

# WORX

YOUR JOURNEY STARTS TODAY



OUR SUCCESS IS MEASURED BY YOURS

We build Real Estate relationships for decades not months.





## REAL ESTATE “KNOW HOW”

Russ & Kerry Fitzpatrick have been helping Real Estate Brokerages operate more profitably for 30 years.

Russ began his career with the largest Better Homes & Garden franchise in the world managing over 2000 Associates. He achieved top awards from Re/Max while working with the 5th largest Re/Max Brokerage in the world leading over 1100 Agents. He then built the most productive EXIT Realty franchise in the world with over 500 Associates. Russ knows how to attract productive Real Estate Agents to your brand. Kerry's background includes a degree in Education and a Masters Degree in Administration which she committed to the Real Estate industry back in 1992. Since then she has filled the void in pass-me-down wisdom by packaging turnkey solutions for Real Estate Brokers and Agents. Kerry has owned and operated her own multi-office Real Estate Brokerage and provided leadership as the Regional Director for a National Franchise organization.

Today Russ and Kerry offer your Brokerage their full-time commitment through AnnieMac Worx. Imagine you could employ an entire Team of Real Estate Brokerage experts to help with Operations, Policies & Procedures, Recruitment, Retention, Sales Culture, Teaching, Training, and Coaching? At the end of a year working together, your Brokerage will employ more full-time productive agents, and you will leverage our team to manage a “Sales Culture” which has a presence even when you are not present.

Take the [www.brokerworxtour.com](http://www.brokerworxtour.com) or request more information at [www.brokerinfosheet.com](http://www.brokerinfosheet.com).

# ANNIEMAC WORX

TEACHING | TRAINING | COACHING



## Real Estate Staging Expert Designation

Our most popular program in the system. A growing army of Staging Experts have achieved this critical distinction. Agents love the common sense real-world real estate discussion. Rather than renting furniture and redecorating, we focus on slightly overpriced listings that may be dark, damp, dingy, cluttered, crowded, or maybe lack a little curb appeal.



## Farming Fridays

Have you ever noticed that the best agents in every market OWN a geographic farm area? A farm area is a foundation for predictable recurring income and market share. Now you can follow an exact sequence of events along with hundreds of agents across the country. This multi-week curriculum allows us to chart the course to healthy Six-Figure Income.



## EBOL - Every By Owner Lists

For Sale By Owner's are a consistent source of business for ambitious agents. AnnieMac Worx offers a proven CRM for introduction, follow-up, and conversion of even the most stubborn FSBO. Our program takes the guesswork, procrastination, and emotions out of prospecting this vital segment of your local marketplace.



## Shark Feeding Associate Level Accountability Program

Our most aggressive coaching program is not for everyone. It is specially built for agents who aspire to an extensive listing inventory. Top Producers in every market lean on a few proven sources of business to "hunt" for listing prospects. Our multi-week Coaching Program gets straight to the point of personal responsibility, task management, & income generators.



## Renovation Lending

Learn the tricks to building a steady stream of referrals by showing clients how to create "Instant Equity" using our AnnieMac Exclusive "Reno Visualizer" to show clients what their dream home will look like. Earn more listings by showing sellers how to sell with a Renovation Plan. Learn how any home can become a Dream Home! Sell more homes and sell them faster.



## Broker Only Forum

Brokerage Level Support and Systems to enhance recruitment and retention. We are entering an opportunistic cycle of market expansion in the real estate business. To capitalize fully on the opportunity, you probably want to expand the pool of talent aligned with your brokerage.

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## Expired Listing Goldmine

Each night at the stroke of midnight the "gold rush" is on in every market across the country. The salted mine spills out all of the listings that didn't sell in the MLS. Well trained agents identify the gold nuggets and build their saleable listing inventory. We teach the techniques proven to gain listing appointments week in and week out.

## Social Media Just for Real Estate

Now we are cooking with gas!!! All of the recipe cards and cold calls and door knocking in the world cannot beat a strategic social media plan. This is not your father's real estate market! You have an immense opportunity to accelerate your earning right away. Facebook, LinkedIn, Blogging or Vlogging is all about relationship building.

## Psychology of Selling just for Real Estate

Brian Tracy's Iconic Psychology of Selling program has been adapted to the residential Real Estate by Brian Tracy International certified instructor Dr. Andreas Boettcher. Your sales force will benefit from this "Fortune 500" caliber instruction.

## Probate Worx

Learn to tap into a market where 70% of the properties are FREE & CLEAR, why the majority of executors & administrators must liquidate the real estate, how to find how your clients can buy properties at deep discounts, how to identify which properties MUST BE SOLD IMMEDIATELY! And to access Probate LEADS without going to the courthouse.

## DISC Personality Profiles

The DISC Personality Profile System is taught worldwide and is essential to residential Real Estate Sales and communication. We have DISC certified trainers who tie the proven techniques to Real World Real Estate objection handling including pricing, low ball offers, listing issues and rapport building with prospective clientele.

## Peak Performance just for Real Estate

Anthony Robbins Peak Performance Trainers are world renowned and our favorite is Milton Olave. Mr. Olave's background is compelling as an entrepreneur and a peak performance strategist. We can host online or live Sales Rally events subject to some restrictions.



# CASH<sub>2</sub>KEYS

## REAL ESTATE SOLUTION

Real Estate Agents can now write CASH offers (remove Mortgage Contingency)! Stop struggling with multiple offer situations, and help your buyers move to the front of the line. Eliminate Mortgage Contingencies and give your Buyer a "leg up" on the competition. Help more families get into more houses and make more money.

### **The AnnieMac Private Equity Cash2Keys Program solves problems for REALTORS & Buyers!**

Imagine you had an extra Billion Dollars Cash lying around.

- Could you help your sister? Could you help your daughter?
- Could you help a veteran struggling to use his VA benefits?
- Could you help a well-qualified buyer make a CASH offer until their mortgage closes?

You can Prequalify your Buyers at AnnieMac Home Mortgage and win the bidding war with CASH! Once your Buyer Prequalifies with AnnieMac Home Mortgage, schedule a Cash2Keys welcome call. AnnieMac Cash2Keys Private Equity Partners will allocate CASH to sure up your Buyer's negotiating position. That's right up to 2 million Dollars CASH so that you can write a CASH OFFER without a Mortgage Contingency.

Cash Offer

Buy Now  
Sell Later

Everybody Wins with AnnieMac Home Mortgage and AnnieMac Cash2Keys! Your Buyer gains powerful negotiating leverage by writing all CASH offers. You close more houses and write fewer offers to secure a property for your Buyer. The Seller gains the confidence to pack and move with a contract-free from Mortgage Contingency. AnnieMac Home Mortgage and our Local Title Partner close more transactions by partnering with CASH2KEYS!

#### *Some Restrictions Apply*

You can learn all the granular details and benefits during this brief Cash2Keys Real Estate Certification.

Invest a few minutes and become a Cash2Keys Certified Real Estate Agent. Join a 35-year veteran Real Estate Agent and Broker Owner as he walks you through the processes and protocol.

Once Certified, we will open the vault to back up your buyers with Cash and release proven Lead Generation, Lead Nurturing, and Social Media Marketing tools to help you close more buyers immediately!



# NATIONAL LUNCH & LEARN LEAGUE

**LIKE MINDED PROFESSIONALS JOINING TOGETHER TO FURTHER THEIR EDUCATION**

## **One of A Kind**

Imagine 600 Real Estate Offices, Title Companies, Mortgage Branches, Real Estate Attorneys, Team Leaders and Thousand of Top Producers across 32 states meeting for Lunch at one time!!! AnnieMac Worx's proprietary National Lunch & Learn event has achieved precisely that.

## **Key Note Presentations**

Chances are your Agents didn't travel to the NAR Convention this year. They didn't likely attend the state convention either. Most of them have not made a significant financial investment to get in front of Brian Tracy, Tony Robbins, Dave Ramsey or Floyd Wickman Certified Coaches. In short, your Agents that need the pass me down wisdom and cutting-edge leadership from Real Estate & Sales Leaders NEVER GET IT!

## **Return on Investment**

It has become impractical, if not prohibitive for Real Estate Brokerages to fund adequate educational resources and expect a healthy return on that investment. Major National Brands and Large Independents have resorted to fee for service training. Many Brokerages leverage makeshift mentors or make the local Board of Real Estate training voluntary. This void in passing down wisdom, this inadequacy in personal and professional development, was recently noticed in the NAR DANGER REPORT siting "hoards of incompetent" Agents as the #1 problem facing the Real Estate Industry today.



# ANNIEMAC HOME MORTGAGE

## THE COMPANY

THE COMPANY



AnnieMac Home Mortgage is a leading nationwide mortgage lender that firmly believes homeowners and home shoppers deserve more from the mortgage industry. With over 1200 employees and 60+ branch locations in the United States, we are uniquely qualified to provide more to mortgage customers across the country. AnnieMac Home Mortgage is headquartered in Mount Laurel, New Jersey, and is a d/b/a of American Neighborhood Mortgage Acceptance Company, LLC.

Our commitment to providing more is exemplified by our many awards and accolades, including being listed on the "Inc. 5000" for 2017, 2018, and 2021. The Scotsman Guide recognized us as a "Top Mortgage Lender" in 2012-2017, 2021 & 2022. We've also been named one of the "Top 100 Mortgage Companies in America" by Mortgage Executive Magazine in 2014, 2015, 2016, 2018, 2019 & 2021. AnnieMac also believes in providing more to our employees, which is why our employees have ranked us one of the "Best Places to Work" by the Philadelphia Business Journal 8 times between 2012-2021, "Top Workplaces" in the USA for 2021, and 2022, "Top Workplaces" by the Philadelphia Inquirer every year from 2013-2022, "101 National Best and Brightest Companies to Work For" for 2012- 2017, 2019, 2020 & 2021 and winner of "New Jersey's 50 Fastest Growing Companies" by NJBIZ for 2014, 2015, 2016, 2017 & 2020. AnnieMac Home Mortgage is proud to be recognized as a 5-Star Lender on Zillow and as an accredited business by the Better Business Bureau.





WE'RE ALWAYS AVAILABLE

# FOR MORE INFORMATION

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