

# The Supportive Brokerage Concept

A new model for agent success.



**TRILLIUMWEST**  
REAL ESTATE BROKERAGE

Complete Marketing & Business Support /01  
Tools & Technology /02  
Creating Real Opportunities /03  
Real Training & Career Development /04

## A New Model for Agent Success

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**TRILLIUMWEST**  
REAL ESTATE BROKERAGE

The TrilliumWest Supportive Brokerage Concept is designed to stand behind today's best and most inspired Realtors®, working with them to provide assistance in building a complete career in the world of real estate marketing and sales.

We believe in the value that educated, dedicated and properly supported professionals can have in our communities. It's a unique formula within our industry, created through years of experience and frustration with the traditional brokerage models.

Completely different and about time, we know.

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\* This is a continuously evolving model, please visit [trilliumwest.com/careers](http://trilliumwest.com/careers) to download the most recent version of this document.

# /01

## Complete Marketing & Business Support

- Custom Property Exposure /01.1
- Professional Photography & Print /01.2
- A Personalized Web Presence /01.3
- Social Media Strategy /01.4
- Staying Useful Campaigns /01.5
- Office Concept & Environment /01.6
- Administration & Support /01.7

Walk into your next appointment with confidence, confident in the fact that you have top-notch marketing to showcase yourself and your properties in the most impressive manner.

At TrilliumWest we view ourselves as the full service marketing solution every agent needs to be successful. No more outsourcing and paying for partial solutions to execute your marketing strategy. In our eyes, it is exactly what a Brokerage should be doing to help you, our client.

We have your back.

## Custom Property Exposure /01.1

### Welcome to the top of the marketing food chain

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Never lose a potential listing again. That's the goal. With a carefully designed gallery style display of your properties, you can confidently say to your Sellers "Look how amazing your property will look on-line." Relevant data, distances, and high resolution photography all packaged into a custom designed TrilliumWest display.

Every homeowner has pride in their property. Let them feel that we value that pride and want to tell the story of their home on-line. If a client loves the way that their home displays, they will share that with their friends verbally, through social media and web channels. Bottom-line is more focused eyes on you and your brand.

92% of Buyers are using the Internet as part of their search, that's a stat that can no longer be ignored. It's time for your properties to stand out.

## Professional Photography & Print /01.2

### Looking good, made easy

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Great property and personal marketing is most effective when beautiful imagery and professional design work in unison.

Receive professional photography for your listings, highest quality custom feature sheets, even your portrait and marketing photos are taken care of. We know the value that this adds to you and your business.

We will gladly pick up the tab on this one.

## A Personalized Web Presence /01.3

### Everything you need to stand out on-line

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Stop wasting your money on web that doesn't bring a real return! In fact, most agent websites probably do more harm than good for their public image. This a very solvable problem - without spending a dime.

Our website is focused on you, your brand, your properties and the expertise you have to share with the world. Custom presentation of yourself and your properties portrays you as the marketing genius you are.

Compare how our agents are showcased at [trilliumwest.com/agents](http://trilliumwest.com/agents) with agent pages on other brokerage websites.

Enough said.

## Social Media Strategy /01.4 ■

### Social media with a purpose

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Real estate social media has turned increasingly boring and matter-of-fact. Without proper engagement and inspiration, audiences tune out and begin ignoring most of the conversation. This equates to exactly zero business headed your way.

At TrilliumWest we see social media as the largest opportunity available today for Realtors® to create new business and continue to nurture existing relationships. With a low cost of implementation and a simple consistent plan, you can reach your exact target market in an embraced and useful manner.

We take video, photography, and insightful content and package it all in a carefully created social strategy. The goal is to promote the Brokerage and develop the unique brand of each of our agents. Like all of our marketing initiatives, we don't do them because we have to, we do them because they work.

It's not an exact science, but it's pretty darn close.

## Staying Useful Campaigns /01.5 ■

### Position yourself top-of-mind, the right way

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Staying in touch with your clients is paramount to longevity in any business. However, doing it effectively can be difficult.

Hand-written thank you and seasonal cards will always have their place. In fact, we even supply custom art cards for you to send out. However, staying top-of-mind with your clients in a more effective and efficient manner is crucial in a noisy advertising world. Our marketing campaigns are founded on the concept of helping you grow a reliable and profitable database of loyal clients.

Send your clients relevant information and creative pieces that they actually want to receive. Detailed quarterly market reports, community focused print and video pieces that all add up to keeping your name familiar, while furthering your reputation as the local expert that they trust.

Imagine that, marketing material that your clients actually can't wait to receive.

## Office Concept & Environment /01.6

### More of what you need and less of what you don't

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Every modern agent requires a professionally designed office space to operate their business from. The days of closed and sterile spaces, antiquated business machines and competitive attitudes are behind us.

At TrilliumWest, we believe in providing a modern collaborative work space situated in the best location in town. An assortment of beautiful work areas designed to promote healthy conversations and the sharing of great ideas. Not to worry, our private closing rooms are impressive spaces to wow your clients and for those conversations requiring a little more privacy.

From copiers, to computers to coffee, we only use the latest and greatest machines to assist you with improved performance and efficiency. Come in, grind some fresh beans and get to work with the right mindset.

In any business, the people who work there make all of the difference. Everyone who chooses to work with us buys into a very simple concept - we can all accomplish more by supporting each other and working together.

No more struggling alone behind closed doors. With an open environment and a shared willingness to help, sales success is all around you.

## Administration & Support /01.7

### Behind every great agent is an even better team

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Too often the administrative and support staff in a traditional Brokerage is viewed as an expense to business operations. The perception seems to be that money can be saved by hiring less qualified and lower compensation staff. The cost to re-train and the frustration of agents never seems to factor into the equation.

We view our front and back-end team as an investment and the key ingredient of our operation. Without their dedication and desire to go above and beyond to serve our Agents and the public, the whole system can fail.

We train, we compensate appropriately, and we show our appreciation to all of our staff. The end result, is a group of individuals that provide complete business support so you can do what you do best.

Go sell, our team has got the rest covered.

# /02

## Tools & Technology

Customized Hardware Package	/02.1
Organizational Software	/02.2
Business Phone System	/02.3
Web-based Business Tools	/02.4
Digital CMA	/02.5
Gmail & Google Apps For Business	/02.6

The mobile agent concept is no longer where the business is heading, we have been here for awhile now. Agents are using traditional office space less and less, opting to work from their home, their car, using their smart phone and laptops in coffee shops across the city.

We have carefully put together an integrated and performance-driven package designed to help you get the job done right from absolutely anywhere.

Hit the streets with the right technology and tools that are customized to work specifically for you.

## Customized Hardware Package /02.1 ■

### The right technology at the right price

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You need the proper tools to effectively work from anywhere, and mobility done right does come with a hefty hardware price tag. We solve this problem for you.

Through a unique joint venture program designed with Apple Canada, yes that Apple, we can put the latest technology in your hands for a preferred cost, and on an interest-free payment structure. Macbooks, iPads and iPhones can instantly be added to your sales arsenal at any time.

Don't be afraid, we also include training programs to show you how to use them.

## Organizational Software /02.2 ■

### Agent-friendly solutions to stay on top of your game

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Software doesn't have to be complicated. We only use and support real technology that simplifies the process. Within minutes of training and practical use, you will begin to see the endless applications that these tools have for an organized (or slightly disorganized) Realtor®.

Evernote® and Dropbox® are amazing software products that offer ease of use and help you take your office with you everywhere you go. Adaptation, although encouraged, is optional. Training sessions and support are available and free to use..

We will always be looking for new simple, practical and effective solutions designed to improve and enhance the way you work.

## Business Phone System /02.3 ■

### Keep talking, no matter where you are

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With our cloud-based professional phone system you will have a connection to your business like never before. Always a familiar voice to answer the phones, unlimited calling across the country, direct line to you or your voice-mail, fax to your phone, and all from wherever you happen to be. It's all included at TrilliumWest.

No more long distance charges, no more after hours fees, no more wires and no more limits on your business.

Yes, we even do phones better.

## Web-based Business Tools /02.4 ■

### Use the Internet in a whole new way

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Our industry has been one of the slowest to embrace the fact that the Internet is where our business is being done. At TrilliumWest we get it, we love it and are committed to creating customized applications to make better use of it.

Ideas like our on-line appointment booking platform will allow any agent from any company to easily book showings of your properties 24/7, no phone calls required. Mobile Apps for both Android and IOS are on the way.

## Digital CMA /02.5 ■

### Knock their socks off and get that listing

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You worked hard to get your foot in the door and get that ever important listing presentation. This is your opportunity to show a seller why you're the best person to get the job done. It's show-time.

In a competitive business, our digital Comparative Market Analysis is the difference maker you need. A carefully crafted custom layout to present you, your data and your opinion of value in a professional, electronic and beautifully designed format. Full reinforcement that TrilliumWest agents are the marketing and data experts in town.

Don't be the agent still presenting with black and white photocopies.. Be the agent who gets the listing.

## Gmail & Google My Business /02.6 ■

### Email that does what you need it to do

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Manage your contacts, archive important previous messages and even prioritize your in-boxes. We run the super slick and easy to use Google-based email platform, loaded with features. Never run out of space again and quit wasting your important time with archaic email systems.

Basically, it's an endless supply of email storage, loaded with usable functions and super easy to operate. Whether you are on your computer, tablet or phone, you will love how your email works for you.

# /03

## Creating Real Opportunities

- Live Agent , TW Talk & SEO /03.1
- Un-sourced Business /03.2
- Independent Brokerage Alliances /03.3
- New Construction Projects /03.4
- Sub-Branded Websites /03.5

Here is a novel concept :

What if a brokerage continually invested legitimate time, energy and money into sourcing new business for its agents? Wouldn't that create a better environment for everyone to grow their business?

Yes it would. We think it sounds like a great idea too, so we are doing exactly that.

## Live Agent, TW Talk & SEO /03.1

### Stop waiting for business to find you, let's go get it

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We are all familiar with open houses. Now, imagine you let potential Buyers walk through the front door of your open house, look around, not provide proper information and let them leave without even saying hello. You would never do business like this in person. So why do more traditional brokerages allow this to happen on-line? Think of your website as an open house that never closes.

Enough sitting in shopping malls with crossed fingers. Let's go get business where we know real buyers and sellers are hanging out.

TW Live Agent and TWTalk provide you the perfect opportunity to introduce yourself to real prospects and engage new business exactly where business is being done. Partnered with significant investments in search engine optimization (SEO), we will ensure the traffic volume to TrilliumWest branded websites doesn't let up.

Less waiting, more selling.

## Unsourced Business /03.2

### Furthering our brand, to help further yours

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Our brokerage level sales and marketing strategy is designed around you - our client. Real concepts like broker referrals, new development partnerships, social campaigns, and community exposure pieces. All are designed to put business on your plate without costing you a penny.

Through unique campaigns, projects and programs we will be putting more focused eyes on you and your business.

Yes, that's right, an actual brokerage level strategy to create business for you.

## Independent Brokerage Alliances /03.3

### Across the country & around the world

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Traditional brokerages sell you on the fact that their brand and their franchise network will equate to a referral pot of gold. What often fails to get mentioned, is these publications and advertisements are in addition to your existing fees!

There is definite validity in the importance of a strong industry network for any brokerage. We aren't going to ignore this, in fact we are going to do it even better. Independent brokerages are now dominating the market place all across North America, Our carefully developed alliances and associations won't cost you a penny and will only help to further the TrilliumWest brand and you.

## New Construction Projects /03.4 ■

### Real opportunity is built from the ground up

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TrilliumWest is led by a combination of brokers and sales representatives with decades of new home and condo sales and marketing experience. Now united under one company and one unique brand, the depth of knowledge and experience is unparalleled in the marketplace.

We are designed to support any agent looking to get involved in new home sales. Whether your interests are in land development, purpose-built investment properties, low or mid-rise housing or even custom homebuilding, we have the professionals who can speak from experience.

By working together and actively targeting new projects, we can create more opportunities for everyone in our company.

## TrilliumWest Sub-brands /03.5 ■

### Real specialization and branding possibilities

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Becoming the go-to-expert in a particular area of the market requires dedication, strategy, experience and lots of marketing. If you can provide the dedication, we can help with the rest.

TrilliumWest owned and controlled web portals like [GuelphLuxury.com](http://GuelphLuxury.com) and the soon to be released [GuelphInvest.com](http://GuelphInvest.com), are powerful tools to help build a defined career path.

Independently, this would cost you tens of thousands of dollars in design, development and maintenance. How about we build it, we pay for it and you use it free of charge?

Good deal.

# /04

## Real Training & Career Development

- Creating Your Brand /04.1
- Hardware & Software Training /04.2
- Collaborative Situational Training /04.3
- Contact & Database Management /04.4
- TW Mentorship Program /04.5
- Supportive Payment Structure /04.6

Sending agents into the marketplace with greater knowledge and a complete skill set is a primary focus at TrilliumWest. We believe longevity and success in this business are intrinsically tied to redefining what it means to be a complete real estate professional.

All of our unique, in-house, career building programs are optional, and of course free of charge to anyone who chooses to build their career at TrilliumWest.

Become the real estate professional clients couldn't imagine doing business without.



## Creating Your Brand /04.1

### Draw your career path & let's follow it

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The world of real estate provides a wide variety of specialty areas and opportunities to position yourself as the leading local professional. Discovering what suits your interests and personality the best is a true journey that every agent should take.

Mapping out the path that takes your real estate career to the heights where you want it to be is a responsibility we embrace. It is all part of the TrilliumWest process. Through the TrilliumWest social media branding channels and carefully designed tools, we can help place you exactly where you want to be - at the front of the line.

Let us help you create and grow the perfect brand strategy for your business.

## Hardware & Software Training /04.2

### Now that you have the tools, learn how to use them

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Learning how to use the tools of the trade for the modern agent is vital. Our goal is to save you time, frustration and allow you to do what you do best, selling real estate. We understand that not every agent has the ability to easily harness their inner-nerd.

So, through a series of customized, structured training sessions and workshops, we will work patiently with you to help gain both confidence and expertise. Working efficiently will allow you to better serve your clients and build a smarter business.

Our exclusively designed Joint Venture program with Apple Canada is a perfect way to get you miles ahead of your competition.

## Collaborative Situational Training /04.3

### Learning the ropes in an open & welcoming forum

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Our brains are much more receptive to new information when it is presented to us in an inviting manner. We understand this. Through a regular series of informal sessions, our goal is to create a learning environment in which anyone feels like they can contribute, share and learn from the experiences of others in our industry.

With multiple brokers responsible for different areas of specialized training, we ensure the best possible resources and expertise are at your fingertips.

This is how you become an industry expert.

## Contact & Database Management /04.4

### Make staying in touch the easiest part of your day

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As Realtors®, we work hard to create opportunities that will make a lasting impression on a potential client. You have earned the confidence of your contact, you have their information - what do you do with it now? Properly built and maintained, your database is the most important tool you will ever have.

Not all of us want to work late nights updating contact cards, sending endless emails and navigating through less intuitive software. The silver lining is that technology has made keeping in touch literally as easy as the touch of a button.

We will show you which are the right buttons to touch.

## TW Mentorship Program /04.5

### Learn alongside some of the best in the business

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Every successful business person has a mentor, someone that they can look to for education, advice and support. At TW we are actually investing in your success. We will ensure you have an opportunity to learn first-hand from Brokers and senior level agents in our company.

Through our Mentorship Program we can help less experienced Realtors® reduce mistakes, eliminate wasted opportunities and gain confidence in their skills, knowing they were trained and are continually supported by the best.

## Supportive Payment Structure /04.6

### Keep more of your money where it belongs - in your hands

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No more nickels and no more dimes. The growing sentiment amongst many Realtors® is what exactly does my brokerage pay for anymore? From marketing materials to photocopies to a simple cup of coffee, it seems the bill keeps falling on the lap of the sales representatives, not the brokerage.

Not only do we take care of many of the annoying extra costs needed to build your business, we spread out your Brokerage payments in a unique and supportive way.

We work with you, not against you. We cap fees - not your earning potential.



get in touch. [careers@trilliumwest.com](mailto:careers@trilliumwest.com)

Well, there you go, a fresh new approach to an age-old business.

We knew we could drastically improve the Brokerage model, so we studied it, we analyzed it, and we made sure to sweat even the smallest stuff. As a result, we believe we have created the ideal supportive environment for any agent to grow their business without limits.

There is a difference.

**TRILLIUMWEST**

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\* Not intended to solicit individuals currently under contract with a real estate brokerage.