

THE DJ & LINDSEY TEAM



**WHAT YOU NEED TO KNOW ABOUT JOINING
THE #1 FASTEST-GROWING TEAM IN REAL ESTATE**

1009 A1A Beach Boulevard
Saint Augustine, FL 32080

10550 Deerwood Park Blvd
Suite #602
Jacksonville, FL 32256

2000 PGA Boulevard
Palm Beach Gardens, FL 33408

WorkWithDJandLindsey.com

IMPORTANT QUESTIONS YOU SHOULD ASK WHEN INTERVIEWING AT ANY BROKERAGE.

If I were to look on MyFloridaLicense, How many agents are licensed under this brokerage?

When I have access to the MLS, and have access to production statistics, how many units did this brokerage sell so far this year?

When I finish the training you provide me, what will my Day 1 look exactly like?

Now that I'm my own boss, what are my initial start up costs going to be?

I'm an ambitious, motivated self-starter, What other growth opportunities does your company offer? And how fast can I get there? What does that pay structure look like?

How Mr./Mrs. Broker, can you guaranteed that I will sell 25 houses in my first year with your brokerage?

What forms of training and continuing education do you provide?

What structure of business entity formation is typical?

What marketing do you do for the brokerage? What marketing materials do you provide to agents? how will the marketing for the brokerage directly impact my income?

How do you support new agents to stay in the business long-term?

Do you have a commission cap? If so, what is it and why?

Is there administrative support? How will the admin support help my individual business?

Are there leads provided? How often? How many each day or each month?

Is there a transaction coordination support? How much does that cost? And what tasks will they complete for me?

BRING THIS FREE RESOURCE WITH YOU TO ANY INTERVIEW

WHAT WE OFFER... AND THEN SOME.

TRUE MENTORSHIP AND TRAINING

Training is a HUGE word when choosing a brokerage. it could potentially make or break your career. That's why our leadership team is out of production... meaning they are NOT out showing property and trying to sell homes. We've created a leadership team of seasoned mentors who help you understand the ins and outs of real estate. Their sole job is to ensure your deals get to the closing table, mentorship, and beyond. These mentors will be with you through your first 3 deals. The best part? Even after you "graduate" mentorship, this team is still available to you at all times!

SOCIAL MEDIA MARKETING

We share our listings & just sold properties on our Instagram & Facebook accounts, reaching around 23,000 people, featuring our agents.

Follow us for examples of how we use these platforms to expertly market our agents:
@djandlindsey

PAID DIGITAL ADVERTISING

We contract with a leading digital advertising firm in addition to having our own personal marketing team. We produce and run targeted ads for our listings and run and manage paid advertising for your properties on Instagram and Facebook- at no cost to you.

PRE-MARKETING

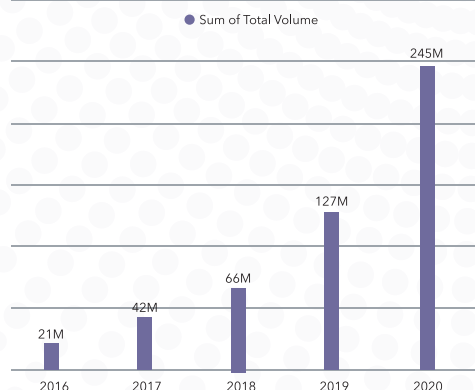
Our marketing team pre-markets ALL of our listings to our full database of leads. When a lead in your system is interested in seeing one of our properties, the marketing team will reach out directly to you.

GROWTH

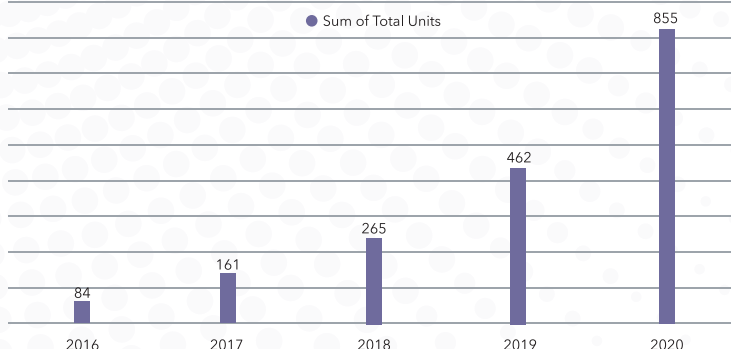
2020 was a record year for us. We had 855 closed transactions. this year, we're off to an even hotter start, tracking for 2,000 closed transactions!

WE ARE GROWING... AND YOU CAN GROW WITH US!

VOLUME YEAR OVER YEAR

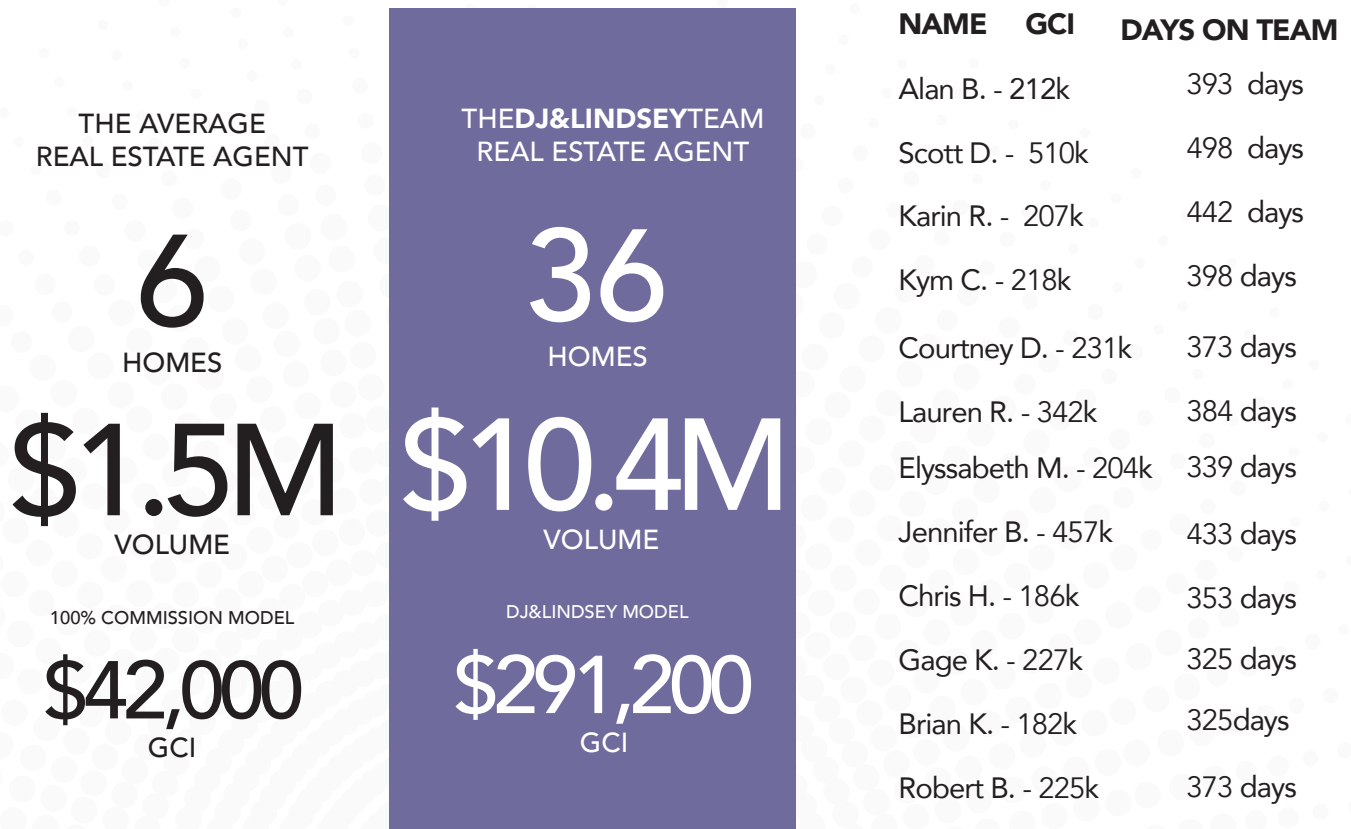


UNIT COUNT YEAR OVER YEAR



HOW MUCH MONEY WILL I EARN?

When you're a member of the DJ & Lindsey Team, we guarantee you will sell 30 homes in your first year with us! Using our proven system and our mentorship, we work along side with you to ensure your success! Here's just some of our scholarship recipients that have joined our team!



GCI: **GROSS COMMISSION INCOME** before any split to a brokerage or any business expenses.

WHY ARE THESE SO DIFFERENT?

AGENTS **NOT** ON THE DJ & LINDSEY TEAM, on a high average, sell 6 homes a year. Although they have the option of joining a brokerage allowing them to keep 100% of the money earned from the sale, They also carry over-head and all marketing and business expenses.

What is overhead?

Any materials/resources/services needed to complete the sale & to further business. Anything from Signs to photographers, videographer, website, marketing campaigns, billboards, admin support, transaction coordination & most importantly, leads!

Leads cost **a lot** of money! Some independent agents are spending \$7,000-\$12,000 a month just on purchasing leads!

NUMBERS FROM BROKERAGES

IT'S VERY IMPORTANT YOU UNDERSTAND **THE REAL OPPORTUNITIES THAT YOU WILL BE GIVEN AT YOUR NEW BROKERAGE.**

In 2020, only 13 Teams in the entire country sold 1,500 homes in a single calendar year!

We closed 391 transactions in Q1 of 2021...
That puts us on track for more than 2,000 transactions 2021!

This team has 65 agents

That's 30 HOMES sold PER AGENT.
How many agents do you know that sell 30 homes per year?

*How many of them work at **this** brokerage?*

WHAT DOES THIS MEAN TO YOU?

YOU CAN CALCULATE YOUR OPPORTUNITIES AT **ANY** BROKERAGE WITH THIS SIMPLE FORMULA:

$$\frac{\text{NUMBER OF CLOSINGS}}{\text{NUMBER OF AGENTS}} = \text{Average NUMBER OF SALES per agent}$$

We guarantee our agents will sell **AT LEAST 30 homes** per year!

WHY OUR LEADS ARE TOO BIG TO FAIL ...

According to the National Association of REALTORS® Profile of Home Buyers and Sellers,

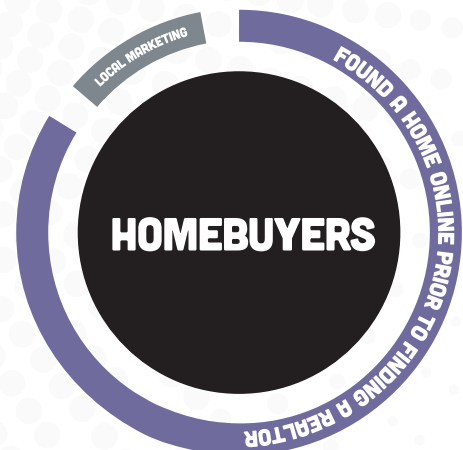
97% of Home buyers **used the internet** to find the home they purchased.

ONLY 3% OF PEOPLE FOUND HOMES USING LOCAL MARKETING.

The partnerships our company has made with



ensure that you have premiere access to where the **majority** of homebuyers are finding the homes they **purchase**.



Inc.



RISING FAST

THE DJ&LINDSEY TEAM
coming in at
#1103

One of America's Fastest-Growing Companies!

Inc. 5000

In celebration with

CapitalOne Business

8 Moments that made The DJ & Lindsey Team #1103 on Inc. 5000 List

Inc. magazine today revealed that **The DJ & Lindsey Team** is **No. 1103** on its annual Inc. 5000 list, the most prestigious ranking of the nation's fastest-growing private companies. The list represents a unique look at the most successful companies within the American economy's most dynamic segment—its independent small businesses. The DJ & Lindsey Team now joins companies like Zappos, Under Armour, Microsoft, and many other well-known names who gained their first national exposure as honorees on the Inc. 5000.

Today, we're going to look at the top 8 moments that steered DJ & Lindsey DellaSala on the path of No. 1103 on the 2021 Inc. 5000.



Ancient City Real Estate Creation August 2013

In 2013, DJ & Lindsey noticed a shift in the real estate industry. They also noticed that not many people were embracing this shift, which led to the creation of Ancient City Real Estate. DJ & Lindsey set out to create an innovative brokerage that truly embraced the changes in both the marketing and real estate landscapes, while creating an incredible customer experience.

Rebrand to The DJ & Lindsey Team 2019

A few years after launching Ancient City Real Estate, DJ & Lindsey noticed something when it came to selling their brand: people want to work with people they like, know, and trust. Hence, the rebrand to The DJ & Lindsey Team. This switch allowed the brand to grow from St. Augustine to Jacksonville and now Jupiter.

Zillow Broker Partnership September 2020

A partnership years in the making. The DJ & Lindsey Team was announced as Zillow's new 25th broker partner. The partnership brought a totally new way to sell real estate to Northeast Florida!

On the Boulevard September 2020

DJ & Lindsey saw one of their biggest dreams come to life! They closed on an iconic building on A1A beach boulevard. They began renovations to make this The DJ & Lindsey Team flagship, state-of-the-art office on this golden stretch of road.



DJ & Lindsey DellaSala on the field at TIAA Bank Stadium. The home of the Jacksonville Jaguars.

Jacksonville Office October 2020

While most people were running from office space in 2020, The DJ & Lindsey Team ran towards it! They moved their Jacksonville location from an office space that was about 3,000 square feet to a location that housed 8,200 square feet. The new location allowed for an in-house studio and a state-of-the-art training room.

Realtor.com® Market VIP January 2021

Because of The DJ & Lindsey Team's success and proven track record of working with online leads, while consistently delivering exceptional service to consumers who visit realtor.com®, they were named Market VIP Brokerage. In fact, they are the only VIP brokerage in Jacksonville.

South Florida Expansion March 2021

In early 2021, DJ & Lindsey expanded their real estate model to Palm Beach County, the same county DJ was born and raised in. DJ, Lindsey, and the South Florida team were so excited to grow, meet, and work with even more individuals who want to make an impact on not just themselves, but others in the organization!



Jacksonville Jaguars Partnership April 2021

The DJ & Lindsey Team was proud to be named The Official Real Estate Agents of The Jacksonville Jaguars. This partnership plays a huge role in their determination to lead the industry with innovative marketing techniques, staying multiple steps ahead of competitors, and making those important decisions for the benefit of their team.

OUR PARTNERSHIP WITH REALTOR.COM

Affiliated with the National Association of Realtors and linked to over 580 regional Multiple Listing Services, Realtor.com listings are the closest to the gold standard. They have no option to search “for sale by owner” listings and no option for home sellers to list their property for sale. The customers searching realtor.com are there for one thing only... to get connected to a realtor based on property inquiry. also... The DJ & Lindsey team is a realtor.com market vip... meaning you couldn't buy these leads even if you tried.

WHAT THIS MEANS FOR YOU.



Receive high-quality connections

These aren't just any online leads. These are live-transfer connections to prescreened, ready homebuyers and sellers who are actively inquiring about homes in NorthEast Florida on realtor.com.



Add predictability to your pipeline

No more worrying over touch-and-go lead flows or leaving your pipeline volume to chance. Access a steady stream of opportunities that will help you exceed your business goals.



Close more deals, in less time

Connect with homebuyers who are financially motivated to work with you as part of the realtor.com®-sponsored Client Rewards program. Client Rewards-eligible consumers close more often and in less time, on average.



Get direct, 1:1 connections

Market VIP connections are exclusive to our The DJ & Lindsey Team for six months. Once you've been connected to a consumer, any subsequent property inquiries they submit on realtor.com will be routed directly to you.



Increase online lead conversion

Spend less time chasing dead-ends, and more time at the closing table. The DJ & Lindsey Team's Market VIP status gives you unique access to online leads that convert at rates up to 3-5x above industry average.



Cut ahead of the competition

Realtor.com® Market VIP agents get to “cut the line” and claim our share of live-transfer connections before they're offered to local agents in the realtor.com® Core network. This VIP access can be a true game changer for your business.

OUR PARTNERSHIP WITH



Traffic to Zillow's mobile apps and websites in the third quarter of 2020 reached a record **236 million** average monthly unique users, up **21%** year-over-year. Zillow's core Premier Agent business, an advertising service for realtors, saw revenue rise **24%** to **\$298.6 million** and its Mortgages segment increased revenue by **114%** to **\$54.2 million**.

WHAT THIS MEANS FOR YOU.



1,000
DIRECT BUYER LEADS
PER MONTH



ZILLOW OFFERS
BUYING AND SELLING HOMES TO
ENSURE MARKET LONGEVITY
AND STABILITY.



BROKER PARTNER
1 OF ONLY 4 BROKERAGES IN
THE STATE. ZILLOW HAS AN
EXCLUSIVE PARTNERSHIP
WITH THE DJ&LINDSEY TEAM.

#1

#1 IN CONVERSION
WORKING WITH THE HIGHEST
CONVERTING ZILLOW OFFERS
TEAM/BROKERAGE IN THE
ENTIRE COUNTRY.

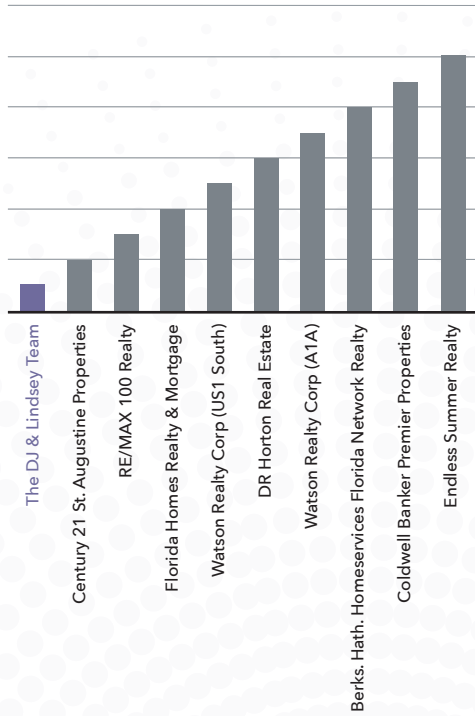


VALUED TRUST
ZILLOW HAS A \$32.75 BILLION
MARKET CAP. ZILLOW HAS
PLACED THEIR TRUST IN THE
DJ& LINDSEY TEAM TO MANAGE
AND MARKET ARMS OF THEIR
BUSINESS.

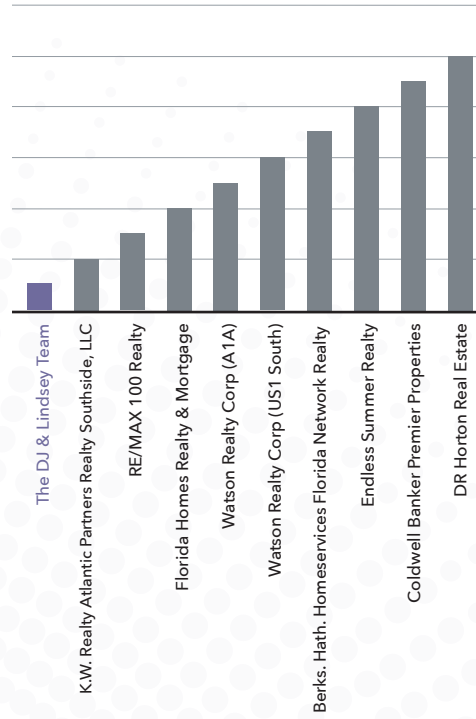
WorkWithDJandLindsey.com

OUR CLIMB TO THE TOP

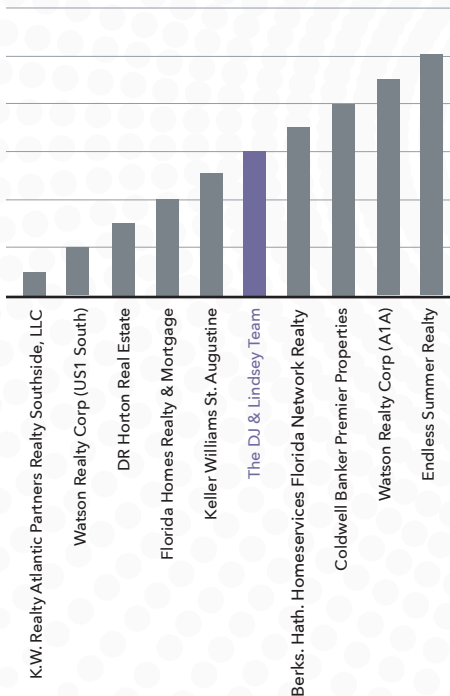
2017



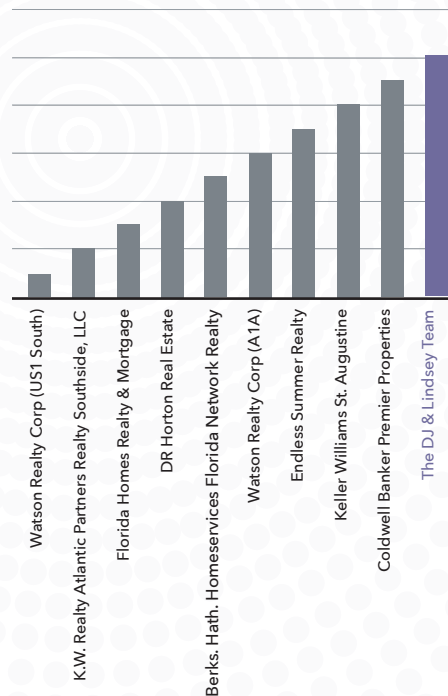
2018



2019



2020



2021

