



NORTH&CO.

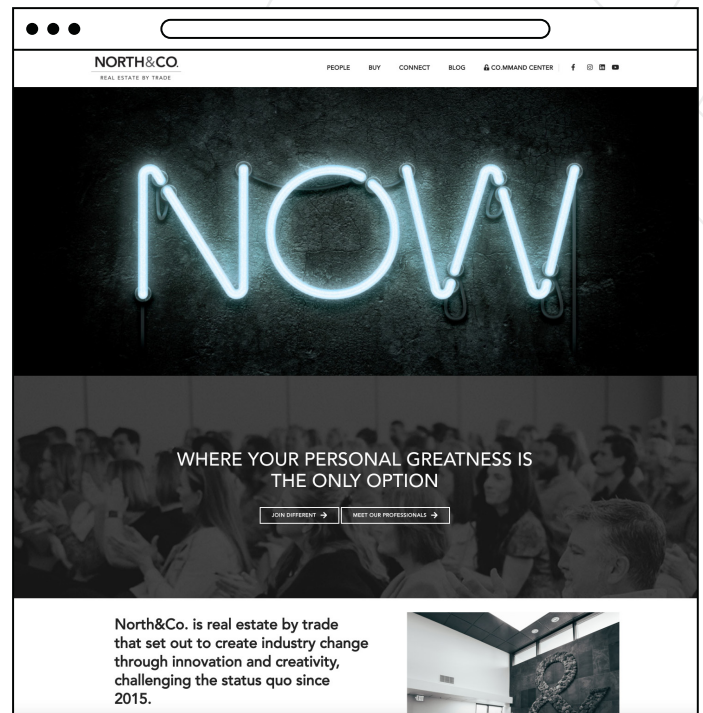
REAL ESTATE BY TRADE

J O I N

D I F F E R E N T

THE BRAND

North&Co. is a locally-grown residential real estate firm. From inception, we intentionally carved-out a unique space in the industry, offering a contrarian approach to real estate for the clients, sales agents, support staff and ancillary business partners that we serve. We are constantly looking for ways to challenge the traditions and norms of the real estate industry. Every day we look at the overall real estate canvas (what is being offered to the local buyers, sellers, and investors) and candidly ask ourselves "how can we do it different, better?" Our marketing and advertising strategies are meant to stimulate conversation and curiosity in the marketplace, and help our agents stand-out and generate more business. We provide a solid platform for each agent to build their own unique business model. Additionally, we provide a bevy of marketing & technology tools to help each agent gain time and design their life and business as they wish.



MARKETING, ADVERTISING & TECHNOLOGY STRENGTHENS YOUR INDIVIDUAL BUSINESS & REPUTATION

Technology Resources

THE CO.MMAND CENTER
North&Co. Chat Platform (Pumble)
Templated, Customizable Agent Website (SimpleLyst)
North&Co. Online Shop (White Wolf)
North&Co. Marketing Center (Xara)
North&Co. Exclusive Off-Market & Search Portal (Raven)
Transaction Management Software (BROKERMINT)
Company Lead Program (CINC)

Company Institutional Advertising

YouTube
Vimeo
SEO
PPC
Google Ads
Billboards
News Publications
Video Production

Agent Marketing Resources

Brand Standards Guidelines
Company Open House Signs
Company Yard Signs – Indy & Teams
Company Sign Riders
Branded Business Cards
1-Page Property Fliers
2-Page Property Fliers
Open House Fliers
Square & Letter-Sized Brochures
Luxury Templates – Brochures & Social Media
Coming Soon Templates
Open House Templates
Just Listed Templates
Just Sold Templates
Social Media Templates
Newsletter Templates
Branded Letterheads
Door Knockers
Stationary & Envelopes
Logos
Client Tools & Resources
Branded Email Signature
Individual Agent Website Profile
Professional Headshot

North&Co. Online Shop (for purchase)

Listing Presentation
Little Black Book
Folders
Notecards
Envelopes
Stationary
Hats
T-Shirts
Golf Polos
Tank Tops
Tote Bag
Lip Balm
Leather-bound Notebook
Branded Balloons
Branded Gift Cards
Baby Gear
Towels
Beach Balls
Holiday Cards
& MORE

THE CO.MMUNITY

At North&Co., we believe that the root of our firm's success stems from our people. We attract high-level agents, talented support staff, and connected partners that help foster an environment of innovation, collaboration, and true community. We have collectively committed ourselves to building an ecosystem where each person operates in an open-source forum; eagerly sharing all aspects of sales, marketing, operations and infrastructure. When you commit to putting people first, performance always follows.

Our results-based brokerage develops systems and resources to elevate our professionals from sales agents to business owners. We are looking for solo agents and teams who are excited and committed to being an engaged, full-time and productive real estate professional who enhance our collaborative North&Co. community.

OUR COMMUNITY WILL ENCOURAGE YOU AND CHALLENGE YOU TO
EXPLORE YOUR FULL POTENTIAL AND FIND WAYS TO IMPROVE EVERYDAY!

- Licensed & Practicing Ownership Team
- 7-Day/Week Access to the Broker Team
- Robust Monthly Education & Training Calendar
- One-on-One Business Development
- Educational Classes lead by Top Producing Agents & Teams
- Frequent Out-of-Office Events & Mixers
- Best-Practice Sharing
- Team-Lead Development
- Team-Member Placement
- Open-Source Resource Access
- Niche-Based Business Strategizing
- In-House Transaction Management Team
- In-House Lending Partners
- In-House Title Partners
- Internal Business Partner Support
- External Business Vendor List
- Local Networking Opportunities
- Cross-Region Referrals
- 3rd Party Business-Life-Health Consultants
- Brand & Logo Guidance
- Social Media Guidance
- Brand Standards Guide
- Agent Media Etiquette
- Progressive Online Marketing Presence
- Innovative Social Media Strategies
- Video Production
- Talent Referral Program & Rewards
- **& MORE**

THE MACHINE

THE NORTH&CO. TEAM

C-SUITE

BRIAN NORTH Visionary

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ANNIE MCGEORGE CFO & COO

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BROKER

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Broker Line: 602.734.0154

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OPERATIONS, FACILITY, & ACCOUNTING

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GROWTH & DEVELOPMENT

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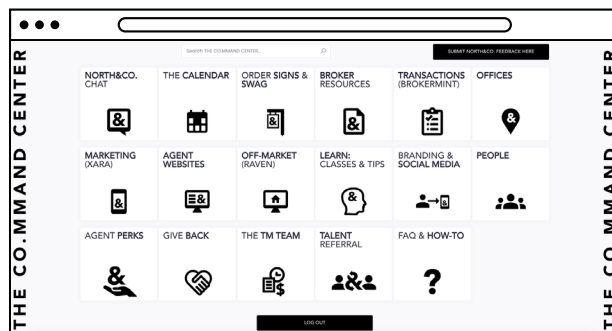
CHRISTINA ATKINSON Senior Growth Strategist

480.909.8188 / christinaatkinson@northandco.com

GROW PEOPLE
FIRST... THE REST
WILL COME.



BRIAN NORTH



THE PERFORMANCE

The North&Co. brand launched in 2011. One small seed was planted by one incredibly passionate man determined to change the real estate industry. North&Co. quickly developed into a high-producing real estate team in the hyper local and trendy Arcadia neighborhood. In April of 2014 North&Co., evolved from a solo agent model to a top producing team to officially becoming recognized and nationally trademarked as a brokerage. Through its leadership and innovation it has been, and continues to be, one of the fastest growing brokerages in Arizona; acclaimed for possessing the least amount of agents closing the most amount of sales among the top-10 brokerages in Maricopa County.*

We are a performance-based brokerage who align exclusively with solo agents and teams who strive to perfect the practice of residential real estate. North&Co. agents close 5 times the national average. We know our holistic approach to supporting each agent and team – personally and professionally – directly impacts the standard of care and professionalism experienced by the local clientele we serve.

*among 3,200+ brokerages

NORTH&CO. COMPANY PRODUCTION

	SALES VOLUME	UNITS	AVG. SALES PRICE
2018	\$536,793,971	1,372	\$391,249
2019	\$719,411,918	1,652	\$435,479
2020	\$1,030,256,218	1,950	\$528,337
2021	\$1,396,072,841	2,351	\$593,821
2022	\$1,259,506,956	1,795	\$701,675

NORTH&CO. AGENT PRODUCTION AVERAGES

AVG. SALES VOLUME	AVG. UNITS	AVG. COMMISSION SPLIT
\$5.66M	8	2.36%
AVG. SALES PRICE	AVG. REVENUE	
\$689,977	\$122,047	

JANUARY 2022
– DECEMBER 2022

TOTAL
NUMBER OF
BROKERAGES

3,200

TOTAL
PRODUCING
AGENTS

40,244

IN MARICOPA COUNTY

NORTH&CO. 2022 MARICOPA COUNTY RANKINGS

MARICOPA COUNTY

15

MKT 1.2%

PRD AGENTS 250

PHOENIX

10

MKT 2.3%

PRD AGENTS 185

SCOTTSDALE

16

MKT 1.6%

PRD AGENTS 140

PARADISE VALLEY

13

MKT 1.6%

PRD AGENTS 19

EAST VALLEY

25

MKT 0.9%

PRD AGENTS 149

THE COMP PLAN

MONTHLY FEE

\$150

COMISSION PLAN BASED ON PRODUCTION

80
/ 20*

90
/ 10

* \$100K in GCI graduates you to 90/10

FEES INCLUDE*:

1. Company institutional advertising, technology, and agent marketing resources including agent website, Marketing Center, & more
2. All internal events, training, and education
3. Includes access to all North&Co. Offices (printing, supplies, & utilities)
4. Access to tools, resources, templates, and personnel from the Success, Accounting, Marketing, and Broker departments

ANCILLARY ONE-TIME FEES, IF APPLICABLE (EXCLUDING ANY COMMISSION FEES):

RENTAL/LEASE FEE = \$50

OWNER/AGENT FIX, FLIP & REMODEL FEE = \$500

REFERRAL FEE = \$150

PERSONAL RESIDENCE FEE = \$500 (3/ANNUAL MAX)*

WHOLESALE FEE = \$500

*See ICA form for details.

E&O FEE = \$25 PER FILE

* If you hire a licensed, non-selling agent to support your business – their company commission plan is 80/20 with a \$50/month fee.

Agent responsible for the following fees: ARMLS | Supra/Lockbox | Local Board Association of REALTORS® | Arizona Association of REALTORS® | National Association of REALTORS | TransactionDesk

North&Co. recognized as a collaborative partner who gets the job done. You regularly hear “I made one call to North&Co. and it was taken care of”. This support is realized because we are highly organized, hyper-intuitive, intentionally communicative, and have proven our ability to successfully execute our strategic plans time and again.

North&Co. builds individual real estate sales businesses. Every person at North&Co. has access to a custom business planning session, repeating accountability sessions, and tracking to ensure every individual business is evolving true to its original design. Every professional who has chosen North&Co. has agreed to offer mentorship on best practices, guidance to strongest mindset, and tools to maximize productivity and efficiency for any colleague who raises their hand. This stock-pile of knowledge and willingness to share is what makes North&Co. the greatest opportunity to make your business dreams and goals come true.

North&Co. attracts, hand-picks and cultivates highly productive and purpose-driven support team members. Our support team is the most innovative and effective team in the residential real estate sales industry. Each support team member has clearly defined personal and professional goals and is encouraged to find fun ways to express their unique character at work. Every support team member meets with ownership one-on-one in equal partnership and pursuit of their personal and professional development; with a goal to always pass this ambition and wisdom along to every person who wishes to challenge themselves. They are free to create, inspired to collaborate, and motivated to support one another allowing us to grow at any pace we wish, while remaining poised and healthy.

Each member of the senior executive team leads their own separate department and is motivated by finding ways to empower their teams and collectively produce an outcome; as they are known to be best in their field. Every member of the senior executive team has

completed a management program designed to build their skills and abilities toward world-class leadership and management.

The Leadership at North&Co. is always living in the present moment, allowing them to impact all that should be. They bring a feeling that is light and fun, while remaining disciplined, and focused. This philosophy has created the most attractive place to live your business life. Together, we have designed innovative strategies that allow all of our people to feel as if they are the only person at the company. We are known as the company who is dominating the people-business, and we are sought after to consult, train and mentor companies locally and nationally in this space. We attract every professional who desires the environment that we’ve created, and as a result the growth is exponential.

LEGENDARY IS THE STORY,
AND EVERY PERSON WHO
COMES TO KNOW NORTH&CO.
DELIVERS IT.

WE ARE AN
ORGANIZATION

300
Full Time
Sales Agents

3,000
Delivered Homes

With a Total Sales
Volume of

1.5 billion

North&Co. is known around the world. The North&Co. brand reaches beyond the real estate industry. The brand is visually iconic, emotionally understood and delivers tangible value. We are considered ambassadors for small businesses doing big things. We positively influence small to mid-size businesses, across all business sectors, and elevate how the next generation of business - design, infrastructure and operations - are manicured. We are a thought leader in the 4th industrial revolution as we are at the center of creative and sustainable solutions, in and outside real estate, for building bridges between commerce, culture and community.

North&Co. makes an impact on each person who is a party to the real estate transaction. We are a company known for making a life changing impact on our Support Team (who supports our agents), our Real Estate Professionals (who serve our customers) and our customers who trust us with one of their most valuable assets. Every day we serve the betterment of the experience for all three of these human layers.

North&Co. is the most trustworthy firm in real estate. Our discipline and consistent focus on market data, industry evolution, and emotional intelligence have us focused on what is most important to every homeowner, investor or developer who trusts us. We have the most connected network of local and national business owners who are equally committed to keep

NORTH &CO. SHOP



BRANDING IS A REFLECTION OF YOUR BUSINESS.

Whether it's a North&Co. business card or an open house sign, everyone within our community is expected to exemplify the high standards of the North&Co. brand image. A strong brand, when unified, carries a powerful identity in the marketplace - one that makes it easy for people to recognize and helps further our company footprint.

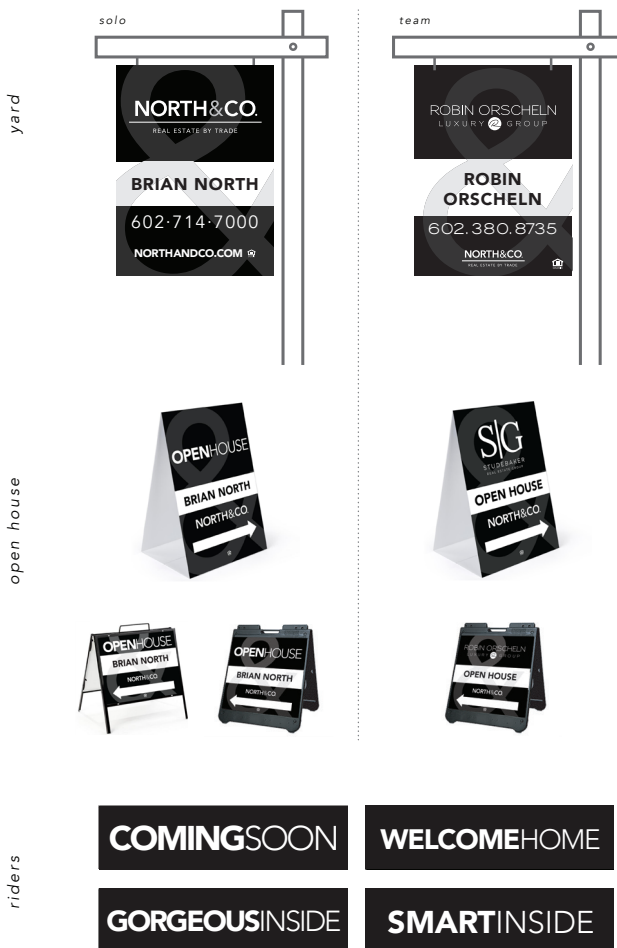
To assist you with your day-to-day marketing and branding needs, we've developed a one-stop-shop online platform, powered by White Wolf. Our user-friendly, pre-approved signage templates are specifically designed to break through the noise and catch the attention of prospective buyers by incorporating strong messaging and dynamic visuals that speak to their specific wants and needs.

It is also important to mention that while we are huge advocates of you growing your individual brands and businesses, certain North&Co. brand guidelines must be adhered to and are outlined below:

- Yard Signs, Open House Signs and Sign Riders must be designed using the North&Co. branded templates only, and must be ordered online through the North&Co. Shop.
- You may add your individual or team logo (in grayscale) to the Yard Signs and Open House Signs. To customize your Open House Signs (24x24) and your Yard Signs (24x32), email a vector file (.ai or .eps) of your logo to northteam@whitewolfbranding.com.
- Text for the Sign Riders can be changed/customized but the templates cannot be altered.
- You have the option to order business cards that have your personal branding, but if you choose to use the North&Co. branded business cards, those may only be ordered through the North&Co. Shop. Your first set of North&Co. business cards is free, provided by North&Co.!
- All items ordered through the North&Co. Shop will be printed locally, and can be picked up or delivered to your designated address.
- See back side for more information.

How it Works:

SIGNS



SWAG



WHITE WOLF
BRANDING SOLUTIONS

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STRENGTHENING OUR CO.MPANY FOOTPRINT

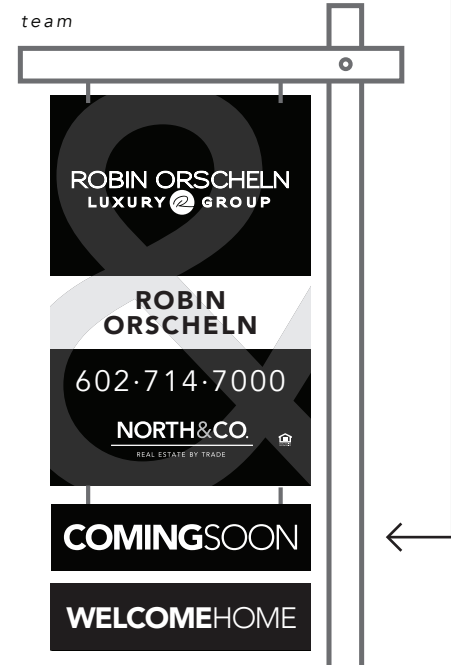
YARD SIGN 24" x 36"

\$38
per sign



SIGN RIDER 24" x 6"

ONE LINE
\$8.50
per rider



BUSINESS CARDS

USE PROMO CODE FOR NEW AGENTS: **FREECARDS**

500 16PT
MATTE/DULL
CARDS ONLY



16PT
Matte Dull Cards

250
\$22

500
\$28

1000
\$35

16PT
Silk Laminated
Cards with Spot UV

500
\$68

1000
\$100

32PT
Suede Raised
Spot UV with
Black Edging

250
\$245

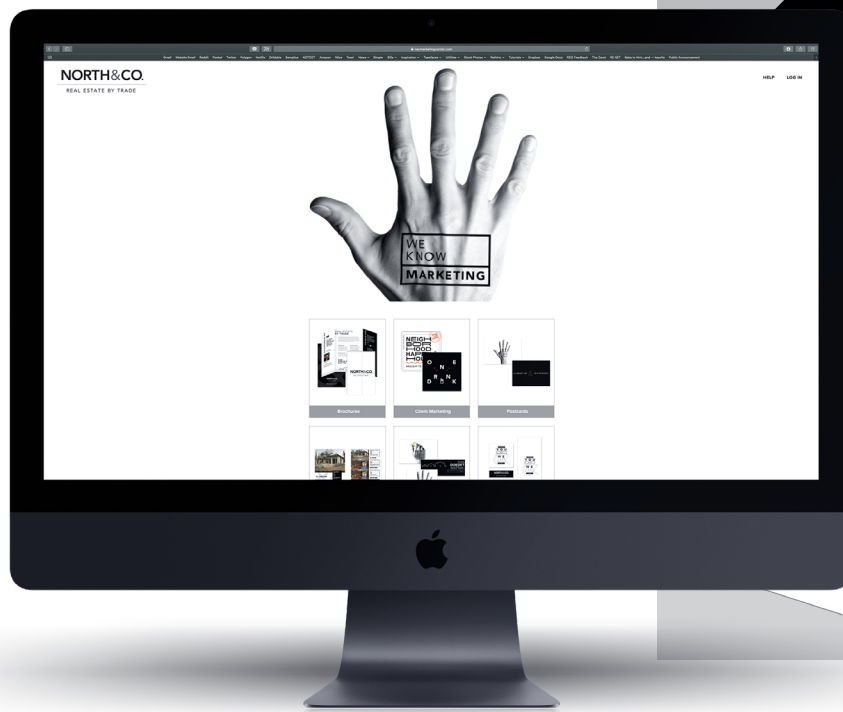
500
\$295

1000
\$345

CREATE
AN ACCOUNT:
NORTHANDCOSHOP.COM

NORTH&CO.

REAL ESTATE BY TRADE



TOGETHER, YOU AND YOUR CLIENT WILL CREATE A COMPREHENSIVE MARKETING PLAN DESIGNED TO:

- Optimize your seller's ideal timeframe and scenario.
- Tell an engaging story for your listing that generates maximum exposure and interest amongst their ideal buyer pool.
- Sell your seller's home quickly and for the highest price the market can command.

To assist you with this, we have developed a comprehensive online digital platform that allows you to easily create, print and distribute branded, eye-catching marketing materials. Our promotional materials are specifically designed to save you time with our user-friendly, fillable templates. All templates have been pre-approved in advance and meet company brand standards and ADRE compliance.

Branded digital and print materials include:

Postcards

Flyers

Social Media Content

Brochures

Door Knockers... and more!

How it Works:

STEP 1

Visit nacmarketingcenter.com to login or create your account

STEP 2

Log into the system and create your marketing collateral

STEP 3

Hit submit to print/ship your piece using your local printer of choice (flyers may also be downloaded and printed at your local office)

STEP 4

Easily download and share all social media graphics via text or to your individual Facebook/Instagram pages

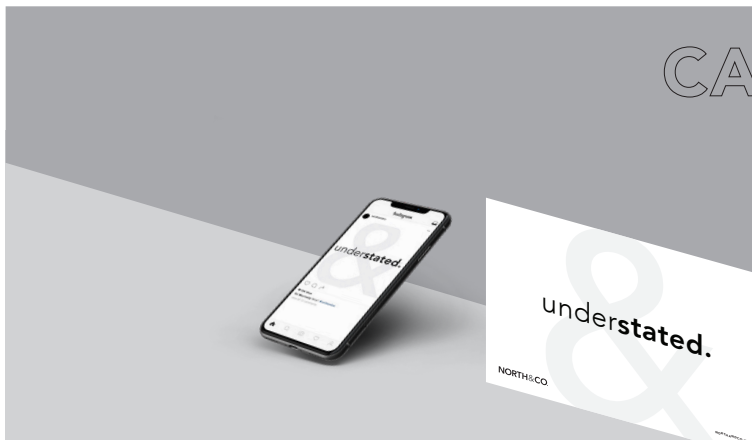
JUST LISTED



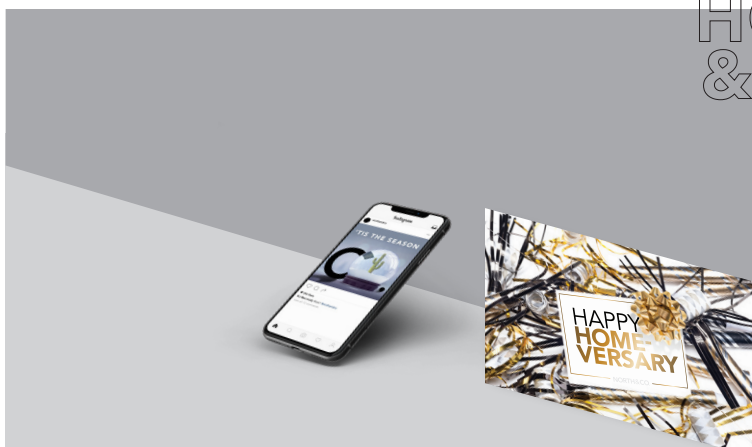
OPEN HOUSE



BRAND CAMPAIGN



HOLIDAYS & EVENTS



NORTH&CO.

REAL ESTATE BY TRADE

DIGITAL BUYER & SELLER MATCHING PLATFORM

Raven is a nationwide, digital home-search platform that offers real-time buyer & seller matching. Additionally, Raven offers a private listing sharing network to post or search off-market properties, exclusive to North&Co.

What are the benefits?

For You:

Convert leads into listings & find hidden inventory

Unlimited buyer & seller matches

Three powerful functionalities in one streamlined platform

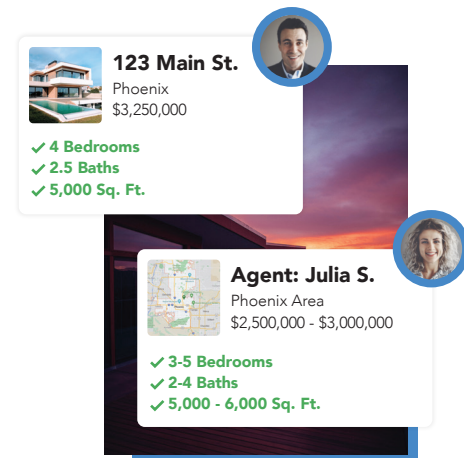
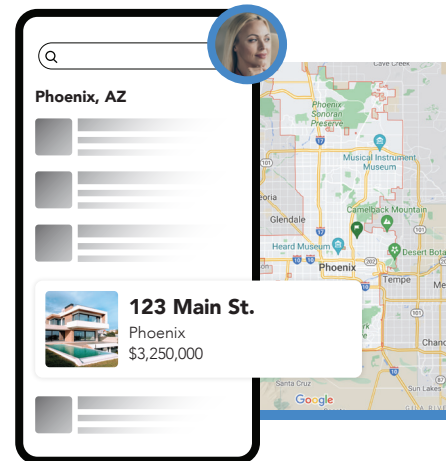
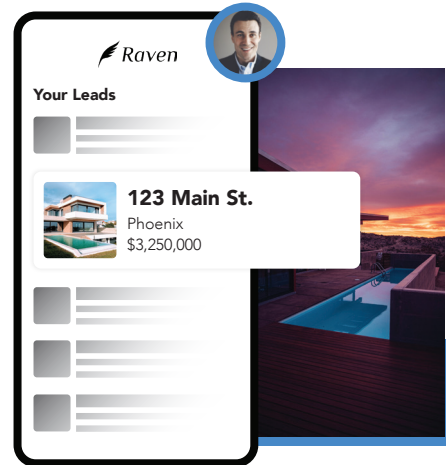
Extensive training available, provided by the Raven team

For your Clients:

Easy-to-use platform with no app download, username or password required

Private search experience for clients with North&Co. branding and MLS integration

Client searching based on current location, plus expansive search features & criteria



powered by





Listen... Do you hear that? It's called opportunity.

The opportunity to automate your operations, eliminate tedious, time-consuming data entry and effectively manage your day-to-day business transactions. If this sounds like an opportunity you want to take advantage of, keep reading.

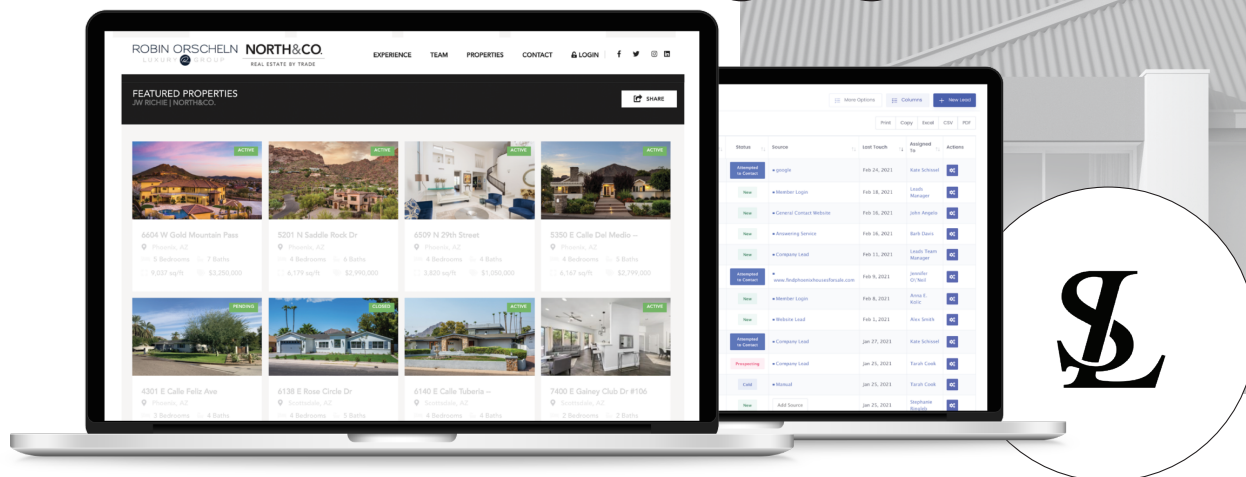
Our goal at North&Co. is to provide you with a dynamic framework of tools and resources to help you get from contract to closing, quickly, efficiently, and in full compliance.

With over a dozen transaction document management software systems available, the decision to partner with Brokermint was a no-brainer. Their powerful back-office system combines the convenience of paperless transactions with seamless communication, tracking and reports.

Agent Benefits:

- Quick access to AAR form templates; execute e-signatures; safe, easy to use and accessibility to important client documents wherever you are; notification system for important real estate reminders and more.
- Integrates with popular tools (i.e. Boomtown, Follow Up Boss, Dropbox, Contactually, Google Drive, etc.) to seamlessly sync leads, contacts and clients to Brokermint's back office.
- Agent Management: track you/your team's listings and activities, set goals, offer seamless agent onboarding and more.
- Commission Tracking: easy deposit tracking, manage sliding scale and team plans, and integrate with your accounting system to improve efficiencies.
- Comprehensive analytics and reports: view vendor and franchise reports, view individual agent contribution, see how agents and teams are working together and build your own custom reports.

CUSTOM — WEBSITE & CRM



SimpleLyst is an all-encompassing tool for you and your business. This resource is a unique web & CRM platform with various verticals of engagement from single property websites, lead capture, Agent websites, and everything in between.

On the front end:

- **Company brokerage site** funneling into **agent** and **team websites** – these templated, customizable websites make cutting edge marketing simple.
- **Single-Property websites** and curated **property galleries** to effectively market your listings at the click of a button.
- **Saved searches** (synced to the MLS) and **collections** (specific, static groups of properties) to engage your buyers & generate leads.
- **Community websites** to highlight your local expertise, target your farm, or showcase local business partners.
- **Blogs** to build your brand online and increase your website's SEO (organic leads!)
- AND MORE!

On the back end:

- **CRM database** with lead generation/ conversion abilities.

All provided for free by North&Co. with upgrades available!

Provided by North&Co. (Free)	Gold \$30/month	Platinum \$50/month
Customizable Agent Website	Customizable Agent Website	Customizable Agent Website
MLS Integration+	MLS Integration+	MLS Integration+
CRM & Database (up to 500 leads)	CRM & Database (up to 2,500 leads)	CRM & Database (up to 10,000 leads)
1 Custom Property Websites	5 Custom Property Websites	10 Custom Property Websites
4 Community Websites	20 Community Websites	50 Community Websites
6 Blog Entries	50 Blog Entries	100 Blog Entries
1 Custom Landing Page	10 Custom Landing Page	20 Custom Landing Page
5 MLS Collections/Portfolios	Unlimited MLS Collections/Portfolios	Unlimited MLS Collections/Portfolios
1 Custom MAP	5 Custom MAPS	Unlimited Custom MAPS
FEATURES & UPGRADES		Upgraded Website Templates
		Custom Team Site Upgrade

powered by _____

SL simplelyst

NORTH&CO.

REAL ESTATE BY TRADE

TRANSACTION MANAGEMENT

\$500

BUYER REPRESENTATION

Write contract, any counter(s), and send for signatures to agents involved in the transaction during the negotiation process

Once accepted – send to client, title company & lender, notifying parties of timelines and arrange for earnest money

Change status in MLS if listing

Coordinate BINSR, Seller Response, and send for signatures to agents in the transaction

Write any addenda, as needed, and send for signatures to all parties in the transaction

Manage any paperwork during transaction (SPDS, BINSR, etc.) and send to appropriate parties

Request weekly LSUs from lender starting at day 10 (if our buyer, send for signature and to other agent once signed)

Order Home Warranty (our buyer)

Send letter with utility companies to buyer 1 week prior to closing

Send upcoming closing letter to client 1 week prior to closing

Get commission instructions signed by Designated Broker and send to title company

Upload all documents to BROKERMINT

SELLER REPRESENTATION

Seller representation includes below listed responsibilities, in addition to all the above listed and applicable, buyer representation responsibilities.

Prepare and send listing paperwork to client for signatures

Start listing in MLS

Upload photos in MLS

Order sign up/down at closing

Send price reductions to seller for signature/change in MLS

Call HOA for info on HOA Addendum & send for signature. Once complete, upload to documents section of MLS

Send SPDS to be completed, and request insurance claims history. Once completed upload to documents of MLS

TMTEAM@NORTHANDCO.COM

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