

**SAMSON**  
PROPERTIES

**BE THE REALTOR<sup>®</sup>**  
YOU WANT TO BE



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

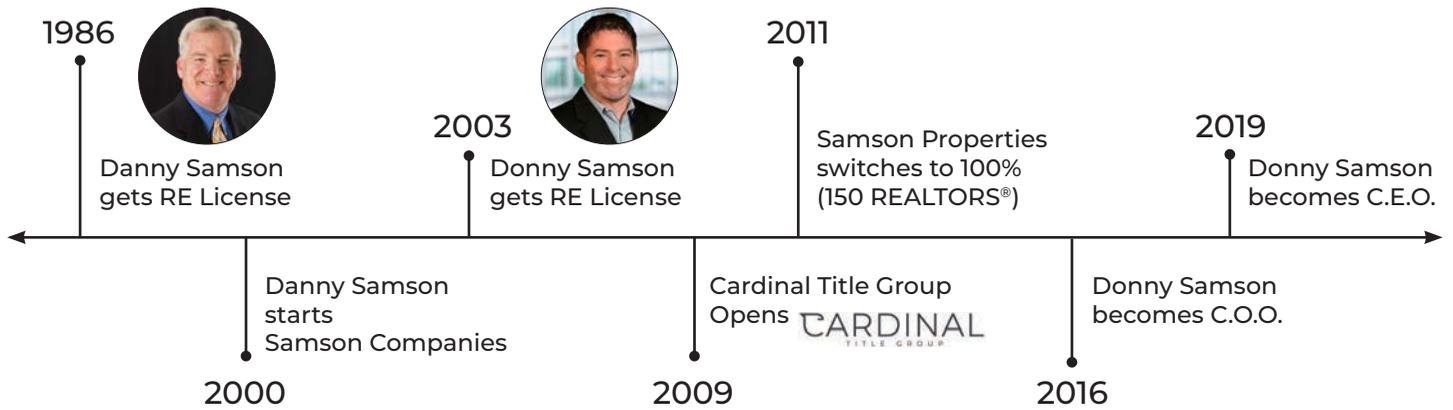
More than 5500 Professional REALTORS<sup>®</sup> with a Family Touch

**SAMSON**  
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**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*



\$3 MILLION OR 8 TRANSACTIONS IN THE MOST RECENT 12-MONTH PERIOD =  
**NO TRANSACTION FEES FOR LIFE**

\$99/MONTH FEE FOR ALL REALTORS®

\$395 BROKERAGE FEE ON ALL TRANSACTIONS - CLIENT PAID

# 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 ...

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

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



## 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
- kvCORE
- Lofty (Formally CHIME)
- 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 **FREE** postcards

200 postcards at \$0.10 each

(per Just Listed/Just Sold)

200 **FREE** postcards

200 postcards at \$0.10 each

(per Open House sent to renters)

\$0.65 / color **MAILED**

\$0.75 / color **MAILED**



## FLYERS

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

STANDARD

PREMIUM

**FREE** flyers per listing  
Prefer 30 at a time

\$0.50 / color flyer



## 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

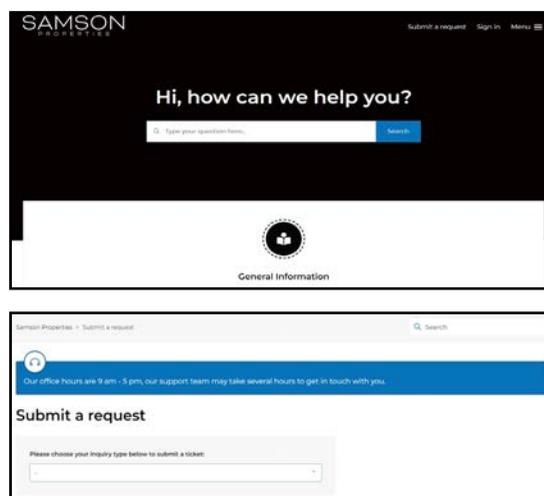
An **intranet website** that offers everything you need to succeed in your real estate business.



- **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 HELPDESK

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.

# kvCORE PLATFORM

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

- **CUSTOM WEBSITES:** Customizable websites with real-time IDX home search, rich community pages, home valuation pages and more to maximize lead capture.
- **LEAD ENGINE:** The most comprehensive and effective lead generation tools available allow you to generate new leads organically or super-charge results with built-in paid advertising.
- **SMART CRM:** A.I. driven lead validation & scoring, plus automated follow up via email, text, and phone, take the guesswork out of staying in touch.
- **MARKETING SNAPSHOT REPORTS:** Set up your clients and/or anyone in your CRM to get branded market reports monthly from you. Bringing them the information they desire in a professional way brands you as their go to REALTOR®.
- **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.
- **LISTING ACTIVITY REPORTS:** Get market information on how many hits each of your listings are getting on the top Real Estate websites. Your site, Realtor.com, Zillow, Trulia, and be able to send that report to your seller clients automatically.
- **BRANDED MOBILE APP:** CRM app & built in Mobile Dialer prompt conversations with both new leads and SOI Contacts based on recent activity. When you click your smart mobile dialer, it will give you "smart" suggestions on action items, who to contact and why.
- **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.
- **BRANDED OPEN HOUSE APP:** A branded Open House App captures visitors while automatically kicking off follow-up campaigns.
- **CORE LISTING MACHINE:** (see additional page)
- **CORE SOCIAL:** (see additional page)
- **CORE PRESENT:** Quickly creates customizable CMA presentation with real-time activity tracking.
- **SAMSON FACEBOOK ADS:** Samson Properties will send their ads through the kvCORE 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.
- **MARKETPLACE:** Dozens of seamlessly integrated add-on solutions like paid advertising, Property Boost lead generation, vanity domains and more allow you to customize the platform to meet the unique needs of you and your team.



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

# CORE ListingMachine FEATURES

REAL ESTATE MARKETING AUTOMATION THAT WORKS.  
DISCOVER EACH OF THE POWERFUL TOOLS INCLUDED IN YOUR  
CORE LISTINGMACHINE MEMBERSHIP

- **PROPERTY SITE**—Entire website dedicated to your listing with beautiful images and your agent info prominently displayed.
- **LISTING VIDEO**—SEO-friendly YouTube video of your property with listing info and backlinks.
- **SOCIAL MEDIA**—CORE ListingMachine leverages your followers on social media and turns them into leads.
- **LIVE CHAT FEATURE**—Allows you to real-time chat with a potential buyer on your property site.
- **PRINTABLE FLYER**—A beautiful 8½" x 11" property flyer is automatically generated by CORE ListingMachine.
- **24 HR INFO LINE/SHORTCODE**—Personalized options that are easy to set up and easy to track.
- **LEAD GENERATION**—Listing Machine gives you the tools to reach more people, obtain more leads, and sell your listings faster.
- **BATCH TEXTING**—Nurture your entire database of potential buyers at once by sending batch text messages announcing new listings and property updates.
- **OPEN HOUSE ANNOUNCER**—With the click of a button, you can easily add an open house announcement to your listing's property site.
- **E-POSTCARD**—Send an email that showcases your listing to all of your leads.
- **STATS**—Weekly stats for all your listings are delivered right to your inbox so you can see where traffic is coming from and what's working.



## YOUR SOCIAL MEDIA, PERFECTED

Let's face it, managing your social media is a chore. A drag. Just one more thing you have to do to stay on top of your game. And it's not like you don't have a bazillion other things pulling at you from every which way. If only there was a way to automate your social media with fresh, dynamic content that also generates leads and makes you look amazing.

Wouldn't you know it? There is. It's called CORE Social. It's an easy and cost-effective way to give your Facebook, Twitter, and LinkedIn profiles some pretty great content, additional listings and new lead generation opportunities. Pixsocial makes you look like a social media guru without even breaking a sweat.



The next-generation CMA and presentation builder CORE Present, helps you guide clients through an interactive and compelling price discussion. 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 deal.

facebook advertising, samson now & 2-10

# FREE PROPERTY ADS ON FACEBOOK THROUGH 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- kvCORE and Lofty

**FREE** kvCORE Marketplace

**FREE** CORE Listing Machine

**FREE** CORE Social

**FREE** CORE 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

# concierge: 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

## KVCORE

- Set up your kvCORE 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 kvCORE 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.

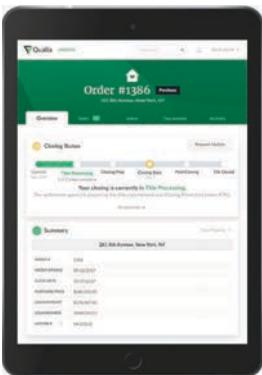
We strive to ensure your transaction is smooth and flawless — and stand behind our work. Find out how our professional and dedicated team will serve your settlement needs. Feel free to reach out to Reid Hubbard with questions, ideas, and/or comments. Once you have a ratified contract and are ready to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



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PRESIDENT & ESQ.

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**REID HUBBARD**  
VICE PRESIDENT

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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

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**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



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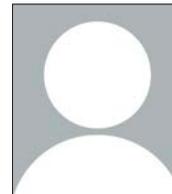
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# support staff

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New Agent Account Setup



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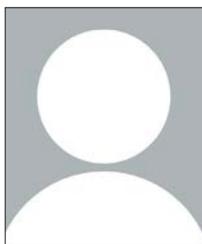
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**WINCHESTER**  
 Becky Green  
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## convenient locations

Reach out to our helpful office contacts today!

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 FAX 703-378-8890  
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 Ste 500  
 Chantilly, VA 20151

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 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  
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 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  
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 Ste 600  
 Gaithersburg, MD 20878

Lake Ridge—SAMP5  
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Leesburg—SAMP8  
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 Ste 255  
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Locust Grove—SAMP11  
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McLean—SAMP14  
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 Ste 315  
 McLean, VA 22101

Montclair—SAMP18  
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 Montclair, VA 22025

Martinsburg, WV  
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 6710 Oxon Hill Rd, Ste 460  
 National Harbor, MD 20745

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

Richmond—SAMP28  
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 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  
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Tysons—SAMP6  
 8521 Leesburg Pike, Ste 300  
 Tysons, VA 22182  
 Vienna—SAMP7  
 361 Maple Ave, Ste 100  
 Vienna, VA 22180

Waldorf—SAMP17  
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Washington, DC—SAMP36  
 FARRAGUT  
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White Marsh—SAMP31  
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 White Marsh, MD 21220

White Stone  
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 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 _____
<i>(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)</i>		
<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 _____
<i>* 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.</i>		
<i>** There will be a one-month discount applied if the \$99.00 monthly fee is paid on January 1st.</i>		
<i>*** A \$395.00 broker administrative fee is charged for every sales transaction. However, this fee may be "client paid."</i>		
<b>Total Annual Fees</b>	\$ _____	\$ _____

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



## NEW & TRANSFER AGENT ONBOARDING PROCESS

- 

**Step 1: Decided to Join Samson!**  
After attending a Lunch & Learn or viewing a recorded version on JoinSamson.com, our Licensing Team will email you an initial 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  
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

FOR MORE RECRUITING  
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THEFACTS2023

SAMSON  
PROPERTIES



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