

Since we are dedicating Grand Prix
to our community and our
digital connect community, we are
making major announcements today...

TODAY

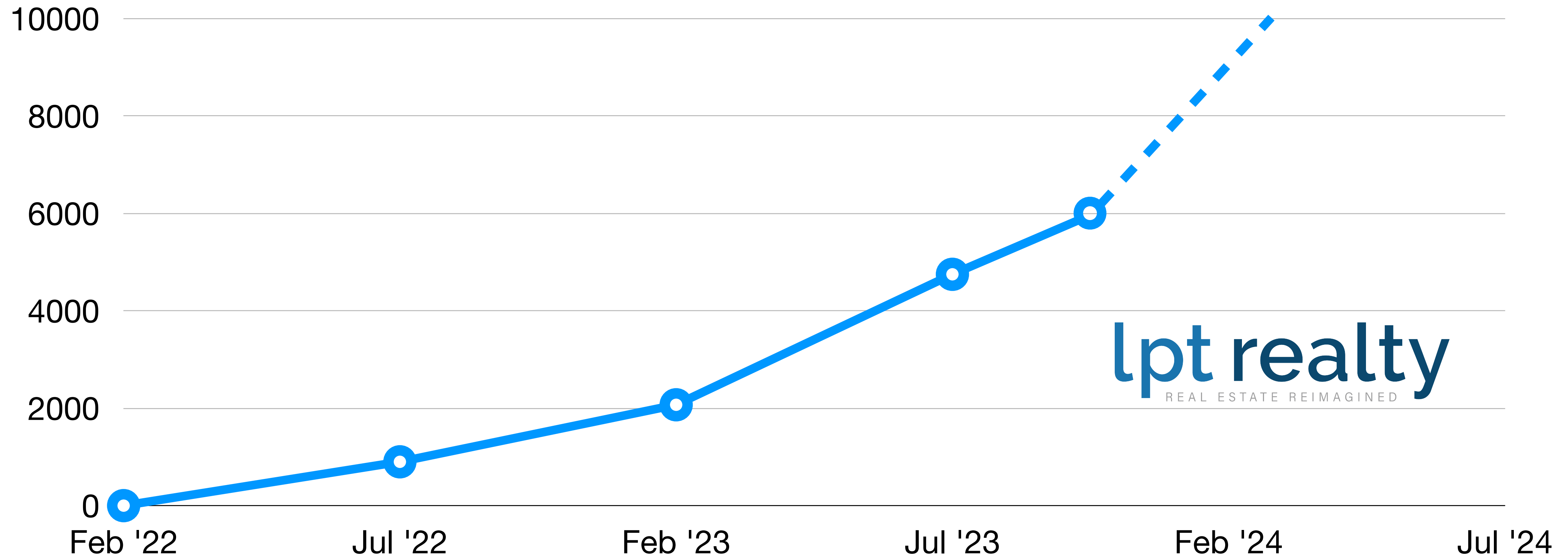
Major Announcements

Approaching our 2 year
anniversary as a company
which we will officially
celebrate at Grand Prix



March 5 & 6 ● St Pete

Race to 10,000 Agents



On Pace to Hit 10,000 Agents before 3/31

Other Cloud Brokerages at 10K Agents

- Around 10 years in business
- Were already publicly traded
- 48+ states and Canada
- Had experienced real estate booms

LPT Realty invented an entirely new brokerage category

The Next Evolution of Real Estate Brokerage

1983

Keller Williams

Profit Share

Franchise

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2009

EXP

Revenue Share

Cloud

HybridShare™

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Cloud

2022

lpt realty
REAL ESTATE REIMAGINED

HybridShare™

Hybrid Cloud

HybridShare™

Why HybridShare™ is Superior

Focus on long term success not short term “get rich quick”

Better aligns brokerage's, team leader's and solo agent's interests

Allows agents to earn on both 100% Comp Plan agents & Split with Cap agents

HybridShare™

Why HybridShare™ is Superior

Allows agents who just want to sell real estate without any recruiting to have a fair compensation model & a true home

Leads to higher retention and allows a company to grow beyond the current glass ceiling of revshare models

Includes a fair comp plan for 70% of ALL agents who don't close enough to cap

HybridShare™ *The Bridge to Real Estate First*

~~Rev Share Partner~~ => Brokerage Partner

Creating a new brokerage category comes with its
challenges - *never been done before*

How we got your feedback
for these changes:

- AAC
- Executive Ticket
- Agent Conversation



MODEL IMPROVEMENTS

February 2024

lpt.com

Effective Feb. 15, 2024

Model Improvements

Core vs Non Core Transaction no longer effects Commissions, Caps or RevShare Pool contributions

All Plan Commissions will count towards Cap and RevShare pool

All transactions will now carry the standard Plan Commission Rates and \$195 transaction fee

Some transactions (Commercial, Personal, BPO) will carry a Risk Management Fee

Risk Management

Other cloud brokerages recently raised their risk management fees across all agents / transactions

Failure to recognize the added risk of commercial transactions inside of a residential brokerage

Risk Management Fees: *Targeted vs Broad*

Commercial

Standard Comp Plan (Applied to Cap and Rev Share Pool)

+0.1% Risk Management Fee For Brokerage Partners

+0.3% Risk Management Fee For Business Builders

Risk management fee calculated on sales price

Still coming - Dedicated commercial brokerage with additional tools and comp plan

Low Commission Exception Request

When commission on the transaction is too low, it breaks the standard model. LPT will grant an exception at agent's choice.

Only a 20% Risk Management Fee - **DOES NOT APPLY TO CAP**
(\$195 fee waived, commission plan waived)

Personal and BPO

Personal- \$250 risk management fee, No Plan Commission Charged

BPO - Only a \$10 Risk Management Fee

Platted Residential Land zoned for single family residence is now considered a Residential Transaction

	Business Builder \$500 a transaction \$5,000 Cap	RevShare Partner 80/20 Split \$15,000 Cap
LAST CHANCE EARLY BENEFITS PROGRAM EXTENDED FOR AGENTS WHO SIGN ICA BEFORE 2/29/24		
FEES - No sign up fee - No monthly fees \$195 transaction fee on every transaction (charge to customer) \$500 annual fee withheld from first deal each year for technology and E&O	REAL ESTATE FIRST... To encourage agents to focus on real estate sales vs recruiting and help agents reach 100% Commission on real estate sales sooner, agents must first have one full Core Transaction and RevShare is applied to Cap first. lpt Realty requires significantly less Active Direct Sponsored Agents than other models allowing agents to focus on Real Estate Sales and not focus on recruiting to unlock all 7 levels .	
TECH & MARKETING PACKAGE	To provide a level playing field for agents focused on real estate	

EARLY BENEFITS

EXTENDED TO 2/29/24