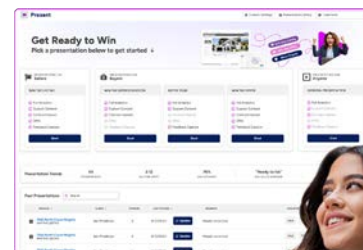


## Present

Win the buyer, win the listing, win the offer, and wow clients **every time**

Present is the next-generation CMA and presentation builder that helps you guide clients through an interactive and compelling pricing discussion for both potential buyers and sellers. Using a single, intuitive tool, you can create an engaging CMA in under a minute or build a fully-customized, branded presentation with real-time activity tracking to ensure you win the representation, or win the deal, every time.

- Quickly create and view customized presentations on any desktop or mobile device with a completely redesigned home-page for effortless presentation prep and performance tracking.
- Show unique, big-picture pricing that combines multiple pricing perspectives in a single view.
- Become the go-to Buyer's Agent with the "Win the Representation" format to demonstrate value with educational slides like "Purpose & Importance of a Buyer's Agent" and "Buyer's Agent Compensation."
- Work interactively with buyers and sellers anywhere and make changes on the go.
- Effortlessly tailor designs to reflect the needs and nuances of your client.
- Deliver your presentation live, digitally, or printed.
- Robust client behavior tracking shows that matters most for follow-up.

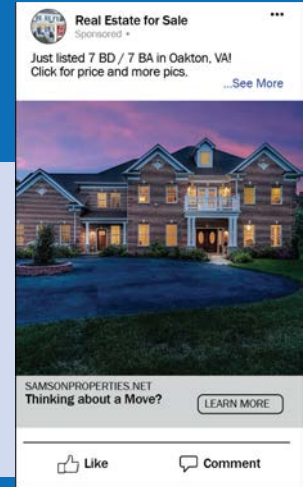


facebook advertising, samson now & 2-10

# FREE PROPERTY ADS ON FACEBOOK THROUGH BOLDTRAIL (formerly kvCore)

## A FREE FACEBOOK AD FOR EVERY NEW LISTING!

ALL LEADS ARE SAVED INTO YOUR DATABASE SET TO FOLLOW UP AND NURTURE CUSTOMERS.



## SAMSON *NOW* IN-HOUSE COMMISSION ADVANCE COMPANY

Get your money faster, cheaper and easier than other advance companies!

**EASIER:** In Skyslope you have one additional form to fill out and submit (All paperwork must be in Skyslope for the file).

**FASTER:** We will evaluate ASAP in house, approve and either wire (\$15) or ACH to your account.

**CHEAPER:** Rates start at 8%.

If the transaction falls through, we will automatically push the lien to your next scheduled closing.

## TWO TIERS OF REALTORS

**GOLD SAMSON REALTORS:** Less than 12 transactions closed in last 12 months

- Can get approval after inspection contingency is removed.
- Can advance one advance at a time.

**PLATINUM SAMSON REALTORS:** 12 or more transactions in the last year

- Can advance up to \$25,000 total commissions at a time.
- Can get approval as soon as contract is ratified.
- Can get approval on listings with ratified listing agreement.



## ENJOY COMPLIMENTARY 2-10 SELLER COVERAGE

*Throughout the Listing Period*

By choosing Samson Properties to list your home, your home is automatically covered by complimentary Seller Coverage from 2-10 Home Buyers Warranty, our exclusive trusted partner in home service plan protection. **Coverage Includes:**

**Heating System | Electrical System | Plumbing System | Major Kitchen Appliances**  
(Add Cooling System protection for just \$50)

# lead generation

## KEEP YOUR SIGN LEADS!

Stop losing your sign call leads to the front desk.

How many leads per year are you losing? With Samson Properties, your phone number is the most visible number on your sign.

FREE sign templates are available for various styles and sizes. Signs can be ordered through one of our trusted partners.

***YOUR LISTINGS, YOUR LEADS!***



## **FREE** *Lead Generation* WHEN YOU JOIN

- FREE** Coaching, Training, and Education
- FREE** 1-on-1 Social Media and Technology Training
- FREE** Professional Headshots
- FREE** Personal Video Training
- FREE** 300 Large Color Postcards Announcing You've Joined Samson Properties
- FREE** 200 Large Color Postcards Mailed to Renters for EVERY Open House
- FREE** 200 Just Listed/Just Sold Postcards
- FREE** E & O Insurance
- FREE** SkySlope: Transaction Management Platform
- FREE** Testimonial Tree
- FREE** Real Scout App
- FREE** Facebook Ad for Every Listing
- FREE** Custom Websites
- FREE** Single Property Website for Each Listing
- FREE** Marketing Snapshot Reports
- FREE** Marketing Autopilot
- FREE** Listing Management & Marketing
- FREE** Listing Activity Reports
- FREE** Branded Mobile Apps
- FREE** Smart CRM - BoldTrail (formerly KvCORE) and Lofty
- FREE** BoldTrail: ListingMachine + Design Center
- FREE** BoldTrail: Social
- FREE** BoldTrail: Present
- FREE** Lofty Tech Stack
- FREE** Lofty AI Assistant
- FREE** Lofty Social Studio

# concierge: listing marketing package

PACKAGE COST WILL BE DEDUCTED FROM COMMISSION AT CLOSING



**SAMSON** | LISTING  
CONCIERGE SERVICES | MARKETING  
P A C K A G E

LIST MARKETING  
P A C K A G E  
✔ **\$300**

CONCIERGE COMPLETE  
P A C K A G E  
✔ **\$450**  
*includes contract to close*

\*If document prep is needed agent(s) will add an added \$50.00 to the cost of the package. See Listing Prep or Offer Writing Packages for more information

- ✔ ✔ Gather signed listing documents from the Agent and upload to SkySlope.
- ✔ ✔ Contact Agent's preferred Signpost installation company to order signpost and brochure holder (at agent's request)
- ✔ ✔ Remind listing agent to schedule photo / video appointment with seller. TC will collect marketing content to use in the promotion of the listing.
- ✔ ✔ Enter Listing into MLS (Multiple Listing Service). The agent will provide all listing details on the property and is responsible for proofing the listing prior to publication. Enter all utility information. (All MLS, brochures and flyers sent to agent and owner for approval first.
- ✔ ✔ Order Seller(s) side home warranty if applicable.
- ✔ ✔ Upload documents into the MLS listing – disclosures, conveyance sheet, plats, floor plans, information for making an offer, CTG flyer).
- ✔ ✔ Update Sentrilock by assigning the lockbox to the property (if needed and available schedule runner to install Sentrilock).
- ✔ ✔ Create property brochure and send it to the Print Center (First 30 standard brochures are free) (if available schedule runner to deliver brochure to property).
- ✔ ✔ Create digital property flyer. (Flyers can be printed by the Agent at any office location).
- ✔ ✔ Add contacts to showing time and activate for seller.
- ✔ ✔ Update Sentrilock with the property information.
- ✔ ✔ Create and send 200 Open House postcards. (First 200 standard post cards are free, and it is for listings only)
- ✔ ✔ Update MLS with Open House information.
- ✔ ✔ Create and send just listed or just sold (agent selects which one) post cards. (First 200 standard post cards are free).
- ✔ ✔ Remind agent to update MLS status.
- ✔ ✔ Order Signpost removal.
- ✔ Contract to Close Package



# conciierge: transaction coordinator package

**PACKAGE COST WILL BE DEDUCTED FROM COMMISSION AT CLOSING**



## **THIS PACKAGE COVERS SERVICES FROM THE TIME OF CONTRACT RATIFICATION THROUGH SETTLEMENT!**

- ✔ Confirm all paperwork is fully signed and initialed. Submit paperwork in SkySlope. (Prep paperwork if writing contract for agent)
- ✔ Send introductory email to the lender, title company, cooperating agent, and Samson client. Act as point of contact for all parties.
- ✔ Request any information sheets from the title company and send them to the client and assist with completion.
- ✔ Fill out and submit EMD confirmation paperwork.
- ✔ Note all contingencies, walk-through, and settlement dates. Email the Agent with reminders.
- ✔ Order HOA/condo documents and ensure delivery to client per contract.
- ✔ Confirm all contractual inspections have been scheduled by ordering agent. TC will schedule WDI.
- ✔ Notify the Agent and cooperating agent of upcoming contingencies.
- ✔ Fill out the commission disbursement form, send for Agent's signature, and submit it to SkySlope.
- ✔ Confirm who is purchasing the home warranty, order if needed, and send it to the title company.
- ✔ Send notifications to the Agent and cooperating agent as contingencies are completed.
- ✔ Confirm termite inspection is completed and sent to client and title company 2 weeks prior to closing.
- ✔ Send updates on the files status and note any outstanding tasks that require attention weekly.
- ✔ Schedule settlement date and walk-through with client and confirm with cooperating Agent.
- ✔ Facilitate the exchange of utility information between the clients.
- ✔ Prepare and send settlement letter to client with what to bring to closing and date/time/location.
- ✔ Review CD to ensure all credits, commissions, and fees are included and confirm with Agent.
- ✔ Add ALTA/HUD to SkySlope post-closing.
- ✔ Enroll your client in the Client Follow Up program – 23 mailings throughout the next years (\$36.07 optional addition).
- ✔ Notify agent that compliance review is complete, and the file has been passed to accounting.

# conciierge: a la carte services

Contact our Concierge Coordinator to get started with your a la carte pieces today. All costs paid up front with your credit card on file.



## MARKETING ITEMS

- Print Material Package
- Social Media Package
- Individual Print items—varying prices all prices are for the creation, agent pays for printing and mailing)
- Agent Newsletter—modifying and creating with custom content

## SKYSLOPE

- Skyslope—Listing agreement, Buyers Agreement, Sales Contract, all forms needed for that transaction (agent must track down the forms)
- Creating Transaction, sending documents for signatures and submitting all required paperwork

## BOLDTRAIL (formerly kvCore)

- Set up your BoldTrail account and connect it to your social media channels
- Push through new listings to your social feeds, make sure listing website is created and all leads are going back to agents BoldTrail CRM
- Create a custom URL for the home, change listing website to the URL and order a rider for the sign of the listing

## LICENSED SERVICES

*(provided by a licensed transaction coordinator)*

- Listing agreement preparation
- Offer preparation
- MLS listing input
- Rush option

## GRAPHIC DESIGN A LA CARTE

- Cost billed to credit card on file
- For \$30 per hour receive custom designs for your own logos, signs, newsletters, postcards, brochures, web graphics, banners, and more.



## TESTIMONIAL TREE



Testimonial Tree is the leading online reputation management company. Our testimonial software makes it easy for you to collect authentic testimonials from your happy customers and automatically share the best stories online to attract new customers.

## ZOCCAM APP



QUICK, RELIABLE, AND SECURE MOBILE DEPOSIT FOR EMD CHECKS AT YOU FINGERTIPS!

ZOCCAM takes security risks out of the transaction by eliminating potential fraud for the buyer, seller, agent, and broker.

- Unlike wire transfers, ZOCCAM does not show account numbers.
- Checks are encrypted from capture to delivery and images are not stored on the phone
- ZOCCAM uses encrypted handshakes and tokens.
- Multi-Factor Authentication and Secure 2048-bit encryption



TeamHub is the page on The Cardinal Nest devoted to all things team-related.

## AT SAMSON, WE LOVE TEAMS

- The collaboration, the opportunity to learn and grow as a professional agent, and then enhanced personal accountability are all part of what makes being a member of a real estate team valuable.
- Teams help many agents get leads, offer mentorship, and provide hand-holding when needed!
- Many agents in our company are interested in joining a team, and many of our teams want to grow!
- TeamHub was created to help Teams showcase their unique energy and style all while helping REALTORS® who are interested in joining a team find the RIGHT fit!
- Using Chime technology, you can manage and monitor your teams success.

Being part of a team at Samson is also a fast track to The Cardinal Club! Did you know that if your team leader is a Cardinal Club member, you automatically become a Cardinal Club member too! That means you NEVER pay transaction fees ever again and you keep 100% of your commission for your entire career! (minus team splits)



# our partners

## CARDINAL TITLE GROUP

Cardinal Title Group is your in-house real estate settlement services company for residential and commercial clients in Virginia, Maryland, West Virginia and D.C. — with the most competitive rates in the industry. We are happy to accommodate closings at any of the Samson/Cardinal offices. If you or your clients need settlement to take place at a location other than one of our offices, please reach out to us and we will do everything in our power to accommodate.

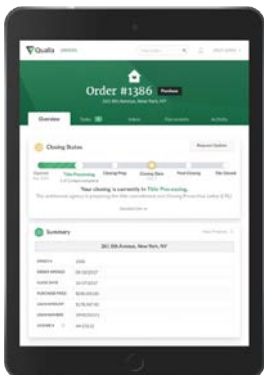
We strive to ensure your transaction is smooth and flawless — and stand behind our work. Find out how our professional and dedicated team will serve your settlement needs. Feel free to reach out to Reid Hubbard with questions, ideas, and/or comments. Once you have a ratified contract and are ready to submit it to Cardinal Title, please send it over to us via email.

**VIRGINIA AND WEST VIRGINIA** [contracts@cardinaltitlegroup.com](mailto:contracts@cardinaltitlegroup.com)

**MARYLAND** [mdcontracts@cardinaltitlegroup.com](mailto:mdcontracts@cardinaltitlegroup.com)

**WASHINGTON, D.C.** [dccontracts@cardinaltitlegroup.com](mailto:dccontracts@cardinaltitlegroup.com)

**CARDINAL TITLE PLLC +  
WV CONTRACTS** [contracts@cardinaltitlepllc.com](mailto:contracts@cardinaltitlepllc.com)



*THE WAY REAL ESTATE  
CLOSINGS SHOULD WORK*  
It's time to simplify your  
real estate closing with  
an end-to-end experience  
that's straightforward  
and secure.

## Home Team Advantage

### SETTLEMENTS AT ALL 37 LOCATIONS

#### MANAGEMENT



**CARRIE LINDSEY**  
PRESIDENT & ESQ.

[carrie@cardinaltitlegroup.com](mailto:carrie@cardinaltitlegroup.com)



**REID HUBBARD**  
VICE PRESIDENT

[reid@cardinaltitlegroup.com](mailto:reid@cardinaltitlegroup.com)



**BRUCE STERN**  
MANAGING ATTORNEY

[bruce@cardinaltitlegroup.com](mailto:bruce@cardinaltitlegroup.com)

#### VA, WV



**MARY KOEHLER**  
PROCESSING MANAGER

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**ERIN BANNISTER**  
POST CLOSING MANAGER

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**GARRETT MOONEY**  
SETTLEMENT MANAGER

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#### MD, DC



**BRUCE STERN**  
MANAGING ATTORNEY

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**IFY OZOMAH**  
SUPERVISING ATTORNEY

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**AMANDA  
PRZYBYL**  
POST CLOSING  
ASSISTANT MANAGER

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## CARDINAL TITLE GROUP LLC

14291 Park Meadow Drive, Suite 400 | Chantilly, VA 20151-2225

Phone: 703-896-5005 | Fax: 703-896-5003

[info@cardinaltitlegroup.com](mailto:info@cardinaltitlegroup.com)



# our partners



- \$250 annual fee
- 100% splits for in-office referrals
- Out of office referrals 90/10 split with a max of \$395 to Samson



**ALADDIN AL KATHERI**

571-234-1370

akatheri@samsonproperties.net

Office/Retail/Land/Warehouse/Business



**BETH DUNN**

703-447-2652

spm@samsonproperties.net



**JEFF TAYLOR**

703-909-2020

spm@samsonproperties.net



**SAMSON**  
PROPERTY MANAGEMENT, LLC.

## In-House Property Management Team

Managing your clients properties  
as if they were our own.

Samson Property Management, LLC. (SPM) is a local family-owned business with headquarters in Chantilly, VA. We have very experienced management and administrative staff supporting our seamless property management and brokerage services.

SPM is licensed, bonded, and insured, and is affiliated with Samson Properties, a full-service general real estate brokerage licensed in VA, WV, MD, DC, and PA, proudly supporting over 5000 REALTORS® operating out of 32 local offices. Danny Samson and the senior management team have been serving investors and absentee property owners in Northern Virginia since 1986. Samson Property Management, LLC. strives to offer a hands-on management approach to our owners by protecting their investments and enhancing the value of their property.

We perform our property management and leasing services with a personal touch.

## PROPERTY MANAGEMENT SERVICES

- Full-service marketing (signage, photos, brochures / flyers, social media, enhanced internet exposure)
- Comprehensive tenant screening (credit report, criminal history, income verification, rental & eviction history)
- Lease preparation and presentation
- Verification of insurance (renter's insurance, contractor's insurance)
- Routine inspections (move-in, 6-month, move-out)
- Timely response (repairs, neighbor complaints, HOA violations)
- Seasonal reminders (furnace filters, smoke detectors, winterization)
- Landlord statements (monthly statements and end of year 1099s)
- Serving Virginia and Maryland
- \$250 referral fee

# leadership



**Danny Samson**  
Owner/Founder  
703-896-5869  
dsamson@samsonproperties.net



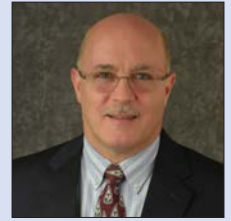
**Donny Samson**  
Chief Executive Officer  
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**Sarah Moorman**  
Chief Operating Officer  
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**Joe Amatangelo**  
Chief Financial Officer  
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**Mike Briggs**  
Managing Broker  
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mike@briggsnova.com

# brokers



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**DE PRINC. BROKER**  
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703-338-6898  
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703-581-9005  
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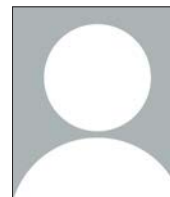
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**LEESBURG**  
Arslan Jamil  
571-242-0301  
arslan@thejamilbrothers.com



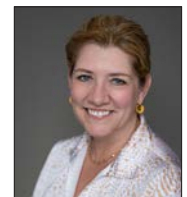
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**COMMERCIAL VA, MD, DC**  
Aladdin Al Katheri  
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# support staff

## OFFICE ADMINISTRATION TEAM



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jsanchez@samsonproperties.net  
New Agent Account Setup



Giovanni Galindo  
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Tim Warren  
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Laura Wiant  
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Specialist (Cardinal)  
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## AGENT EXPERIENCE TEAM



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Director of Agent Experience  
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Agnes Erskine  
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## PROGRAMS MANAGER



Melissa Walsh  
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Electronic contract and listing files

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Danielle Jones  
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# office managers



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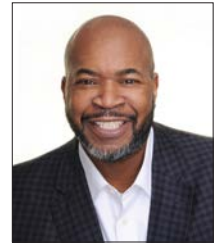
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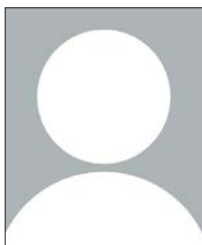
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# office managers & convenient locations



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**TYSONS & VIENNA**  
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 tmalenski@samsonproperties.net



**WINCHESTER**  
 Becky Green  
 703-517-8879  
 bgreen@samsonproperties.net

## convenient locations

Reach out to our helpful office contacts today!

Chantilly—HQ—SAMP1  
 703-378-8810  
 FAX 703-378-8890  
 14291 Park Meadow Dr.  
 Ste 500  
 Chantilly, VA 20151

Alexandria—SAMP4  
 6363 Walker Lane, Ste 130  
 Alexandria, VA 22310

Arlington—SAMP24  
 4720 Lee Highway Rd.  
 Arlington, VA 22207

Bel Air—SAMP32  
 1403 Conowingo Rd.  
 Bel Air, MD 21014

Bethesda—SAMP37  
 5021 Wilson Lane  
 Bethesda, MD 20814

Bowie—SAMP16  
 16701 Melford Blvd. Ste 100  
 Bowie, MD 20715

Burtonsville  
 3919 National Dr Ste 310  
 Burtonsville, MD 20866

Charles Town—SAMP35  
 91 E Saratoga Drive  
 Charles Town, WV 25414

Charles Town—SAMP38  
 201 N George St. Ste 103  
 Charles Town, WV 25414

Clarksville—SAMP22  
 13390 Clarksville Pike  
 Highland, MD 20777

Columbia—SAMP20  
 8815 Centre Park Drive,  
 Ste 330  
 Columbia, MD 21045

Culpeper—SAMP10  
 471 James Madison Hwy,  
 Ste 102  
 Culpeper, VA 22701

Fairfax—SAMP33  
 3950 University Dr., Ste 209  
 Fairfax, VA 22030

Frederick—SAMP29  
 5202 Presidents Court, Ste 310  
 Frederick, MD 21703

Fredericksburg—SAMP2  
 1440 Central Park Blvd, Ste 210  
 Fredericksburg, VA 22401

Gainesville—SAMP9  
 13575 Heathcote Blvd, Ste 340  
 Gainesville, VA 20155

Gaithersburg—SAMP13  
 9801 Washingtonian Blvd,  
 Ste 600  
 Gaithersburg, MD 20878

Lake Ridge—SAMP5  
 4500 Pond Way, Ste 100  
 Lake Ridge, VA 22192

Leesburg—SAMP8  
 1602 Village Market Blvd SE,  
 Ste 255  
 Leesburg, VA 20175

Locust Grove—SAMP11  
 32345 Constitution Hwy  
 Locust Grove, VA 22508

McLean—SAMP14  
 6707 Old Dominion Dr.,  
 Ste 315  
 McLean, VA 22101

Montclair—SAMP18  
 16150 Country Club Dr, Ste 200  
 Montclair, VA 22025

Martinsburg, WV  
 1355 Edwin Miller Blvd Suite A  
 Martinsburg, WV 25404

National Harbor—SAMP12  
 6710 Oxon Hill Rd, Ste 460  
 National Harbor, MD 20745

Reston—SAMP19  
 1925 Isaac Newton Sq.  
 Reston, VA 20190

Richmond—SAMP28  
 2101 Libbie Lake East Street,  
 Ste 145  
 Richmond, VA 23230

Richmond (Downtown)  
 2314 West Main Street  
 Richmond, VA 23220

Silver Spring—SAMP27  
 8455 Colesville Rd.  
 Silver Spring, MD 20910

Stafford—SAMP23  
 95 Dunn Dr, Ste 200  
 Stafford, VA 22556

Tysons—SAMP6  
 8521 Leesburg Pike, Ste 300  
 Tysons, VA 22182  
 Vienna—SAMP7  
 361 Maple Ave, Ste 100  
 Vienna, VA 22180

Waldorf—SAMP17  
 10400 O'Donnell Place  
 Waldorf, MD 20603

Washington, DC—SAMP25  
 1140 Third Street, NE  
 Washington, D.C. 20002

Washington, DC—SAMP36  
 FARRAGUT  
 1725 I Street, NW, Ste 125  
 Washington, D.C. 20006

White Marsh—SAMP31  
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 Ste 100-125  
 White Marsh, MD 21220

White Stone  
 85 First Street  
 White Stone, VA 22578

Winchester—SAMP26  
 2 N. Kent St  
 Winchester, VA 22601

# broker comparison annual costs



## Broker Comparison Annual Costs

<b><u>STANDARD FEES (Annualized)</u></b>	Your Brokerage	Samson Properties
Commission Paid to Existing Broker	\$ _____	\$ 0.00 _____
Franchise Fees	\$ _____	\$ 0.00 _____
Monthly Fees and/or Quarterly Fees	\$ _____	\$ 99.00 per month**

<b><u>TECH FEES (Annualized)</u></b>		
Database, SmartCRM, Platform, Website, Other Tech Fees	\$ _____	\$ 0.00 _____

<b><u>EDUCATION FEES (Annualized)</u></b>		
Misc. Education Fees (training, classes, etc.)	\$ _____	\$ 0.00 _____
Coaching Fees	\$ _____	\$ 0.00 _____

<b><u>MARKETING FEES (Annualized)</u></b>		
Content, Marketing, Social Media Fees	\$ _____	\$ 0.00 _____
New Listing, Open House Post Cards/Brochures	\$ _____	\$ 0.00 _____

*(Samson Properties offers 200 FREE post cards printed/mailed for every new listing and 200 FREE post cards printed/mailed for every new open house. Also offered is FREE Facebook advertising through kvCORE)*

<b><u>ADDITIONAL FEES (Annualized)</u></b>		
Transaction Fees	\$ _____	\$ 0.00 *
Broker/Administer Fees	\$ _____	\$ Qty x 395.00 ***
E&O Insurance Fees	\$ _____	\$ 0.00 _____
Misc. Office Fees (printing, photocopies, drop-in desk, ect.)	\$ _____	\$ 0.00 _____

\* Once an agent attains Cardinal Club status, the \$495.00 transaction fee is waived for life; otherwise, a fee of \$495.00 is applied to each sales transaction.

\*\* There will be a one-month discount applied if the \$99.00 monthly fee is paid on January 1st.

\*\*\* A \$395.00 broker administrative fee is charged for every sales transaction. However, this fee may be "client paid."

<b>Total Annual Fees</b>	\$ _____	\$ _____
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**www.joinsamson.com**

## SAMSON PROPERTIES

### NEW & TRANSFER AGENT ONBOARDING PROCESS

Samson Properties License  
Affiliation Request



- 

**Step 1: Decided to Join Samson!**  
After attending a Lunch & Learn or viewing a recorded version on joinsamson.com, please fill out this initial Licensing onboarding questionnaire to gather your correct information.
- 

**Step 2: Licensing Team & Paperwork**  
With the answers provided from your questionnaire, our Licensing Team will email you a transfer packet for your digital signature. Upon completion of this packet, you will receive your official Samson Properties welcome email from Donny with login credentials for all Samson systems and further licensing instructions.
- 

**Step 3: Transferring Existing Business (transfer agents)**  
We know that business doesn't stop just to allow for your transfer - nor would you want it to! We'll make the transfer process seamless for your existing business. Everyone's transfer situation is different, but generally speaking all clients who are not actively under contract will make the transfer with you to Samson Properties. We will provide you with transfer addenda (as necessary), guide you through the process, and help you keep your focus where it belongs - on your current and future clients!
- 

**Step 4: Agent Experience Specialist**  
After receiving your welcome email, you will be contacted by your local Agent Experience Specialist. Your Agent Experience Specialist will act as your primary point of contact as you begin your journey with Samson Properties, providing guidance and answers during (and after!) your transfer process.
- 

**Step 5: Checklist & Orientation**  
You will be provided with a New Agent Checklist & a list of upcoming New Agent Orientations - both are integral to your continued success with Samson! Your New Agent Checklist will outline the important steps/tasks to accomplish in your first weeks as a new agent. You will be **required** to attend a New Agent Orientation (either in person or virtually) before we can issue any commissions. The Orientation will give you an overview of Samson resources while providing valuable information on Samson procedures and systems.
- 

**Step 6: Choosing a Mentor (new agents)**  
All new agents (or those not meeting minimum requirements) will be required to work with a Samson Properties Mentor for their first few transactions. Your Mentor will guide you through the process of working with clients, preparing transaction paperwork, and acting as a professional real estate agent. Information on the Mentor Program and Mentor selection will be provided to you on your checklist and at New Agent Orientation.
- 

**Step 7: You're on Your Way!**  
At this point, you will have completed all paperwork, attended a New Agent Orientation, chosen your Mentor, and are well on your way to achieving great success in the real estate industry! Your Mentor and Agent Experience Specialist are here for you every step of the way if you have questions. Additionally, you will have access to the powerful Cardinal Nest and Samson University to continuously keep yourself educated and empowered. Always remember our two most important company rules: Be Nice & Be Professional!

JOINSAMSON.COM



# 37 SAMSON

## PROPERTY LOCATIONS

### VIRGINIA

Alexandria	Montclair
Arlington	Reston
Chantilly	Richmond
Culpeper	<i>Downtown</i>
Fairfax	<i>Libbie Mill</i>
Fredericksburg	Stafford
Gainesville	Tysons
Lake Ridge	Vienna
Leesburg	White Stone
Locust Grove	Winchester
McLean	

### MARYLAND

Bel Air  
Bethesda  
Bowie  
Burtonsville  
Clarksville  
Columbia  
Frederick  
Gaithersburg  
National Harbor  
Silver Spring  
Waldorf  
White Marsh

### WASHINGTON, DC

DC Noma  
DC Farragut

### WEST VIRGINIA

Charles Town  
*Saratoga Drive*  
*N George Street*  
Martinsburg

FOR MORE RECRUITING  
INFORMATION CONTACT:

#### MARK LUBELEY

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THEFACTS2023

SAMSON  
PROPERTIES



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