



**Welcome to The Edge!**

Your success is our mission.



**HIGH POINTE**  
**REALTY** Takes it to  
*The Edge*

# A Career in Real Estate



- ✓ It's flat out the greatest career to be involved in
- ✓ Huge **Opportunity** for growth, both personal and financial (*more millionaires in Real Estate than any other industry*)
- ✓ **Exciting** (*fast, competitive, busy, adrenaline rush...*)
- ✓ **Rewarding** (*helping others achieve their goals & crushing your own*)
- ✓ And best of all it's a blast !!!

# Your “On Pointe” Brokerage: High Pointe Realty



- ✓ A non- traditional, service oriented real estate agency, *Customer service for our clients is #1*
- ✓ Active, enthusiastic leadership
- ✓ Where you are a Realtor Partner not just an agent
- ✓ Broker licenses in MN and WI

# Definition of “On Pointe”

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Being knowledgeable, ready to go, motivated, honest, loyal, and trustworthy.

A real professional who puts customer care and service as their number 1 priority and delivers it.

# The Edge

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- ✓ A Division of High Pointe Realty
- ✓ Motivating Team Atmosphere
- ✓ Designed for new and existing Realtors who have a desire to grow & succeed
- ✓ Focused on training, coaching, support & accountability
- ✓ Mission is to develop our Realtor Partners brand, business, career, future and success

# Starting “The Edge” ...

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Came out of the belief that it was time to:

- ✓ Make a difference in the Real Estate Industry and shake up tradition
- ✓ Instill passion and a real set of values into an area known for lacking it.
- ✓ Reinvent the industry with a straight forward customer service, customer care approach
- ✓ Take seriously the responsibility of helping people thrive.

# What's the purpose behind The Edge



## To create an “On Pointe” Real Estate Professional

Sitting at a traditional Real Estate Company today, over 85% of Realtors fail within the first five years. That is a fact, that is tradition.

They **ARE** failing because they are not “On Pointe” with a playbook and a business plan to follow.

They **ARE** failing because they do not have a personal coach and mentor who honestly cares enough to hold them accountable.

They **ARE** failing because of tradition, they simply don't know what to do, or even worse they just don't take this business seriously.

That's why we do this: for people like us, who take this business seriously. We want to be seen as “On Pointe” professionals, who strive to **serve their clients at the highest level.**

# Tradition vs The Edge



- ✓ **Tradition:** Company's tend to hire as many bodies as possible with hopes 15% will have some type of success.
- ✓ **The Edge:** seeks to discover the person with purpose, passion, positive attitude, and a real desire for growth.
- ✓ **Tradition:** Training on Forms and Prospecting, with no accountability
- ✓ **The Edge:** Training is On Pointe! Coaching & teaching Professionalism, Customer Care, Customer Service, Loyalty, Sales and Business with accountability
- ✓ **Tradition:** Offers the opportunity, to be a Realtor
- ✓ **The Edge:** Offers a Career in Real Estate with multiple opportunities of growth! The Edge, Edge Realtor Inc., Edge Biz Partner all with VALUE ADDED commission programs
- ✓ **Tradition:** Continues to create an atmosphere of the "lone wolf". It's you against the rest, where only the strong and a few of the lucky survive.
- ✓ **The Edge:** has a F.A.S.T (Fun, Active, Success, Trust) Culture and an honest concern for all of our Realtor Partners Growth

# One Goal, One Vision, One Real Mission...



**“To help every one of our Realtor Partners build their brand, their business, their career, their future, their success.”**

Starting with **“The Edge”**, our Realtor Partners work directly with a Coach & Mentor who is are committed to train and equip them with the tools and skills necessary to archive results. A Coach who honestly cares enough to hold them accountable to a business plan designed to maximize their success.

Continuing to empower our Realtor Partners growth we introduce the opportunity of **“Edge Realtor Inc.”** Here our Realtor Partners are coached and trained on building their own Team, developing a Personal Real Estate Portfolio and many other facades of the real estate business.

Taking it one awesome step further for our Realtor Partners is the **“Edge Biz Partner”** program. Here our Realtor Partners discover the opportunity of active ownership in building a New Edge office with the privilege of coaching others in **CRUSHING** their goals in the same way they did, and really, how cool is that?

# Competitive Advantage of The Edge Program



- ✓ We share a **VISION** of **EFFECTIVE ACTIONS** to increase your sales and maximize your success.
- ✓ We follow a **CONTRARIAN PATH** focused on Customer Service, accountability & success principles of teamwork
- ✓ We provide **VALUABLE** administrative support helping you stay focused and efficient daily

# Join Us!

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- ✓ If you are **MOTIVATED** to succeed
- ✓ If you recognize the benefits of **COACHING, TRAINING, SUPPORT & ACCOUNTABILITY**
- ✓ If you want to be a part of a **HIGH ENERGY, SUCCESS-ORIENTED** company
- ✓ If you desire to take your current real estate career to a **HIGHER LEVEL**
- ✓ If you are ready to begin your **SUCCESSFUL** real estate career!



It's a no brainer....

**HIGH POINTE REALTY** agents are  
On Pointe!!