

## **Addendum C: Influencer Overview**

**CANZELL** Realty celebrates all our agents while highlighting those who achieve exceptional sales transaction numbers and exemplify our core values. We recognize agents by offering them the opportunity to earn Influencer status. Influencer status is reserved for those agents who cap and close 30 or more transactions during their anniversary year and operate in alignment with our core values.

### **Influencer Production Requirements:**

Any agent who pays a full cap is eligible for consideration for Influencer status when one of the following is met per anniversary year.

1. Paid **CANZELL** Realty annual cap (currently \$14,000)

**AND**

2. Close 30 transactions

### **Influencer Agent Award:**

Once an agent has hit Influencer status, they are eligible for their additional \$10,000 in company stock issued by CR Global Holdings. This is a common stock which vests after 3 years and stock will be issued and released as long as Influencer Agent remains licensed exclusively with **CANZELL** Realty during the three-year vesting mark. They will remain in Influencer status for the following anniversary year, and each year thereafter as long as they teach their required monthly class and continue to hit the Influencer production requirements.

Shares will be added to the monthly company release once Influencer has submitted their class contribution request. Influencer will be awarded a maximum of \$833.33 in stock per month for approved classes taught for a total of \$10,000 in ownership stock during their Influencer benefit year. These requests for approval must be submitted no later than the 5<sup>th</sup> of the month following the class that was taught in order to be eligible to receive the stock award. If they do not request it, or do not teach a class during a month, they will not receive the stock for that month.

### **Influencer Training Requirements:**

Training is one of our most important values. Successful agents giving back to our agents is what helps all business grow!

Influencers can contribute to our agents production by actively teaching and training. The monthly training tracking begins after the agent has achieved Influencer status and during the Influencer's anniversary year. The influencer anniversary year is defined as the 12-month period following influencer status achievement.

<p>Influencer Instructor- <b>CANZELL</b> University</p>	<p>Sign up and teach any of the predetermined topics below at least 12 times within the Influencer Benefit Year, which equals once a month. This is an example of some classes that have been taught.</p> <ol style="list-style-type: none"> <li>1. Lead Generation</li> <li>2. Building a Team</li> <li>3. Staging</li> <li>4. Open House</li> <li>5. Scripts and Dialogs</li> <li>6. Database Management</li> <li>7. Social Media Marketing</li> <li>8. Working with Buyers</li> <li>9. Working with Sellers</li> <li>10. Farming/Community Outreach</li> <li>11. Tracking Your Numbers</li> <li>12. Working Expired</li> <li>13. Working FSBOS</li> <li>14. Building a Referral Network</li> <li>15. Time Management</li> </ol>
<p>Influencer Panelists/Moderator,  Monthly Influencer Mastermind  Moderator,  Influencer Team Talk Panelists/Moderator</p>	<p>Sign up and participate as a panelist or Moderator at least 12 times within the Influencer Benefit Year. * This only applies if the influencer sets up, coordinates, and executes the panel, mastermind, etc.</p>

## How Influencer Stocks are awarded:

Influencer can earn up to \$14,000 USD Stock Awards

\$4,000 USD- Three-year vesting period	Granted when agent hits their cap during their anniversary year.
\$10,000 USD – Three-year vesting period	\$833.33 USD stock awarded each month Influencer successfully teaches and submits for approval an approved Influencer training class.

Term	Definition
Anniversary Year	Your Influencer status is determined by your production during your anniversary year, which is based on your hire date. Example: If you were hired on 6/15/19, your anniversary year would be 7/1/19-7/31/20. Your anniversary date will always round to the first of the following month.
Influencer Benefit Year	The Influencer benefit year is defined as the 12-month period following Influencer status achievement. Example: If you are recognized as a March 2020 Influencer your Influencer benefit year would be March 2020 to March 2021.

## FAQs for the Influencer Agent Award

### How do I sign up to become an Influencer Agent?

You don't! This is a status that is earned.

### When will I be notified if I have achieved the production requirement for Influencer status?

YES! You will be notified by email with a graphic within 48 hours of the qualifying transaction closing.

### When will I be recognized publicly as an Influencer?

Once you hit Influencer status, you will receive a social media post via email to post on your personal social media sites. We will also post a graphic and congratulations in the company internal Facebook page.

**Can I apply production at my former brokerage to CANZELL Realty to help me achieve Influencer status?**

Our Influencer programs is a production award that must be earned here at **CANZELL** Realty. Production completed at a former company does not apply to the requirements for the award.

**Who is eligible to be an influencer?**

All agents on a full cap of 14k are eligible once they meet all other requirements. Any agent receiving a reduced cap is not eligible.

**Can I pay the company commission cap upfront so I can become an Influencer faster?**

Every agent must pay their cap by contributing 20% of their Total Gross Income per transaction. You are not able to pay more or out of pocket.

.