



# YOUR GUIDE TO WORKING WITH US

A DIFFERENT APPROACH  
FOR AGENTS

INDEPENDENT  
AGENT



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# TAKE A GOOD, HARD LOOK AT YOUR CURRENT LIFE AND CAREER.

Are you living out a life by your design, or by someone else's?

Time. We have a limited amount to make an impact on the world. It's a commodity far too precious to be forever used up with activities that don't serve our goals.

Something must be wrong when your reputation, experience and energy are being expended, often with little reward at the end.

Here in New Zealand, legislation, licensing, compliance requirements and costs make it challenging for salespeople pursuing an independent career, to break free of the large corporates and go their own way.

Independent Agent can help you take back control.







CHANGING TIDES  
REQUIRE NEW APPROACHES



## THE PROBLEM WITH CONVENTIONAL REAL ESTATE OFFICES IS...

- ⊗ You're stuck in an environment where things have to be done in a certain way.
- ⊗ You're not in control of your brand.
- ⊗ You clock in and out like everyone else, but you didn't get into Real Estate to just have a job.

Drop the traditional office and enforced desk time. Forget the set targets and compulsory attendance at events. These pressures take focus away from your real job and your clients.

Instead have more autonomy, more time, and heightened authenticity tied to your branding and business.

At Independent Agent you can have all this, leading to better sales outcomes. We have proven that increased autonomy leads to improved results for self-motivated salespeople.

INDEPENDENT AGENT  
WAS BORN AS A  
SOLUTION FOR THOSE  
WHO WANT TO WORK  
THEIR OWN WAY.

INDEPENDENT  
AGENT

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## THIS IS FOR YOU IF

1

- ✓ You've been building your brand in the market for years but you feel like you could have more leverage.
- ✓ You want to step out from the umbrella of a large corporate office.
- ✓ You're ready to start living life with more freedom, live by your own rules.
- ✓ You no longer feel that your current organisation is as fulfilling or rewarding as it used to be.
- ✓ You can see ways to serve more clients but you are stifled by your organisations systems and processes.
- ✓ You want more control over your day to day, with the infrastructure and compliance to support you.
- ✓ You're sick of being stuck in an office, but you need the support.

2

You know you can have more impact in your community, with your family & friends. You simply need the right systems & infrastructure to help you get there.

# FREEDOM IS WORTH PURSUING.

Design a career that enables you to live the life you're striving for, let us do the heavy lifting.

## You be You.

Independent Agent is a full-service, nationwide real estate agency that constantly strives to provide outstanding service to our agents.

**Let us do the rest.**

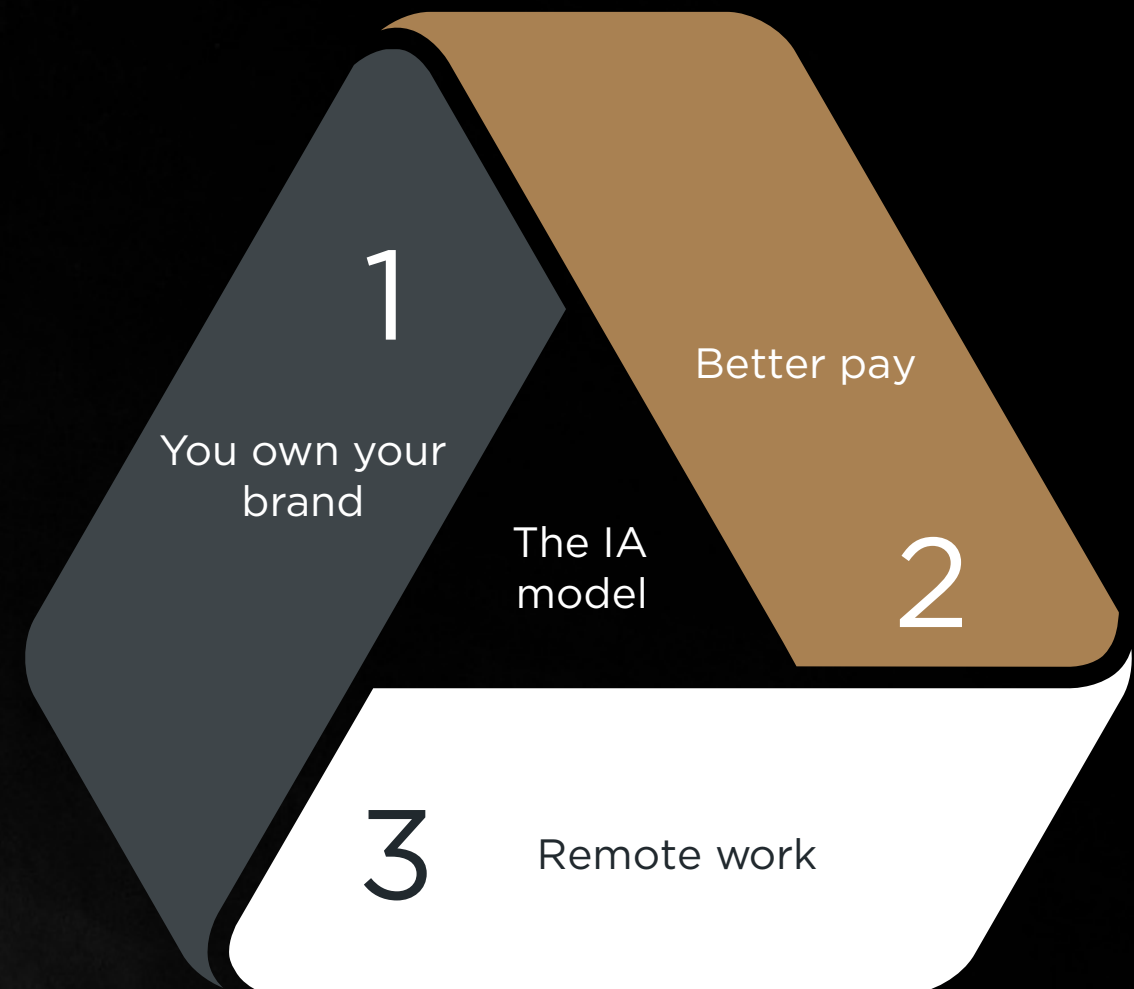
## How does it work?

We understand that **you** are our business.

You have administration and management support throughout the entire process of listing, marketing, sales, all the way to settlement.

If extra support is needed, help is just a phone call away.

All within a framework that pays you more and allows you to do more of what you want to be doing.





A long wooden pier extends from the foreground into the distance, leading the eye towards the horizon. The pier is made of weathered wooden planks and has a simple railing of wooden posts connected by a rope. The ocean is calm, and the sky is filled with soft, grey clouds. In the distance, several small, forested islands are visible on the horizon.

WHAT IF WE TOLD YOU  
YOUR FUTURE IS COMPLETELY  
IN YOUR CONTROL

INDEPENDENT  
AGENT

YOUR NAME IS GENERATING YOUR  
BUSINESS, YOU SHOULD CONTROL IT.



# THE FOUR WAYS YOU CAN JOIN US

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All of our offers included full back office support, compliance, marketing, admin, legal, accounting, training and development.

## 1 The Independent Operator

Our Brand - Your Name

**You want to get out there and do real estate under your own name, but aren't wanting the extra effort of setting up and managing a brand beyond that.**

While you might be thinking about hiring, you probably don't have team members and are wanting to run things on your own (but might want to still feel connected to a team). AKA you want to be left to your own devices but not be alone.

This is for you if you are less interested in building a brand or office and are more interested in getting out there and getting deals across the line without the office politics. This might also be for you if real estate is not your only gig and you need the flexibility to be "on when you are on and off when you are off".

**After all, it's your business and your career.**

## 2 Branded Independent

Leverage Your Personal Name

**You've got a name in the market and you want to expand on it with branding that's unique to you. In this offer you have the choice to use your own personal name and can add logos, colours font to drive home the fact that YOU own it.**

You'll still be leaning heavily on the Independent Agent brand but you'll have a distinct look and feel on your social channels, collateral and website if you choose to have one.

To the outside world, you own the brand and the office is yours, with the support of IA - on the back end you have the full support of our team and are free to get out there and focus on doing more deals. This is our most popular starting point and even with "Your Branch - Your Brand" most agents start here if they don't have an existing team.

**At the coalface (streetside), you will have your own branding, look and feel while leveraging your personal name.**



## 3 Your Branch - Your Brand

Build Your Brand

**Looking to build something bigger than just yourself? This is where it all happens. You'll have your own brand name, your own logos, marks, materials and to the outside world will look like your own office with no ties to any of the big guys.**

Across Trademe, Realestate.co.nz, Oneroof and all other online channels it will be your brand - without losing any of the support of the Independent Agent backoffice, Admin and Licensing,

You are free to create whatever brand you want in this package (as long as it's legal) and within our CRM you will have a distinct branded area too.

This is for those of you who already have a team or are working towards Team-Building in the future. You probably already have someone working with you or are actively looking for someone and want to have a strong local presence in your community.

In fact, you may even have plans for a physical office on the main street.

## 4 The Migration

Bring Your Team &/or Your Brand

**Looking to scale your work beyond one of the bigger brands? Or maybe you want to become one yourself.**

Our office migration plan is for existing teams who are driving massive results and they want more control so they can take it to the next level.

Migrate your team, your databases, your leads and your culture to a new brand with Independent Agent.

You can still tap into the tools and systems we've developed to win at real estate, without the brand control and politics of the bigger brands.

If you've ever found yourself saying "if I was running things at corporate, I'd do things a lot different" - then you should be considering this.

You can finally put yourself to the true test of building a brand that leaves a lasting impact. The best part - we still handle back office admin and compliance for you.



# COMPARE DIFFERENT WAYS TO WORK WITH US

## The Independent Operator

Our full support.

Our sharp and simple brand, your freedom to operate Independently in your market.

1. Freedom to operate in your area, without a big office.
2. Our systems & processes, and licensing to do what you do best.
3. Develop your personal reputation in your community as an Independent Agent.

Gain the freedom to do what you want.

## The Branded Independent

The IO offering plus:

We'll facilitate building out a unique brand of your choice, so you can leverage your existing reputation. Take control and own your brand, we do the licensing.

1. Freedom to operate in your area, without a big office.
2. Our systems & processes, and licensing to do what you do best.
3. Develop your personal reputation in your community as an Independent Agent.
4. We build you a unique brand to operate with in market.

Make something that counts.

## Your Branch - Your Brand

The previous 2 offerings plus:

Our core offering, join our team & get the freedom to operate in your area without the limitations of a big office. Use our systems & processes, and licensing to do what you do best.

1. Freedom to operate in your area, without a big office.
2. Our systems & processes, and licensing to do what you do best.
3. We build you a unique brand to operate with, in the market.
4. Develop your personal reputation in your community with your own brand, branch + office.
5. You have all of your own portal feeds (your branch branding feeds to all real estate marketing websites).

Build your brand.

## The Migration

The previous 3 offerings plus:

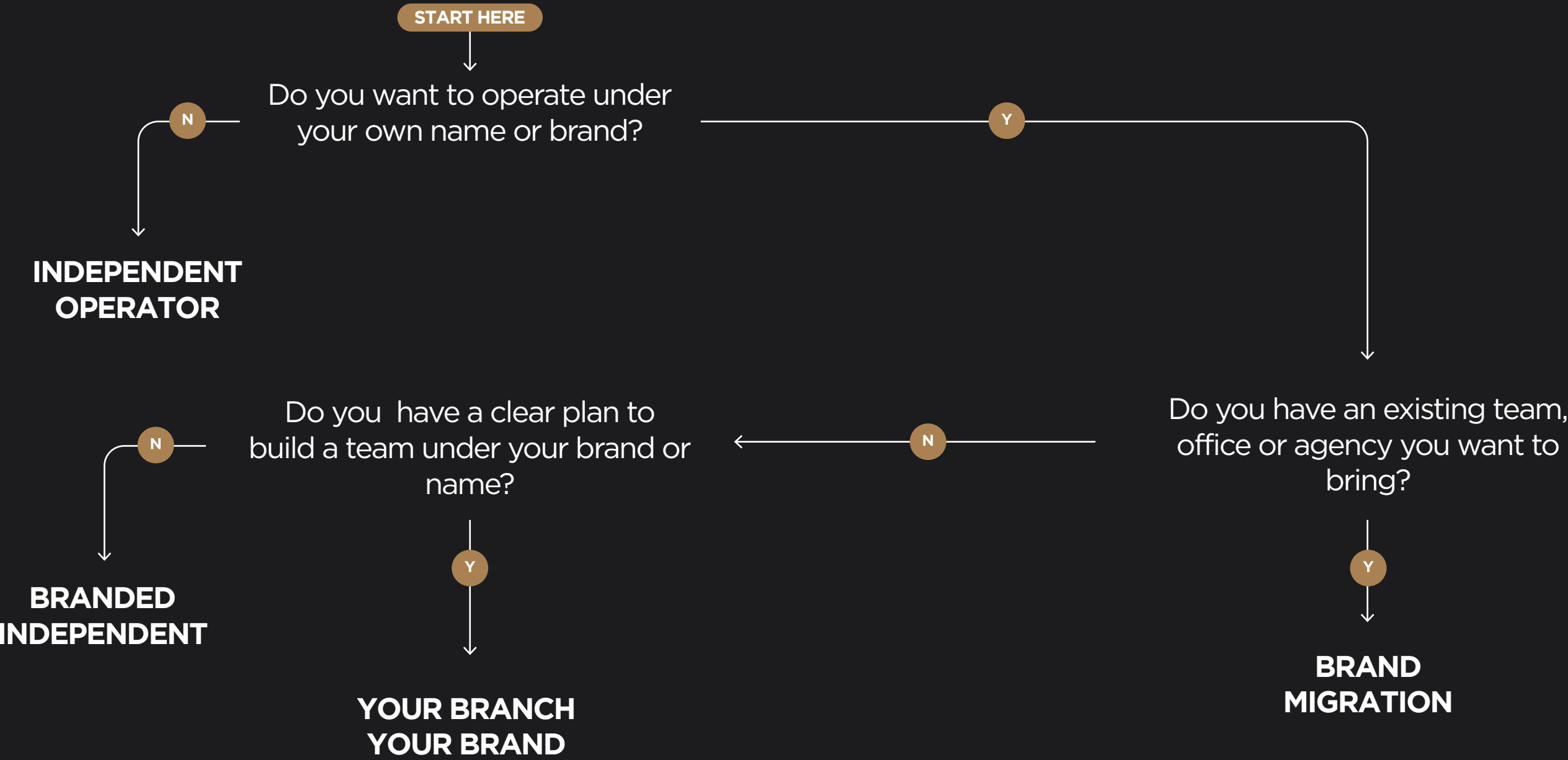
Bring your whole office of A-players and dominate your area. Bring your entire office, and truly do things your own way, with the support of an impartial back office.

1. Freedom to operate in your area, without a big office.
2. Our systems & processes, and licensing to do what you do best.
3. We build you a unique brand to operate with in the market.
4. Develop your personal reputation in your community with your own brand, branch + office.
5. You have all of your own portal feeds (your branch branding feeds to all real estate marketing websites).
6. Your own team, supported by the IA systems and licenses.

Build your legacy & empower others.



# WHAT PATH IS RIGHT FOR YOU.





# WHAT OUR TEAM THINKS.

In the meantime we have been out there gathering reviews

I absolutely love my business and the direction it's going thanks to the amazing opportunity and team at Independent Agent

**Stephanie Porowini in Northland**

I LOVE working as an Independent Agent and will never go back to dancing on a wire with the big brands. After two years of working with IA, the freedom as an independent agent still gets me buzzing every day. The support staff really are the best I have ever worked with; they must be happy because no one ever leaves! With cutting edge technology on our systems platform, no time is wasted. The ability to interlace my real estate career with a quality lifestyle was my most important reason to leave the big franchises, and the fact we get to keep so much more of our hard-earned commission is just a bonus!

**Debbie Aldred in Warkworth**

I get really good support from management and admin and I feel like lot more boxes are ticked – the compliance/legal side is covered rigorously. If you're prepared to put the work in to grow your business, this is the way to go. You can put your own slant on things, make more money and have support where you need it.

**Vanessa Killeen in Stillwater**

I feel at liberty to speak more freely than potentially within an agency.

I can use whatever suppliers I wish and therefore keep up the quality of the marketing I have worked so hard to get a reputation for whilst being cost competitive. This helps me get to the point more candidly with vendors and buyers in a bid to help them achieve success.

**Loren Lopez in Mangawhai**

Let your Real Estate be "Bespoke & Boutique" not driven by Corporates

**Sharene Temple in Auckland**

I wanted to have a real estate business under my name and Matt contacted me when I was wondering what I was going to do after Bayleys, as I was not ready to retire! In every agency, you'll find both top-notch salespeople and average ones. Remember, clients hire the individual, not the brand. Don't be brainwashed. If you excel in your field, you can succeed regardless of the brand you operate under.

**Linda de Vine in Kaikoura**

I like the fact that it was called 'Independent Agent' - I felt that actually gave some credit to me as having enough experience to be just that, and not having to have a big brand to hold my hand.

**Katie Boyle in Wellsford**

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JOIN US.  
IT'S TIME.





# FREQUENTLY ASKED QUESTIONS

## **1 I appreciate that there is freedom, but is there support if I need it?**

We understand that a lot of company culture is created on the continuum between freedom and support. Yes you can have freedom and still be supported. We have a range of ways to ensure that you are supported, including meetings, scheduled catch ups, and a very responsive management and administration team.

## **2 I guess I will have to book all my own marketing?**

Once you have let us know what you need, we arrange payment from your clients and book all of your marketing, be it digital or print.

## **3 Do you provide any training?**

When you join us, you'll be introduced to our people, systems, and resources to help you hit the ground running. You'll have access to comprehensive training materials, including a library of easily accessible Induction Videos. To support your success, we provide a range of customisable templates, including CMA/Appraisal documents and social media content. Additionally, we are committed to covering all non-verifiable training requirements for the calendar year in-house. To further enhance your experience, we are developing a state-of-the-art helpdesk, available 24/7 for your convenience.

## **4 Do you ever get together in person?**

We currently have two annual events in our calendar. One is mid-year and one at the end of the year. As we continue to grow these will be added to and expanded.



# NEXT STEPS

If you've made it this far...  
Here's where you are in the process

## Step 1

Evaluate your real estate career

## Step 2

Explore the options to build your own brand

## Step 3

Read the IA guide to real estate your way you are here

## Step 4

Book a coffee chat (in person or virtual) with Matt

## THE CALL

- ✓ Confidential
- ✓ No obligation
- ✓ No cost or charge

It's exploratory - we're not wanting to sell to you, we're wanting to explore if you are a good fit for us and we're a good fit for you.





# INDEPENDENT AGENT

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