



ZELLERMAN

2013 Associate Plan



Prospective Agents,

Thank you for taking the time to consider joining the Zellerman team. We have been in business over 13 years in the Atlanta market continually ranking as one of the highest profile boutique brokerages in the South East. As an experienced agent yourself you may have heard of our firm or we may have had the pleasure of co-brokering one of your past deals. Over the past year we have put together some of the most unique and challenging deals to close in the Atlanta market including the largest single family short sell with Wells Fargo (in The River Club), the first entire mid-rise condominium purchase from Suntrust (in Brookhaven), and the unique purchase and renovation of a former federal prison, along with nearly 730 other transactions of high profile properties. In addition, our firm has strong partnerships with property management companies and adding several hedge fund investment partnerships under our Investment division of JFA that supply additional agent opportunities.

At Zellerman we pride ourselves on the quality of our work not the quantity of agents or pure number of deals. In general, we try and limit our team to under 50 of the highest quality professionals in the business to insure as an agent in a high profile transaction you have the support you need. We do let agents go that do not live upto the standards we and our clients have come to expect however, I think you will find most agents have been part of the Zellerman team for multiple years.

As one of the leading luxury real estate firms in Atlanta, we understand that agents are working harder than ever to make dollars last longer. Many discount firms are offering agents deals that seem to be good to be true to help with this issue, but if you have ever worked for a discount firm you know that's a way to insure becoming a discount agent as well. We do offer an incentive based split program outlined later in this document that allows agents to retain upto 80% of their commission all while paying no additional monthly fees, transaction fees, ect. We are able to offer higher splits than most of our direct competition because we keep our overhead low, our firm has no debt, and we reinvest profits back into marketing and technology.

Experienced agents who transfer to Zellerman are likely to appreciate the close broker/agent relationship all of us share to insure agents reach their own business goals. You will find that I, (Jason Fox) as your broker am available 7 days a week via phone/email/text or in person to help insure each of our clients are well taken care of and that challenges in any deal are overcome. Many of our agents also appreciate that their broker is not only a keen negotiator but a real problem solver that rarely gives up and always finds a way to complete the deal or at least provides the most beneficial outcome as possible for our client. As a firm we never set sales minimums as our philosophy is we set incentives and provide tools that allow an agent to set and reach their own personal goals. We have some agents that's do one large deal a year and others that close multiple deals per month and each agent is a valuable part of our team.

*“You should expect nothing less from a firm that is completely client
centric”*



www.GreatAtlanta.com

Atlanta's #1 Luxury Home Database

For exclusive listings over \$1,000,000 we have spent years creating the top rated luxury home database in the State of Georgia. Besides being one of the most user friendly sites it is also the only place where buyers can view square footage, price per sqft, and make live offers over the net! Our luxury listings are prominently displayed on the front page and throughout the site for thousands of potential buyers to view giving our sellers an edge over the market place.



Featured Listing

The Logan Condos



1 bedrooms from 149k
2 bedrooms from 199k

Zellerman Real Estate

Press

Login



home

Buyers

Sellers

Careers

Contact

login

View Current Listings



a JFA company

Rated among the "Top Ten Firms in GA"
Jezebel Magazine April 2007



REALTORS®
OF DISTINCTION



This month we celebrate the excellence of the Realtors® who have stories to tell about their work and professionalism.

Photography by Ninh T. Chau

THE DISTINCTION SERIES

Article by Jezebel Magazine April 2007 on Jason Fox & the Firm

Jason Fox

Jason Fox & Associates, Inc.
President/Managing Broker, US Division
JFA Global Brokers
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Ever wonder who sells many of those ultra-lavish, not-so-bohemian, multimillion-dollar "cribs" splattered across your TV and say, "Why don't I have gold-plated faucets and a zebra-covered wet bar that overlooks a resort-style pool?" Jason Fox, known by many of his clients as "The Fox," is one of Atlanta's most successful brokers you may never have heard of, and for good reason. With more than 3,200 transactions in 2006, selling properties from supermodern glass homes in Buckhead to penthouse flats in London, many of his listings never even hit the public market. Fox and his group of agents have such a who's-who list of clients that they can match buyers and sellers and complete transactions faster than most agents can put a listing in the database.

Fox has been profiled in the *Atlanta Journal-Constitution* and his brokerage named one of the 50 fastest-growing companies. His Web site, GreatAtlanta.com, is one of the most popular out there, listing more than 132,000 properties. Fox began his career at 16, working for an architecture firm; by 18, he was running marketing campaigns for Fortune 500 companies and at 21, he had bought and sold several technology firms. Real estate was a natural transition for Fox as there was so much opportunity in the industry where he could combine business experience and passion for architecture to truly create an elite firm that would challenge the industry and provide the level of service that one should expect.

"Listing a unique or high-end home is much different than listing your average house, and it's sad when people use a loved one, friend or inexperienced agent and then wonder why their house won't sell or why they overpaid in the first place," says Fox. Working with Fox and his firm is not for the average person—he charges higher listing fees and hand-selects clients. But for the person spending millions on a new home or trying to market a unique estate, the services and network Fox can offer are unparalleled.





Award Winning Agent Websites with full IDX search capability

The screenshot shows the Zellerman Atlanta Luxury Properties website. At the top left is the Zellerman logo. The main header reads "ZELLERMAN ATLANTA LUXURY PROPERTIES" with the tagline "3,000 plus properties". Below this is a large image of a kitchen. To the right is a vertical navigation menu with buttons for Home, Listings, Buyers, Sellers, Careers, Contact, and Tools, along with a Facebook icon. Below the menu are "Agent Login" and "Client Login" buttons. At the bottom is a horizontal navigation menu with links for Home, Listings, Buyers, Sellers, Careers, Contact, Tools, and "a JFA company". A "#1 RATED TOP LUXURY BOTIQUE FIRM" badge is also present.

The screenshot shows the property search interface. At the top left are navigation links: Home, My Listings, and New Search. Contact information for Robert L. Burgess is displayed: 678-972-8214 and rburgess2100@comcast.net. The Zellerman logo and phone number 404-239-7500 are on the right. The main heading is "PROPERTY SEARCH". Below is a "Quick Lookup" section with a search input field for "Address, City, County, State, Zip, or FMLS#". There are dropdown menus for "Available Cities" (set to "Cities") and "Property Type" (set to "All Property Types"). A price range slider is shown with "Price: any" and two input boxes. Below that are sliders for "Beds: any" and "Baths: any". A "Search" button and a "Clear Search" link are provided. An "Advanced Search" link is at the bottom. On the right side, there is a profile picture of Robert Burgess, his name, and a vertical list of buttons: "Tour Home", "Contact Agent", "Make Offer", "List your home", "Value my home", and "More Info". Below these is a "SCHOOL INFO" section with the Zellerman logo.



Zellerman agents have exclusive access to our agent backend where you can get forms, order supplies, and even give us live feedback.



WELCOME ZELLERMAN AGENTS

AGENT TOOLS & INFORMATION



ZELLERMAN

- High commission split 80/20
- No monthly fees
- Minimal Paperwork
- Award winning broker support
- Company IT solutions
- Agent silent alarm
- 0 debt firm
- Complimentary:
 - Website/email/signs
 - Buyer/Seller Leads
- Average listing over 1.1 million
- Same day commission checks
- High end reputation
- Join anytime/leave anytime

I am a Zellerman Agent!

[Learn More](#)

- Home
- Marketing
- Documents
- Contact
- Tools
- Feedback
- FAQ'S



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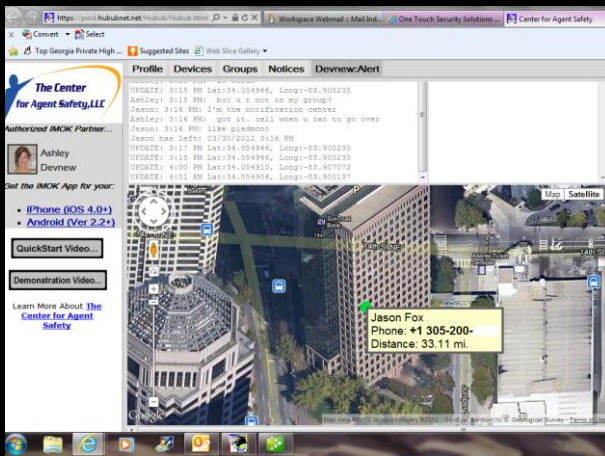
[Feedback](#)

[FAQ'S](#)

a VFA company



Zellerman Agents have exclusive access to our Silent Agent Alarm System. As the only firm in Georgia that offers this we are proud to offer the extra protection both to our agents and our clients.



ZELLERMAN AGENT SECURITY
24/7 Agent Protection

Agent login
Discount Mail

HOME HISTORY SCENARIO 24/7 MONITORING ALARM VIDEOS PRESS CONTACT JOIN

Zellerman Security was established to provide real protection and to prevent crimes against agents, brokers, Realtors, and their clients.

Who we are
Alarm Example
Member Benefits
Tour: 24/7 Center
Silent Agent Alarm
Join Today!

"I feel so much safer showing homes now that I have a silent alarm in my pocket and with one touch help is on the way and even my broker is notified."

Become a member

Every Zellerman agent is supplied a silent alarm that works 24/7 and when activated our monitoring center can see your location anywhere in the world and dispatch help all at no additional cost to our members.



2013 Zellerman Incentive Commission Split (per transaction)

70/30 split for all sales = or < than \$500,000 (sales price)

75/25 split for all sales \$500,001-\$1,000,000

80/20 split for all sales \$1,000,000 and above

**50/50 split for sales with company leads or extreme broker/legal involvement. JFA reserves the right to deduct any legal expenses from the gross commission on any sale. FMLS fees are deducted from agents portion of split unless a 50/50 split CL. Seasoned agents maybe brought in a slightly higher level.*

All plans with no monthly fee, no desk fees, no admin fees, and no min sales

Plans Include at no additional cost:

- Company email & Web mail access
- Broker review of contracts
- Access to agent back-end with marketing materials
 - Buyers Guide
 - Listing Presentation Kits
 - Logos & Company Forms
- License active with GREC
- Agent web-site with IDX access
- Exclusive Zellerman Agent Silent Alarm system to protect you and your clients when showing
- FMLS access (agent pays fmls fee at closing)
- Checks at closing at qualifying closing attorney offices
- Firm Insurance
- Marketing will help design your custom yard signs (no charge for design agent pays for sign)
- Access to conference call training events plus free outside training
- Access to broker for questions and business planning
- Access to company events
- Quick marketing/ad approval

Additional/Optional Items/Not included Items

- Agent pays for business cards, yard signs, and lock boxes (standard signs are provided)
- Agent pays for all marketing & cost associated with their own business
- Agent will have access to company leads (company leads close under a 50/50 split)
- Agents may build teams under there desired split levels however each member will fall under the monthly fee and under the umbrella of the Zellerman split. No additional charges for building teams.
- Access to firms graphic designer for ads (price depends on what the agent desires)
- Agent will need to mail/fax in all contracts to corporate office
- Agent will input their own listings into FMLS and fax supporting documents

Thank you for considering Zellerman for your brokerage. Please let us know if you have any questions and if you are ready to get started we will email you the new agent kit and instructions on how to get started. It's time for a new brokerage one that invest in you and only profits when you do.



As a Zellerman agent you will have access to exclusive discounts from the following partners:

upto 70% off

ZELLERMAN AGENT DISCOUNTS CENTER

Member Discount Center

HOME
CLOTHING
JEWELRY
TRAVEL
OFFICE SUPPLIES
LUXURY
TECHNOLOGY
HOME GOODS
SPORTS
MUSIC
FINANCIAL/HEALTH
EDUCATION
MISC

FREE SHIPPING on most orders over \$

SAVE 10% ALL IN COUPON: INK1

Save Up to 60% On Software Everyday at royal discount

HOME CLOTHING JEWELRY TRAVEL OFFICE SUPPLIES LUXURY TECHNOLOGY HOME GOODS SPORTS MUSIC FINANCIAL/HEALTH EDUCATION MISC