

SAMSON
PROPERTIES

BE THE REALTOR®
YOU WANT TO BE



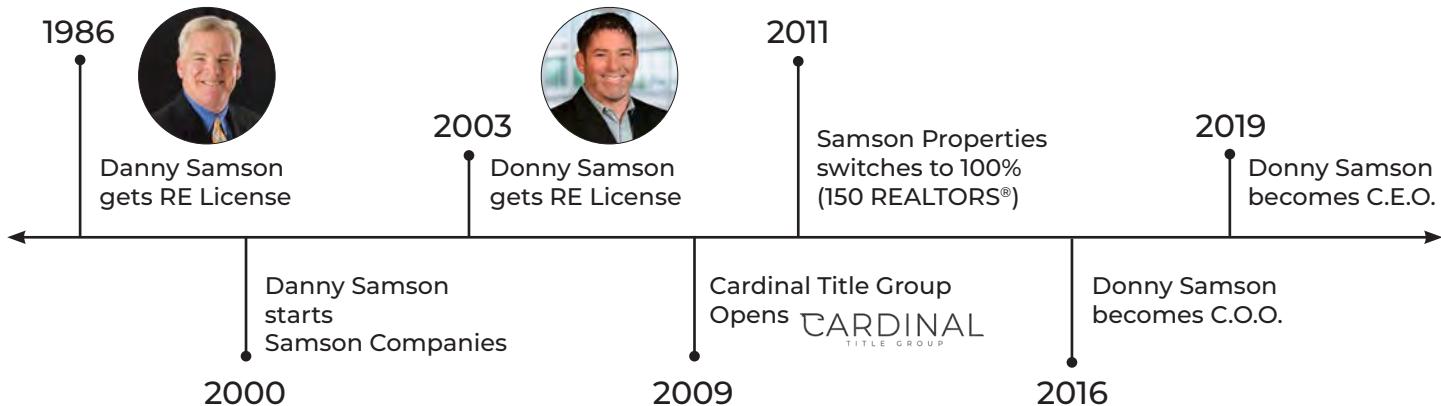
LICENSED IN VA, MD, DC, WV, PA, DE, FL | 703-378-8810 | JOINSAMSON.COM

Over 6,000 Professional REALTORS® with a Family Touch



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timeline & commissions



100% COMMISSIONS FOR ALL REALTORS®

YOU RECEIVE 100% COMMISSION FROM SAMSON PROPERTIES FOREVER.
CLOSE YOUR TRANSACTIONS WITH OUR IN-HOUSE TITLE COMPANY IN ANY OF OUR 47 LOCATIONS.

THE CARDINAL CLUB

100% COMMISSION FOR ALL REALTORS



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)
- **Cardinal Club transfer bonus of \$1000**

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

Commission Flexibility

- Don't ask permission, It's Your Business

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

47 SAMSON PROPERTIES LOCATIONS

VIRGINIA

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

MARYLAND

- Annapolis
- Bel Air
- Bethesda
- Bowie
- Burtonsville
- Clarksville
- Columbia
- Ellicott City
- Frederick
- Frederick (E. Church)
- Gaithersburg
- Hagerstown
- National Harbor
- Prince Frederick
- Silver Spring
- Timonium
- Waldorf
- White Marsh

WEST VIRGINIA

- Charles Town
 Saratoga Drive
 N George Street
- Martinsburg

DELAWARE

- Camden

PENNSYLVANIA

- Greencastle

DROP-IN

**FREE Drop-in
desks and printers
available for use
at all our locations**

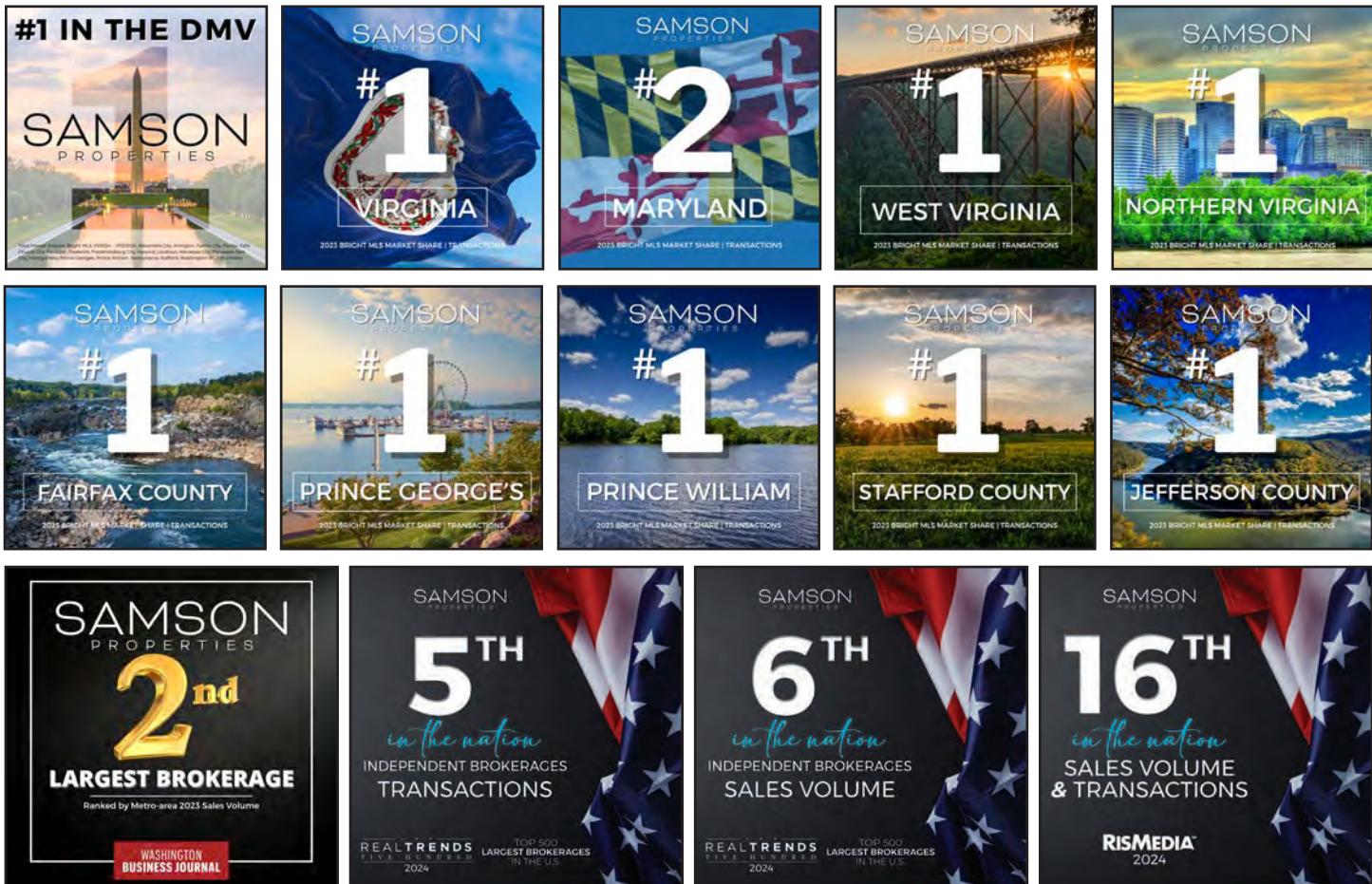
- **Full management and broker support at all times**
- **Private offices are available to rent for \$100-\$600 per month**

business growth & rewards

We're constantly growing ...

- From 1000 to over 6300 agents in the last four years
- Welcome roughly 100 new family members per month

**6300
REALTORS® AND
GROWING**



Do you know REALTORS® interested in joining us?

Bring a Realtor to a Lunch and Learn or a HQ2U event

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



tiered rewards

Silver 9 transactions or less: **\$500**

Gold 10-19 transactions: **\$2,500**

Platinum 20-39 transactions: **\$5,000**

Diamond 40+ transactions: **\$10,000**

... and going

- 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
- 2024—10.5 Billion in Sales Volume
- 2024—19,253 Total Transactions
- 2025—12 Billion in Sales Volume
- 2025—24,000 Total Transactions

AGENT EXPERIENCE TEAM

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

- Social Media
- BoldTrail
- Lofty
- SkySlope
- Keeping Current Matters
- 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

samson+ coaching & mentor program

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.



LORIE WOODRUFF
TIER - 2
Bowie



JASON MILLER
TIER - 3
National Harbor



KATHY PIPPIN
TIER - 3
McLean



GUNTHER HEMMER
TIER - 3
Gainesville



PATRICK SOWERS
TIER - 2
Lake Ridge



JOSUE RUIZ
TIER - 3
Lake Ridge/Alexandria



LESA FRY
TIER - 2
Waldorf



ARTURO SELEME
TIER - 5
Alexandria



SAM HARDMAN
TIER - 5
Gainesville



AUSTIN SOUTHERN
TIER - 5
Fairfax

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

print center

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

200 **FREE** postcards

PREMIUM

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**

\$0.20 / color not mailed

\$0.30 / color not mailed

FLYERS

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

STANDARD

FREE flyers per listing
Prefer 30 at a time

PREMIUM

\$0.50 / color flyer



print center



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 47 offices in Virginia, D.C., West Virginia, Maryland and Delaware
- **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



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



Where agents and homebuyers search for a home together.

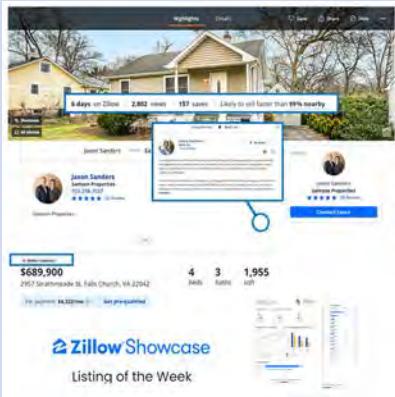
- **Market Snapshots for everyone in your database!**
- **Client Collaboration**
- **Branded Home Search**
- **Behavioral Data Insights**
- **Automated Listing Alerts**
- **Samson Office Exclusives**



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!



LISTING SHOWCASE

- **Premium Listing Exposure:** Showcase listings appear at the top of search results on Zillow and are visually enhanced to attract more views and engagement from serious buyers.
- **Agent Branding Front and Center:** Your name, photo, and contact info are featured prominently, ensuring all leads go directly to you—no sharing with other agents.
- **Professional Listing Presentation:** Includes interactive media like high-resolution photos, virtual tours, and floor plans to elevate the appeal and credibility of your listings.
- **Exclusive Pricing Advantage:** Through Samson Properties, agents can access Zillow Showcase for just \$250 per listing, a significant discount compared to the standard cost.



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)



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
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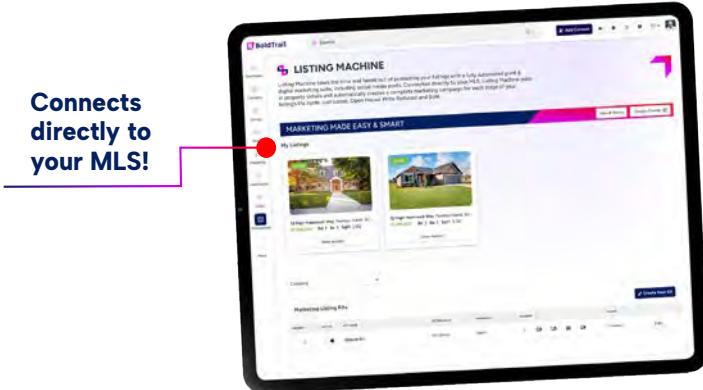


ListingMachine + Design Center

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!



- **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**

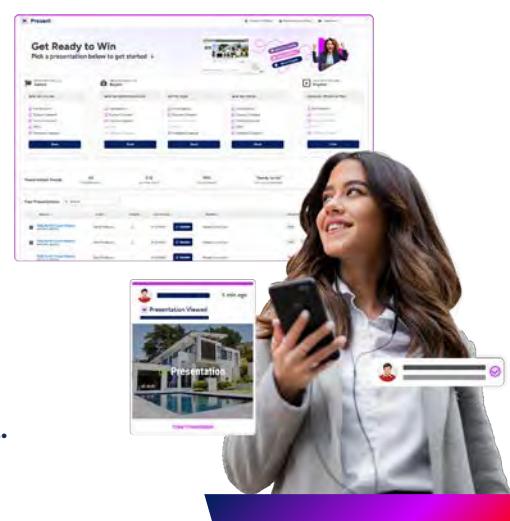


Present

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.**

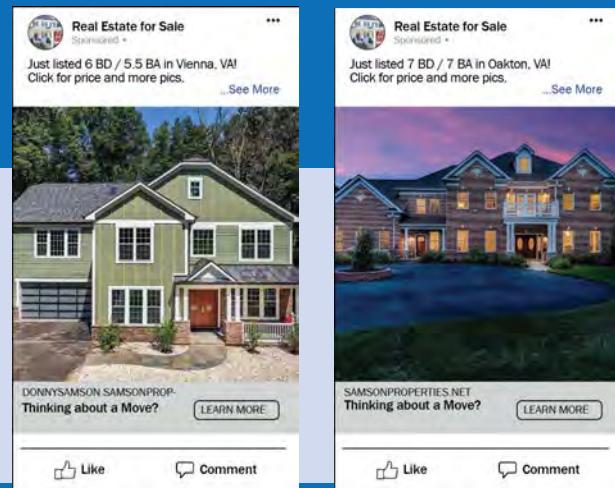


facebook advertising, connect & samson now

FREE PROPERTY ADS ON FACEBOOK THROUGH BOLDTRAIL

A FREE FACEBOOK AD FOR EVERY NEW LISTING!

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



Don't let your hard-earned real estate license expire!

- Trusted Referral Partnerships: Easily refer clients to over 6,000 Samson Properties agents you know and trust, ensuring they receive top-tier service in markets you don't personally serve.
- Keep Business In-House: Maintain commission opportunities and client relationships by referring within the brokerage, rather than sending leads outside your network.
- Seamless Client Handoffs: Benefit from shared systems, communication channels, and a unified brand that make referrals smoother and more professional for both agents and clients.

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.

keeping current matters & lead generation



KEEPING CURRENT MATTERS

Keeping Current Matters is the go-to source for agents who want to help more clients and grow their business.

Get access to the latest market insights simplified into easy-to-share real estate marketing content anyone can understand. Use our turnkey website, social media posts and all-in-one video creator to build your brand and grow your business. Plus you'll get the tools and training you need to become the agent everyone trusts and wants to work with.

Samson agents will now have **FREE access to the FOUNDATIONS membership** within KCM! This partnership will give each agent a customized member portal on MyKCM where you will be able to put your name, phone and logo to brand your new marketing content AND schedule automated social posting! In your member access portal, you will also find:

- One weekly blog post
- One weekly social graphic
- One monthly RealTalk script with the ability to record that script through desktop or mobile app
- SimplifyingTheMarket personalized page with personalized blog and Lead Capture tool



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 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
- FREE** Keeping Current Matters

concierge: listing marketing package

PACKAGE COST WILL BE DEDUCTED FROM COMMISSION AT CLOSING



SAMSON CONCIERGE SERVICES LISTING MARKETING PACKAGE

LIST MARKETING PACKAGE **\$300**

CONCIERGE COMPLETE PACKAGE **\$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.

concierge: 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

GRAPHIC DESIGN A LA CARTE

- Cost billed to credit card on file
- For \$50 per hour receive custom designs for your own logos, signs, newsletters, postcards, brochures, web graphics, banners, and more.

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



testimonial tree, zoccam app, & team hub

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 BoldTrail or Lofty 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 contracts@cardinaltitlegroup.com

MARYLAND mdcontracts@cardinaltitlegroup.com

WASHINGTON, D.C. dccontracts@cardinaltitlegroup.com

**CARDINAL TITLE PLLC +
WV CONTRACTS** 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.

CONSIDER OUR TEAM, YOURS.



OUR TEAM SERVING DC, MD, VA, & WV SETTLEMENTS AT ALL 42 SAMSON OFFICE LOCATIONS

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	REID HUBBARD VICE PRESIDENT	reid@cardinaltitlegroup.com
	BRUCE STERN MANAGING ATTORNEY FOR DC AND MD	bruce@cardinaltitlegroup.com
	STEPHANIE SMITH OPERATIONS MANAGER	<i>SERVING DC, MD, VA, WV</i> stephanie@cardinaltitlegroup.com
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	GARRETT MOONEY SETTLEMENT MANAGER	<i>SERVING DC, MD, VA, WV</i> garrett@cardinaltitlegroup.com
	IFY OZOMAH SUPERVISING ATTORNEY	<i>SERVING DC & MD</i> ify@cardinaltitlegroup.com
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CARDINAL TITLE GROUP LLC

14291 Park Meadow Drive, Suite 400 | Chantilly, VA 20151-2225
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info@cardinaltitlegroup.com

our partners & convenient locations



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



COMMERCIAL BROKER

commercial@samsonproperties.net

Main Office: 571-234-1370

convenient locations - *Reach out to our helpful office contacts today!*

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703-378-8810
FAX 703-378-8890
14291 Park Meadow Drive, Ste 500
Chantilly, VA 20151

Annapolis—SAMP48
2448 Holly Avenue
Annapolis, MD 21401

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

Arlington—SAMP24
4720A Langston Boulevard
Arlington, VA 22207

Bel Air—SAMP32
1403 Conowingo Road
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 Drive, Ste 310
Burtonsville, MD 20866

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

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

Chesapeake—
1545 Crossways Blvd., Ste 250
Chesapeake, VA 23320

Clarksville—SAMP22
13390 Clarksville Pike
Highland, MD 20777

Columbia—SAMP20
10490 Little Patuxent Pkwy
Ste 600
Columbia, MD 21044

Culpeper—SAMP10
530 James Madison Hwy
Culpeper, VA 22701

Delaware—
116 N Main Street
Camden, Delaware 19934

Ellicott City—SAMP47
3410 Plumtree Drive
Ellicott City, MD 21042

Fairfax—SAMP33
3950 University Drive, Ste 209
Fairfax, VA 22030

Frederick—SAMP29
5202 Presidents Court, Ste 320
Frederick, MD 21703

Frederick – (E. Church)—
605 E. Church Street, Ste R
Frederick MD 21701

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

Front Royal—SAMP44
912 Hometown Way
Front Royal, VA 22630

Gainesville—SAMP9
13575 Heathcote Boulevard
Ste 310 & 340
Gainesville, VA 20155

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

Greencastle—
1580 Buchanan Trail E.
Greencastle, PA 17225

Hagerstown—SAMP43
222 East Oak Drive, Ste 2000
Hagerstown, MD 21740

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

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

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32345 Constitution Hwy, Ste E
Locust Grove, VA 22508

Martinsburg, WV—SAMP42
1355 Edwin Miller Blvd, Suite A
Martinsburg, WV 25404

McLean—SAMP14
1313 Dolley Madison Blvd, Ste 100
McLean, VA 22101

Montclair—SAMP18
16150 Country Club Drive,
Ste 201
Montclair, VA 22025

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

Prince Frederick—SAMP45
222 Merrimac Court
Prince Frederick, MD 20678

Reston—SAMP19
1925 Isaac Newton Square, Ste 100
Reston, VA 20190

Richmond (Downtown)—SAMP39
2314 West Main Street
Richmond, VA 23220

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

Silver Spring—SAMP27
8455 Colesville Road
Ste 1150
Silver Spring, MD 20910

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

Timonium—
57 W Timonium Road
Lutherville Timonium, MD 21093

Tysons—SAMP6
8521 Leesburg Pike, Ste 300
Tysons, VA 22182

Vienna—SAMP7
361 Maple Avenue West
Ste 100
Vienna, VA 22180

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

Warrenton—
West Lee Highway, Ste 1160
Warrenton, VA 20186

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NOMA
1140 Third Street, NE, Ste 405
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White Marsh—SAMP31
6211 Greenleigh Avenue
Ste 100
White Marsh, MD 21220

White Stone—
85 First Street
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Winchester—SAMP26
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**Let Our Samson Team Assist You
with All Your Real Estate Needs!**

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**Let Our Samson Team Assist You
with All Your Real Estate Needs!**

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Office contract and listing files
Electronic contract and listing files

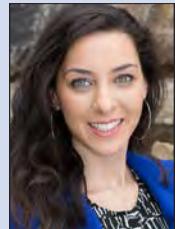
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Stephanie Burke
SkySlope/Real Scout Trainer

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Will Kilker
Tech Trainer/BoldTrail Specialist

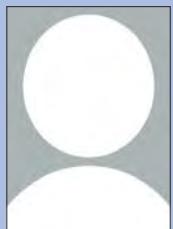
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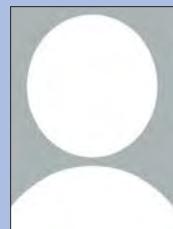
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Bobby Samson
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Bethany Durham
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Bo Ayers
Lead Growth Manager

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broker comparison annual costs



Broker Comparison Annual Costs

STANDARD FEES (Annualized)

	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 **

TECH FEES (Annualized)

Database, SmartCRM, Platform, Website, Other Tech Fees	\$ _____	\$ 0.00
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EDUCATION FEES (Annualized)

Misc. Education Fees (training, classes, etc.)	\$ _____	\$ 0.00
Coaching Fees	\$ _____	\$ 0.00

MARKETING FEES (Annualized)

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)

ADDITIONAL FEES (Annualized)

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."*

Total Annual Fees \$ _____ \$ _____

www.joinsamson.com

new & transfer agent onboarding process



NEW & TRANSFER AGENT ONBOARDING PROCESS



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.

Samson Properties License
Affiliation Request



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

NOTES

SAMSON PROPERTIES

NOTES

SAMSON PROPERTIES

47 SAMSON

PROPERTY LOCATIONS

VIRGINIA

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

MARYLAND

- Annapolis
- Bel Air
- Bethesda
- Bowie
- Burtonsville
- Clarksville
- Columbia
- Ellicott City
- Frederick
- Frederick (E. Church)
- Gaithersburg
- Hagerstown
- National Harbor
- Prince Frederick
- Silver Spring
- Timonium
- Waldorf
- White Marsh

WASHINGTON, DC

- DC Noma

WEST VIRGINIA

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

DELAWARE

- Camden

PENNSYLVANIA

- Greencastle

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SCAN ME

THE FACTS

SAMSON
PROPERTIES

#**1** IN THE
1 DMV
Washington, DC METRO
VIRGINIA
WEST VIRGINIA
NORTHERN VIRGINIA

#16 TRANSACTIONS
19,253 HOMES SOLD

6,300 AGENTS
and growing

#6 VOLUME
\$10.5 BILLION IN SALES

2ND LARGEST
LICENSED IN D.C. & 6 STATES
BROKERAGE IN DC METRO

5TH IN THE NATION
Independent
Brokerages
Transactions

47 OFFICES
and counting

CARDINAL
TITLE GROUP

#2 LARGEST
TITLE COMPANY

#2 CLOSINGS
DC METRO AREA

FROM 2024 RISMEDIA
REALTRENDS
WASHINGTON BUSINESS JOURNAL
BRIGHT MLS 2024



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