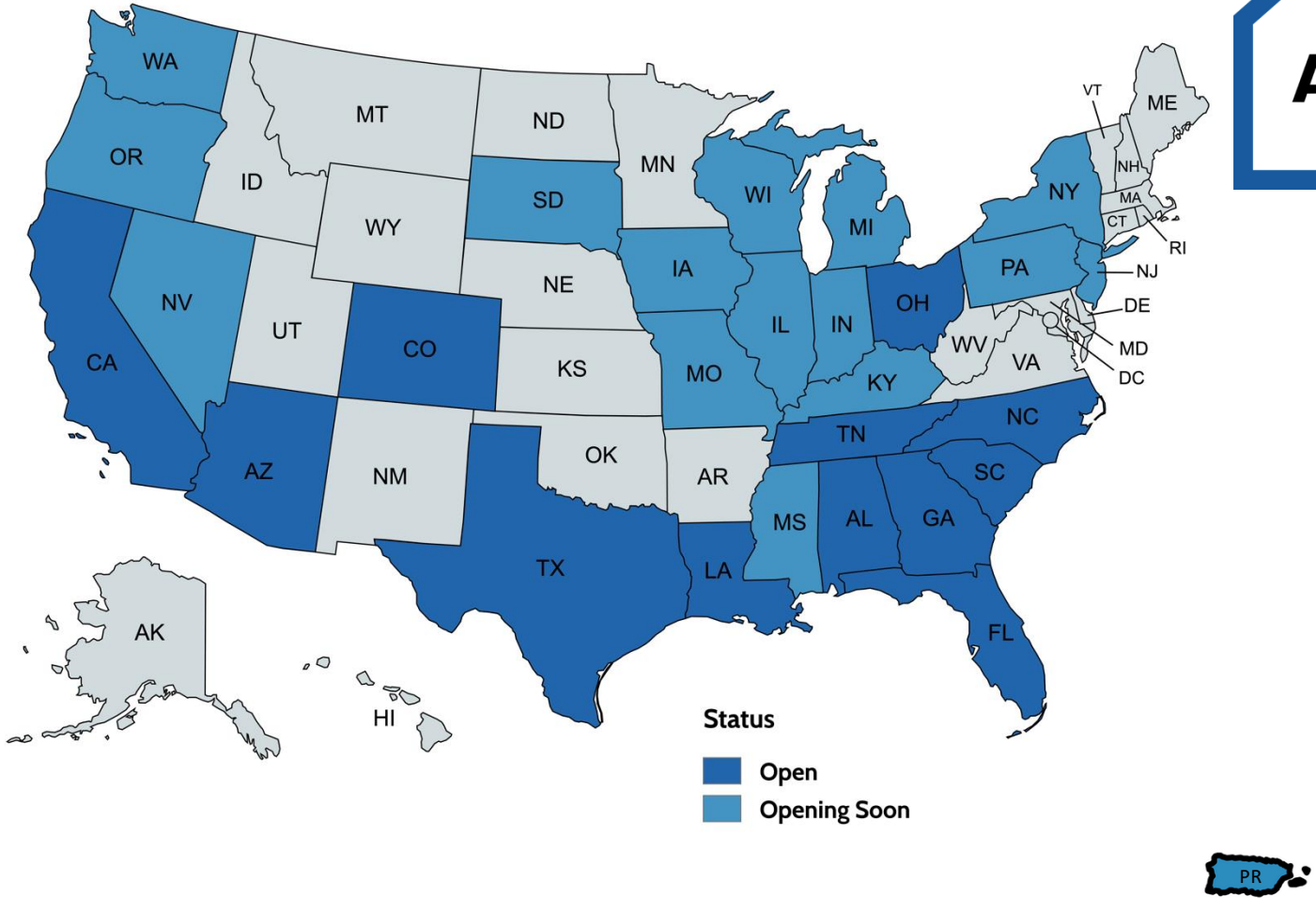


OPEN

1. AZ	4. CO	7. LA	10. TN
2. AL	5. FL	8. NC	11. TX
3. CA	6. GA	9. SC	12. OH

OPENING SOON

1. IA	6. MO	11. OR	16. WA
2. IL	7. MS	12. PA	17. WI
3. IN	8. NV	13. PR	
4. KY	9. NJ	14. SD	
5. MI	10. NY	15. VA	





Earn More. Grow Faster. Never Settle.

100% Commission. Full Support. Zero Compromise.

NAR's Results

inman™

71% of real estate agents didn't close any deals last year

At Inman Connect New York, Redfin's Joe Rath broke down the views of active agents in the industry, who make up less than a third of all Realtors

FACT CHECK TEAM

> **JANAE BOWENS**
>> X @JANAEBOWENS

FACT CHECK TEAM

TND

0:30 / 1:34

71% of active real estate agents did not sell a home last year



The National Desk ✓
478K subscribers

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9



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NAR's Lawsuit disrupted buyer agency

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HW DATA

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INVENTORY ⓘ 846,863 ▼ 6,317 30-YR FIXED RATE ⓘ 6.92% ▼ 0.01% 10Y TREASURY ⓘ 4.47% ▲ 0.01%

📺 f 📷 🐦 in 🔍

Legal | Real Estate | Yahoo Finance ⌚ 1 minute read

NAR settles commission lawsuits for \$418 million

The settlement bans NAR from establishing any sort of rules regarding agent commissions

March 15, 2024, 10:03am by [Brooklee Han](#)

News > Real Estate



Outdated Brokerage Practices

1. Low Agent Pay
2. Junk Fees
3. Growth Restrictions
4. Rigid Policies
5. Delayed Payouts

Agent Freedom, Builder Economics

Stop Squeezing Agents. Start Scaling Them.

Market Summary > DR Horton Inc

131.80 USD

+0.15 (0.11%) ↑ today

Closed: Jul 18, 6:53 PM EDT • Disclaimer

After hours 130.67 -1.13 (0.86%)



Open	133.00	Mkt cap	40.49B	52-wk high	199.85
High	133.45	P/E ratio	9.97	52-wk low	110.44
Low	130.05	Div yield	1.21%	Qtrly Div Amt	0.40

A Brokerage Built for Agents, not the Owners



Why AXEN Is Different



You get it all — and give up nothing.




Agents have the freedom to choose the compensation model that aligns with their business goals.



AXEN Pro: ideal for independent, production-driven agent who want to maximize take-home commission.



AXEN Elite: ideal for growth-focused agents who value extra support, systems and scalability.

	AXEN Pro \$500 File \$6,000 Cap	AXEN Elite \$1,000 File \$12,000 Cap
AXEN University Live Support	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Lofty Dotloop G-Suite	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Recruit + Earn Revenue Share	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Lead or Join a Team	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Transaction Coordinator	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
RELO Partner Program	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Priority for Growth Conferences		<input checked="" type="checkbox"/>
Reverse Sign On Bonus Eligible		<input checked="" type="checkbox"/>
Inner Circle Agent Mastermind		<input checked="" type="checkbox"/>
Priority Access to Pre-IPO Stock		<input checked="" type="checkbox"/>



AXEN Pro Plan	
\$500 File \$6,000 Annual Cap	
\$50 / mo. Tech Fee	
\$295 Transaction Fee (paid by client)	
Example Transaction Payout	
Gross Commission	\$10,000.00
Revenue Share / Split (100% Paid to Agents)	\$500.00
Transaction Fee (paid by client)	(\$295.00)
Net Income to Agent	\$9,500.00
RELO Partner Program*	+\$1,500.00*



AXEN Elite Plan	
\$1,000 File \$12,000 Annual Cap	
\$50 / mo. Tech Fee	
\$295 Transaction Fee (paid by client)	
Example Transaction Payout	
Gross Commission	\$10,000.00
Revenue Share / Split (100% Paid to Agents)	\$1,000.00
Transaction Fee (paid by client)	(\$295.00)
Net Income to Agent	\$9,000.00
RELO Partner Program*	+\$1,500.00*

More Money when you Recruit

AXEN Pro –

\$500 file (company income)

\$125.00 per level

AXEN Elite –

\$1,000 file (company income)

\$250.00 per level

Level	% / Level	AXEN Pro	AXEN Elite
1	25%	\$125.00	\$250.00
2	25%	\$125.00	\$250.00
3	25%	\$125.00	\$250.00
4	25%	\$125.00	\$250.00

Traditional Unlock Process

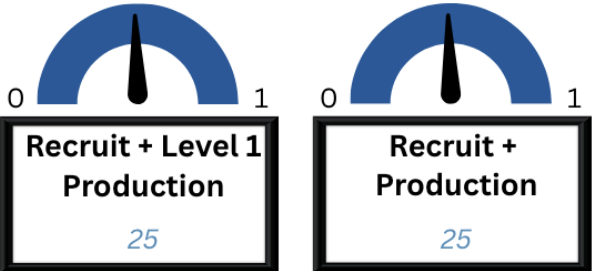
- **Revenue Share Qualification:** To unlock and earn revenue share from your downline, agents must meet the following active production thresholds based on personally sponsored Level 1 agents.
- **Level 1 Access:** Requires at least 1 producing agent.
- **Level 2 Access:** Requires at least 5 producing agents.
- **Level 3 Access:** Requires at least 10 producing agents.
- **Level 4 Access:** Requires at least 15 producing agents.

*Producing Agent = A closing within the prior 90 days.

AXEN 100 Program



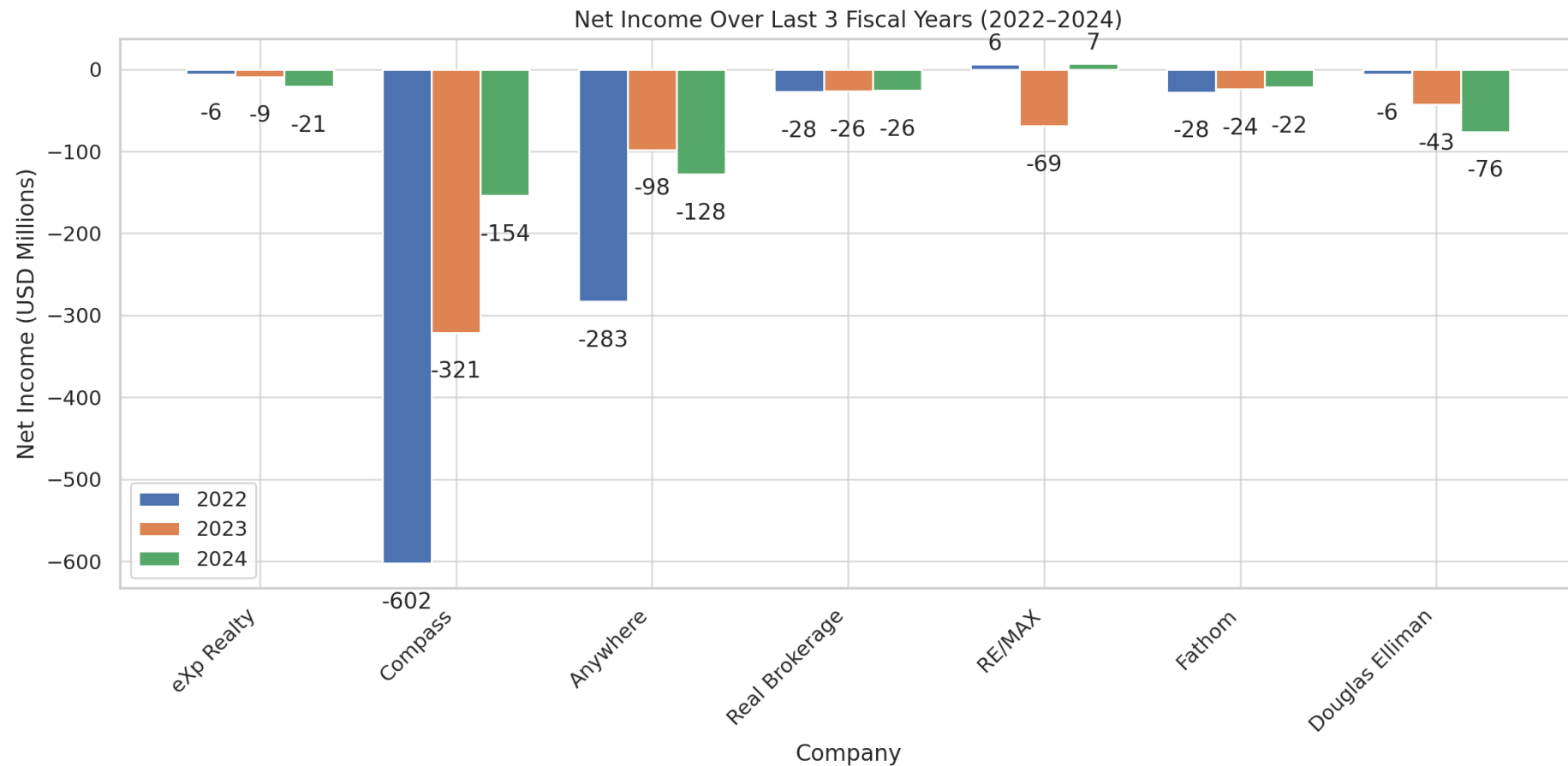
BONUS:



Inadequate Technology, Support, Training

- **Technology**
- AI
- CRM
- **Support**
- Knowledgeable Resources
- Support that has done what you want to achieve
- **Training**
- Social Media Builder Training
- High Level Skills Training
- High Level Lead Generation Training

Brokerages are Built to be Profitable for the Owners but still on verge of bankruptcy...



\$1B Valuation
End of 2016

Today, \$161M

Market Summary > Re/Max Holdings Inc

8.11 USD

-2.24 (-21.64%) ↓ year to date

Closed: Jul 18, 4:00 PM EDT • Disclaimer
After hours 8.11 0.00 (0.00%)



Open	8.28	Mkt cap	161.67M	52-wk high	14.31
High	8.28	P/E ratio	18.71	52-wk low	6.90
Low	8.06	Div yield	-	Qtrly Div Amt	-

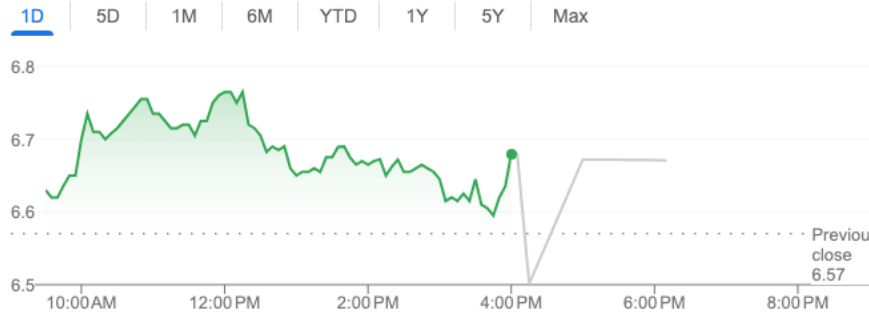
\$8.22B Valuation
April 2021

Market Summary > Compass Inc

6.68 USD

+0.11 (1.67%) ↑ today

Closed: Jul 18, 6:05 PM EDT • Disclaimer
After hours 6.67 -0.0093 (0.14%)



Open	6.63	Mkt cap	3.55B	52-wk high	10.25
High	6.78	P/E ratio	-	52-wk low	3.84
Low	6.58	Div yield	-	Qtrly Div Amt	-

Market Summary > eXp World Holdings Inc

9.91 USD

-1.43 (-12.61%) ↓ year to date

Closed: Jul 18, 4:26 PM EDT • Disclaimer
After hours 9.87 -0.040 (0.40%)



Open	10.28	Mkt cap	1.55B	52-wk high	15.39
High	10.31	P/E ratio	-	52-wk low	6.91
Low	9.78	Div yield	2.02%	Qtrly Div Amt	0.05

\$5B Valuation
End of 2021

Today, \$1.55B

Market Summary > Real Brokerage Inc

3.84 USD

-0.76 (-16.52%) ↓ year to date

Closed: Jul 18, 7:48 PM EDT • Disclaimer
After hours 3.85 +0.0100 (0.26%)



Open	3.97	Mkt cap	791.81M	52-wk high	6.75
High	3.97	P/E ratio	-	52-wk low	3.80
Low	3.81	Div yield	-	Qtrly Div Amt	-

\$1.1B Valuation
Sept 2024

Zillow Acquiring Companies



Zillow Premier Agent™ Zillow Rentals™ Zillow Home Loans™

hotpads. out east StreetEasy trulia

ShowingTime+

ShowingTime™ Zillow Media Experts™ Zillow Showcase

Aryeo BRIDGE INTERACTIVE™ dot loop



INMAN INTEL

Zillow Flex program's success fee rises to 40%: DelPrete

Despite all the talk of alternative revenue streams, Zillow's latest money-making strategy is raising the price of its agent-based lead-gen offering

Zillow Group Inc Class C

NASDAQ: Z

77.46 USD

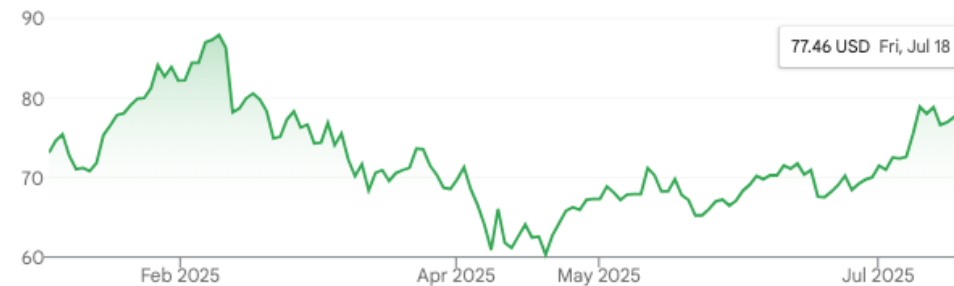
+4.32 (5.91%) ↑ year to date

Closed: Jul 18, 5:20 PM EDT • Disclaimer

After hours 77.46 0.00 (0.00%)

+ Follow

1D | 5D | 1M | 6M | YTD | 1Y | 5Y | Max



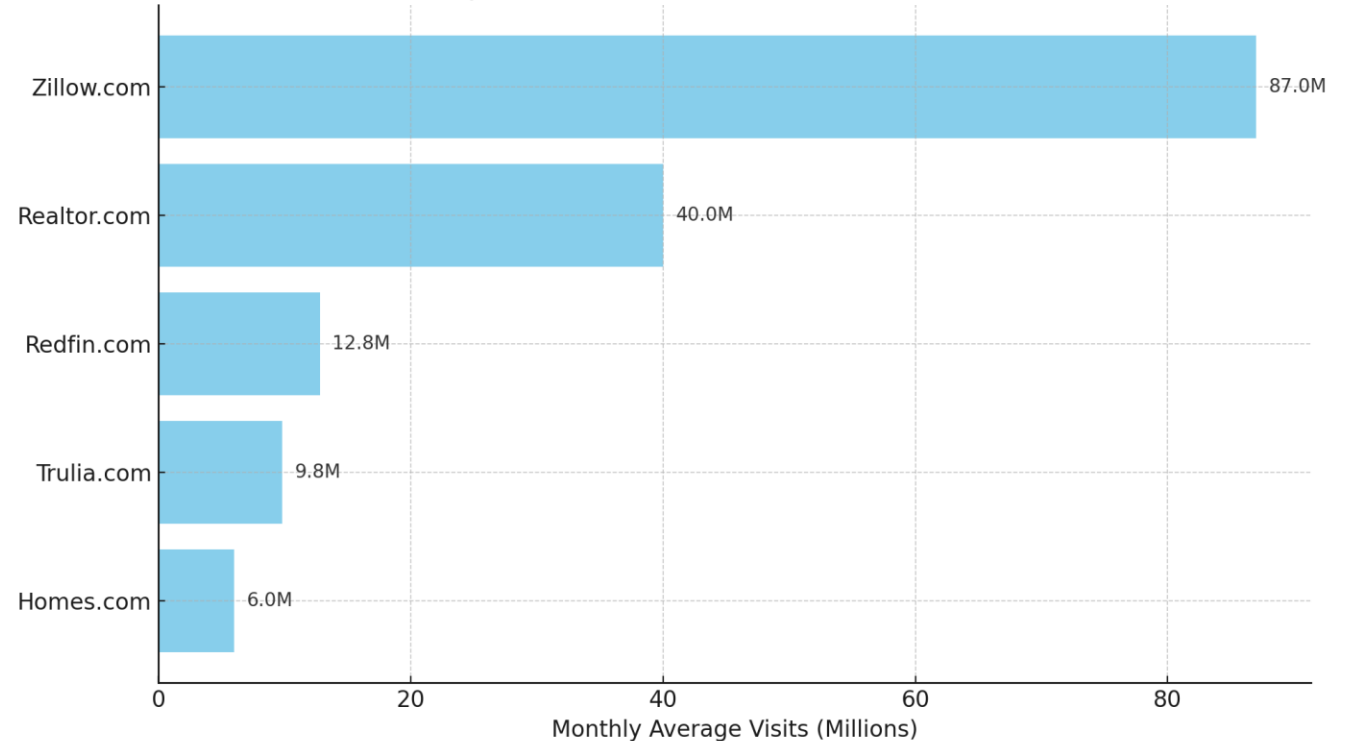
Open	78.00	Mkt cap	18.52B	52-wk high	89.39
High	78.30	P/E ratio	-	52-wk low	41.67
Low	77.08	Div yield	-	Qtrly Div Amt	-

More about Zillow Group Inc Class C >

Zillow, Homes, Redfin, Realtor, Trulia Sell Leads back to you from your listings...



Top 5 Most Visited Real Estate Websites



Rocket acquiring Redfin + MrCooper

HOUSINGWIRE

NEWS ▾EVENTS ▾VIDEOALTOSREALTRENDSHW DATA
MORE +SIGN INSUBSCRIBE

INVENTORY 846,863 ▼ 6,31730-YR FIXED RATE 6.92% ▼ 0.01%10Y TREASURY 4.47% ▲ 0.01%

YouTubeFacebookInstagramTwitterLinkedInSearch


Mortgage | Technology ⌚ 2 minute read

Rocket completes Redfin deal, announces Rocket Preferred Pricing

Buyers who use Rocket for financing and either buy a Redfin-listed home or work with a Redfin agent can get a one-percentage-point rate reduction

July 1, 2025, 10:27am by [Sarah Wolak](#)


News > Mortgage



INDUSTRY

Rocket follows Redfin deal with acquisition of mortgage rival ✓

Rocket makes \$9.4 billion move to buy Mr. Cooper and “bring together the homeownership experience at scale” — posing a bigger threat to Zillow’s “super app.”

 **Stephanie Reid-Simons**

March 31, 2025 ⌚ 3 mins

✉️ ✕ in f 🦋 🔗




Illustration by Lanette Behiry/Real Estate News

"Redfin gives Rocket a new foothold in purchase and takes our presence in local markets to another level," Krishna said during the call. "Relationships with 50 million consumers every month reflect a deep connection with demand right at the top of the funnel, and creates new purchase opportunities from both directions: from Redfin to Rocket and Rocket to Redfin."

In the first three weeks of July, nearly 200,000 people clicked the "Get Prequalified" button on Redfin, Krishna said. Of those users who had a Redfin account, 23% became a contactable lead at Rocket while 12% of all users who entered the funnel went on to start an application, "taking a significant step toward homeownership," Krishna added.

Incentives for bundling services: Since July 1, the company has seen more than 65 clients close on their home utilizing a Redfin agent and a Rocket mortgage, Krishna said. Buyers who use both services qualify for Rocket Preferred Pricing — a program that offers a one-point interest rate reduction for a year or up to \$6,000 in closing credits.

"This delivers meaningful dollars to buyers and helps make homeownership more attainable," Krishna said.

Redfin expected to boost revenue — and expenses: Since the Redfin acquisition of Q2, the brokerage's financials weren't included in Rocket's quarterly results. Rocket's guidance for the coming quarter.

INDUSTRY

Redfin already funneling customers to Rocket, CEO says ✓

In just three weeks, nearly 200,000 people clicked the new "Get Prequalified" button on Redfin listings, sending new purchase leads to the mortgage giant.



AJ LaTrace

July 31, 2025 3 mins



Illustration by Real Estate News; Adobe Stock

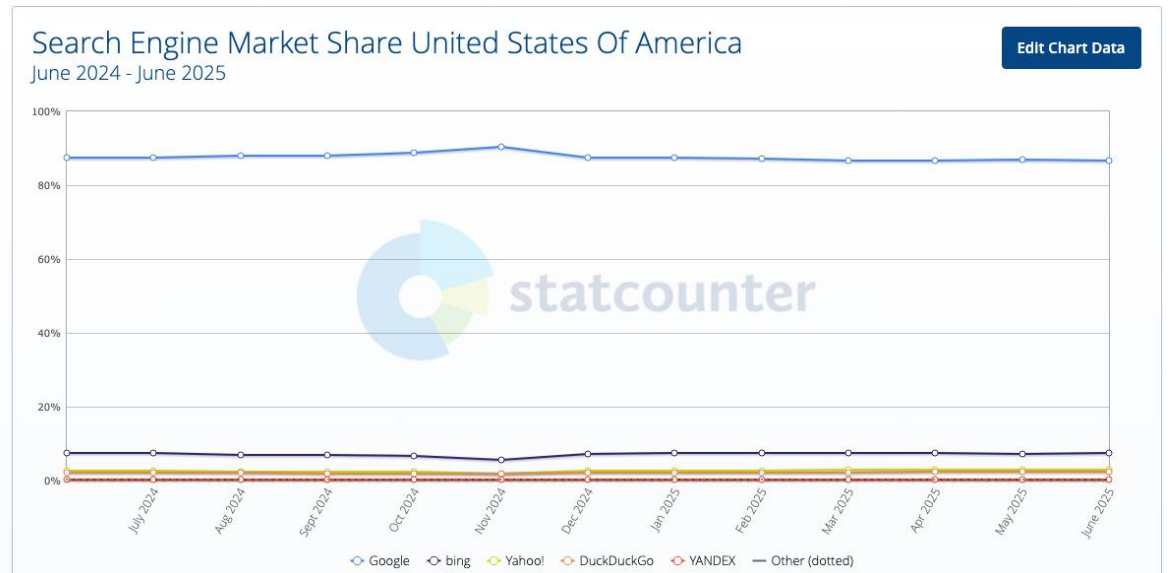
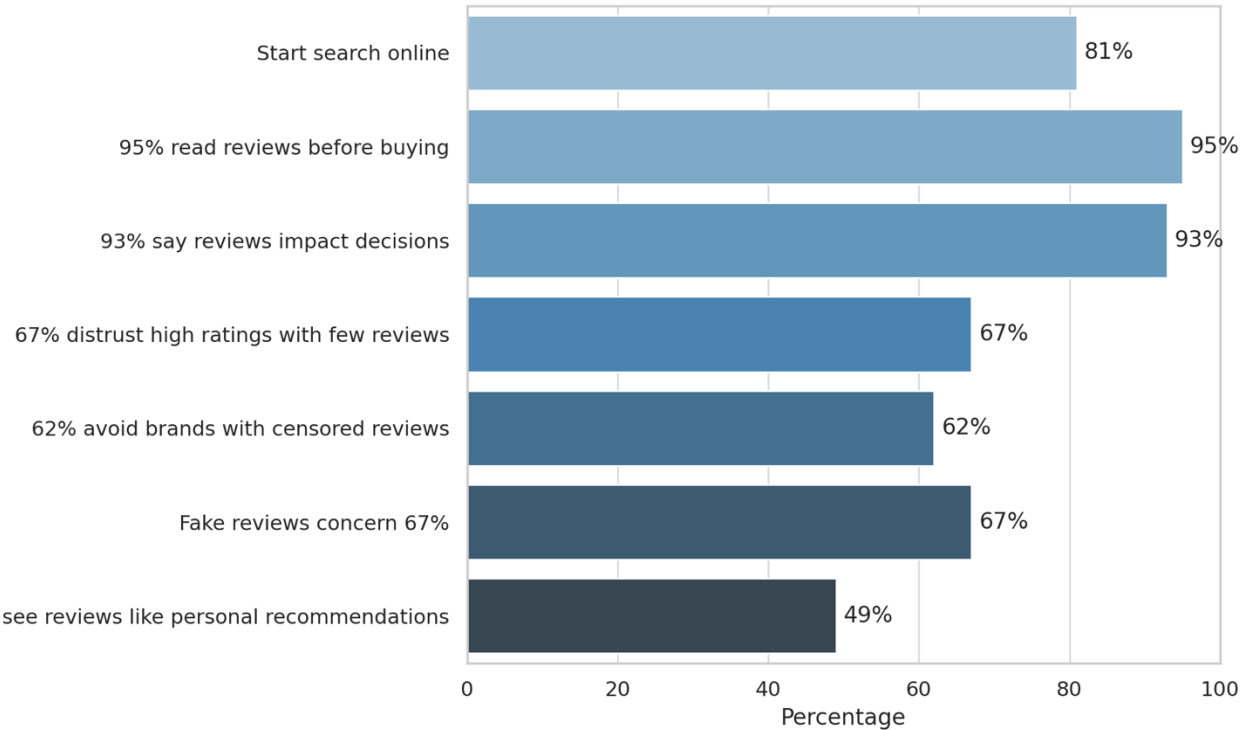
[Rocket's acquisition of Redfin](#) was finalized less than a month ago, but it already appears to be paying dividends.

The mortgage giant discussed the transition and shared some early results during a July 21 earnings call. Its

Shift of Consumer Behavior (SEO)

- ~87% of Consumer's Start their Online Search with Google

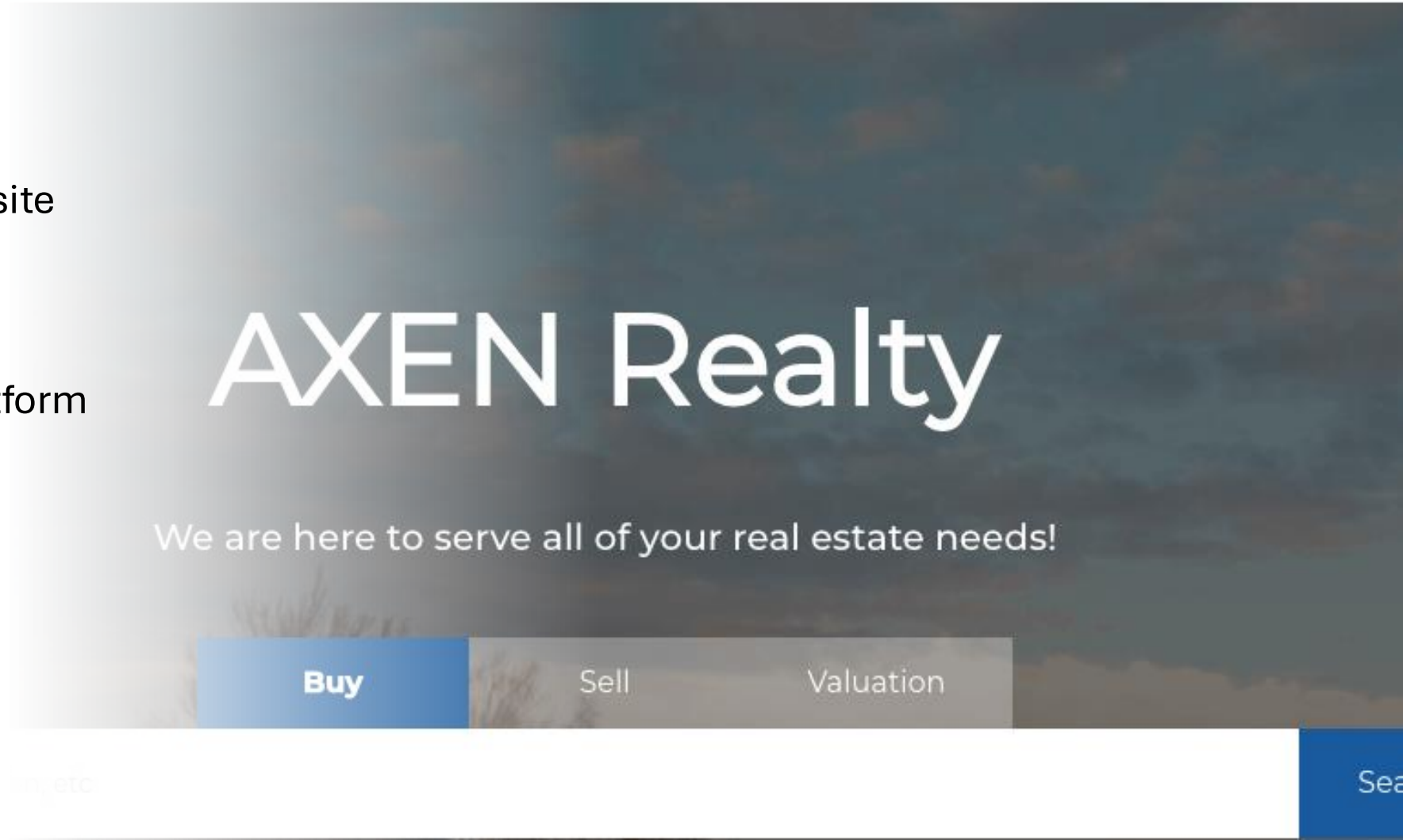
Consumer Behavior: Online Search & Reviews (2025)



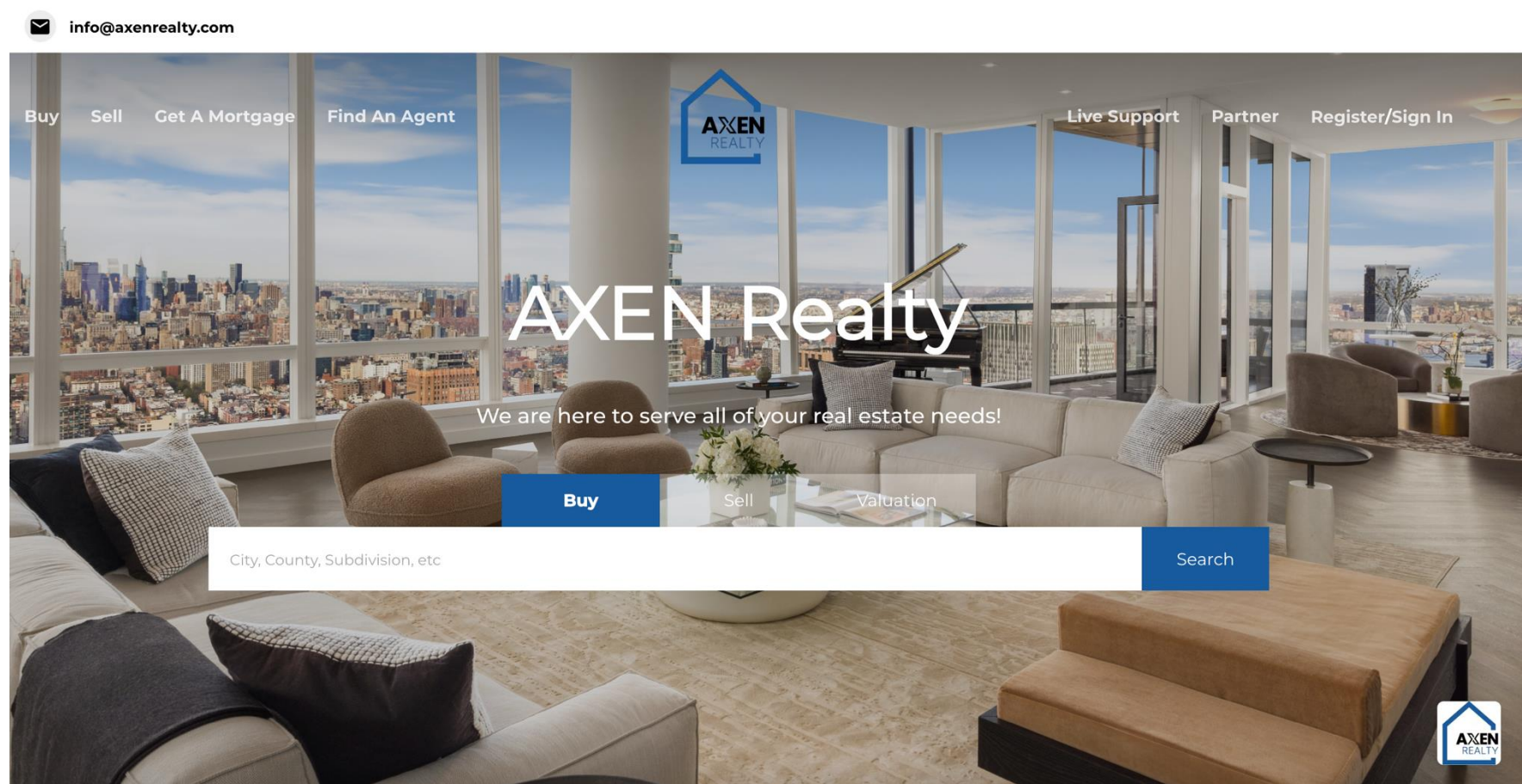
The Tech Stack

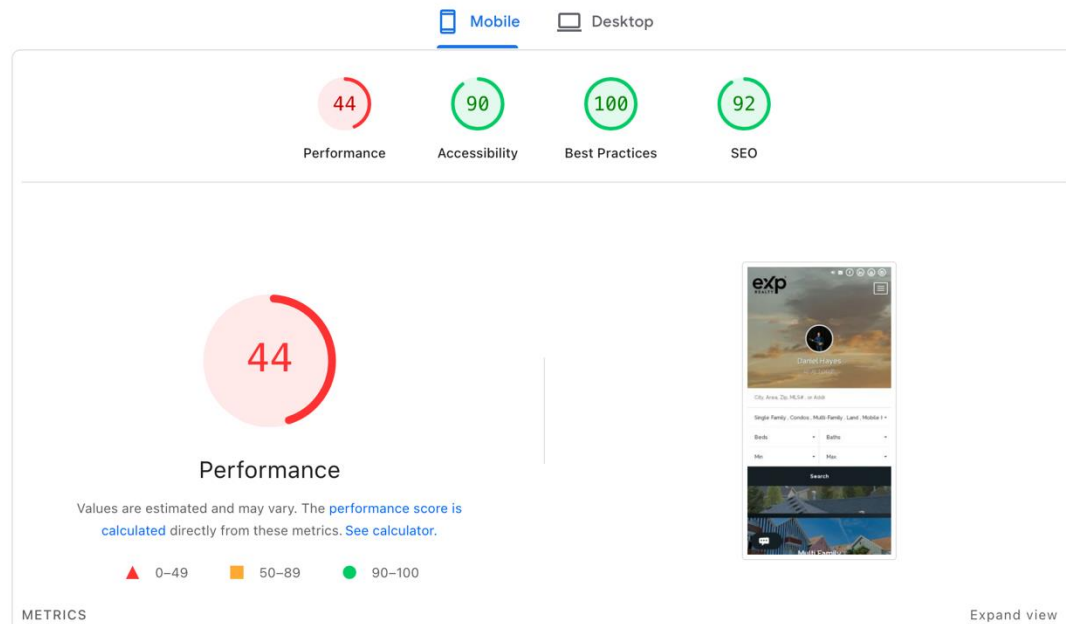


- AXEN Live Support
- Lofty Agent CRM + Website
- Dotloop
- Video Training Platform
- Investor/Off-Market Platform
- Google Workspace
- Agent Ledger
- Canva

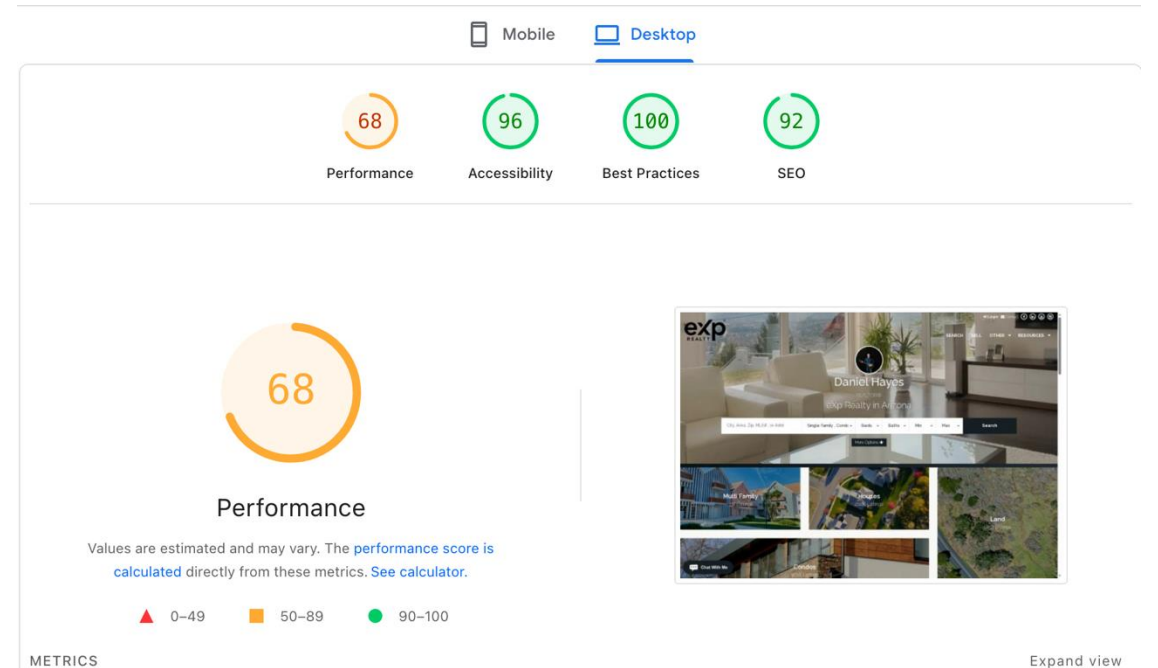


Agent SEO Websites



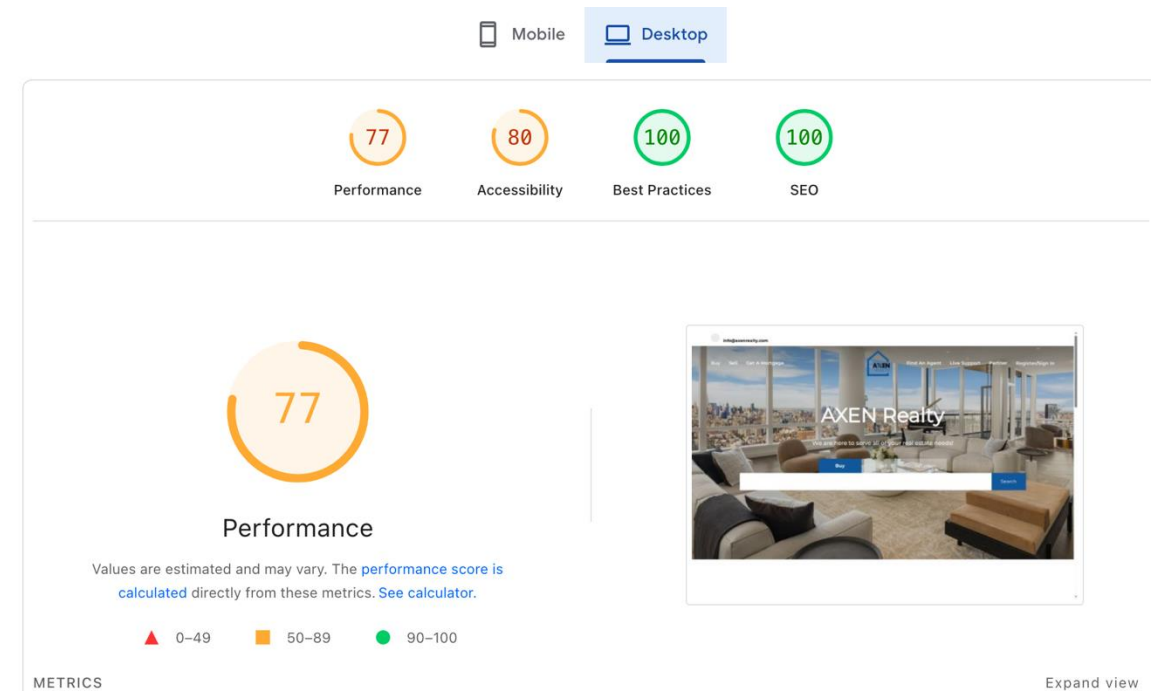
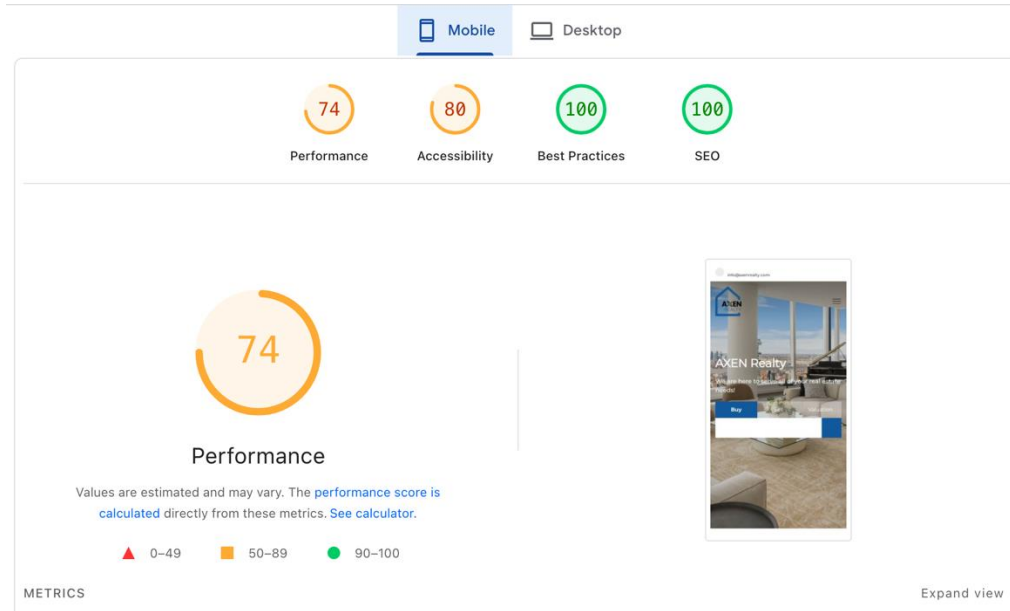


eXp Realty provided agent website...



 PageSpeed Insights

AXEN Realty provided agent website...(still in production)



 PageSpeed Insights

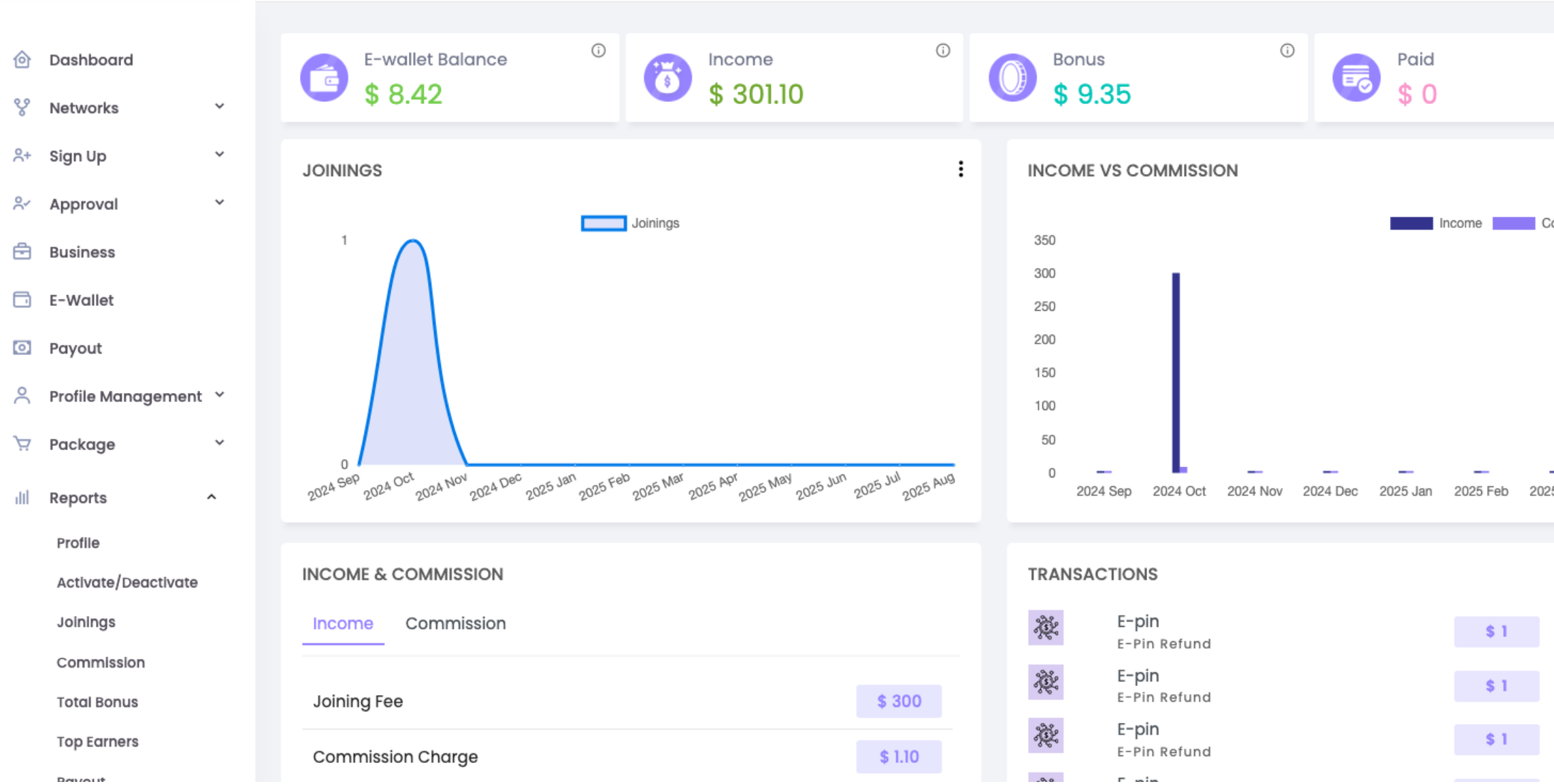
Shift of Consumer Behavior (Convenience)

- iBuyers are a threat to realtors because they offer sellers fast, convenient cash offers without needing an agent, making it harder for agents to win listings at lower than market values.

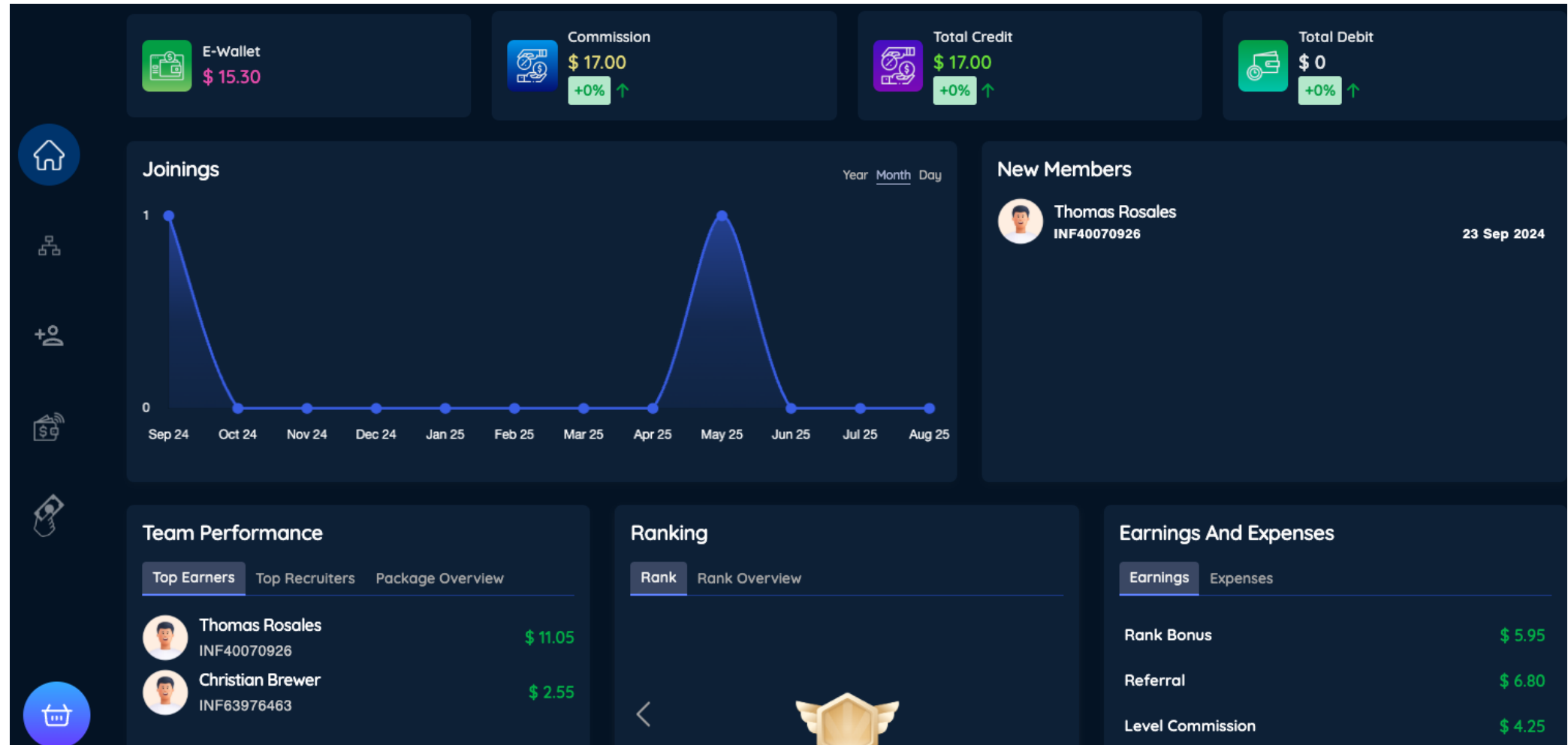
Opendoor Orchard Home

clever OFFERS knock Offerpad

Back Office – Tracking, Reporting, Payouts, Downline



Back Office – Tracking, Reporting, Payouts, Downline



PLANS POWERED BY AXEN REALTY SUPPORT

1. Essentials Close – Included

Perfect for experienced agents who just need help staying compliant.

- Contract-to-close checklist management
- Deadline tracking & reminders
- Contingency tracking (financing, inspection, etc.)
- Coordinate signatures via eSignature (Dotloop)
- Upload required docs to broker platform
- Final file audit for compliance submission

2. Signature Support – +\$100

Great for agents who want full support with communication and task flow.

Includes **Essentials Close**, plus:

- Client & co-op agent communication throughout the transaction
- Schedule home inspection, appraisal, closing
- Coordinate with lender, title, escrow, and attorneys
- Weekly transaction updates to agent
- Support with repair amendment documentation

3. Premier Concierge– +\$200

Full white-glove service for busy or high-volume agents.

Includes **Signature Support**, plus:

- Custom-branded updates to clients (weekly reports or check-ins)
- Coordinate staging/photos (listing-side deals)
- Closing gift order and delivery coordination
- Post-closing file archiving & follow-up
- Final HUD/CD review with agent
- Agent marketing asset update request (e.g., "Just Sold" templates)

*Signature + Premier increase can be paid from your agent commissions or from any vendor.
(home warranty, title, mortgage, home insurance, etc.)*



Contracts to Close System

Index

Transaction Plans

Transaction Checklist

Closing Procedure

Required Documents

Required People Info

CDA Information



First Steps

- Streamline your transition to AXEN - license, deals, goals and network.
- These steps prepare you to hit ground running + start closing deals fast.



The Support Team

- Gain instant access to AXEN's Live Support Team to Keep Your Business Moving
- Collaborate with a Power Network of Market Leaders Sharing How to Win Today



Phase 1: AXEN Gateway

- Unlock the full suite of AXEN's industry-leading tools and technology
- Gain instant access to the systems that power success, with hands-on setup + training



Phase 2: AXEN Blueprint

AXEN APEX

Phase 1: AXEN Gateway

Unlock the Tools.

✓ 1. First Steps

✓ 2. Core Systems Access

AXEN Realty Email | Google Workspace
Lofty CRM & Website
Dotloop
Video Training University

✓ 3. Understanding the Model

Pay Plan
Revenue Share Growth
Training Schedule + Events

✓ 4. Tools for Growth

Support Tickets
Universal Resolution Process
License #, EIN #
Close

Phase 2: AXEN Blueprint

Learn the Game. Master the Moves.

Top Metrics

AXEN 100 Program

SEO

Empower Your Agent Brand to Win Online!

1 - Foundation

Google Business
Profile

2 - Website

Agent SEO Website

3 - Agent Profiles

Zillow.com
Realtor.com
Homes.com

4 - Social Media

Facebook
Instagram
Youtube
LinkedIn
Twitter (X)
TikTok*
Pinterest*

Phase 3: AXEN Ascent

Stand Out. Scale Up.

Agent Success Tracker

Sole Focus on Activities that produce results

SOI Kickstart

Turn your database into a hands-off sales machine with AI - generating new business

Referral Exchange

Get leads at no upfront cost — only pay a referral fee when you close the deal

Revenue Share

Build passive income by helping other realtors succeed with the same proven systems that grow your business

Dual RELO Program

Your clients will have access to the more programs, competitive rates, terms and fast closings — while you earn to reinvest.

The Culture Collapse Since COVID

Why Most Brokerages Are Quietly Crumbling

Disconnected Agents = Declining Success

- No Real Community or In-Person Connection
- Agents feel isolated & collaboration thus vanished

Brokerage Quit Rates Have Surged

- Attrition Rates have increased by 30-50%
- Without culture, agents leave for better support
- New Agents failing faster from lack of support

AXEN Success Events

Weekly AXEN Sales Huddle

Align. Execute. Win.

Wins & Recognition (5 min)

Sales Metrics Snapshot (5 min)

Pipeline Pulse + Follow-Up Focus (5–7 min)

Weekly Focus/Training/Roleplay (10–15 min)

Challenge & Commitments (5 min)

Wrap-Up & Action Steps (5-7 min)

Open Floor: Q&A, Ideas, Collaboration (15 min)



Real Estate Growth Mastermind

For Agents & Loan Officers

**Prioritize Your
Business
Growth Now!**

With the #1
Mortgage
Lender in the
US

**Sept 9-11
Detroit, MI**



Why This Event Matters

- Learn How to Dominate your Market
- Realtor + Lender marketing systems that work
- Exclusive Financing Programs to serve the clients
- Live Q&A with top producing experts



Industry Stats

- ~80% of purchase transactions have a loan
- Realtor + Lender partnerships close ~2X faster
- UWM is the nations #1 wholesale lender



Speaker/Panelists

- Mat Ishbia, CEO of UWM, #1 Lender in America
- Shon Washington, VP of Realtor Relations
- Mateen Cleaves, Leadership Coach



Networking

- 500+ Top Realtors + Loan Officers alike flown in for this opportunity to collaborate and enhance their skillsets
- Learn from those actually doing it across the US

Join the top real estate professionals in-person for a high-impact event focused on closing more deals and making more money from proven strategies, tools and partnerships to level up!

RSVP BELOW

RSVP HERE

Flight.
Hotel.
Food.
Transportal.
All Covered...
Show Up to Level
Up !!

**This isn't just a meeting -
it's your next level.**

RELO Program - Financing



Empowering Agents to Thrive in Any Market



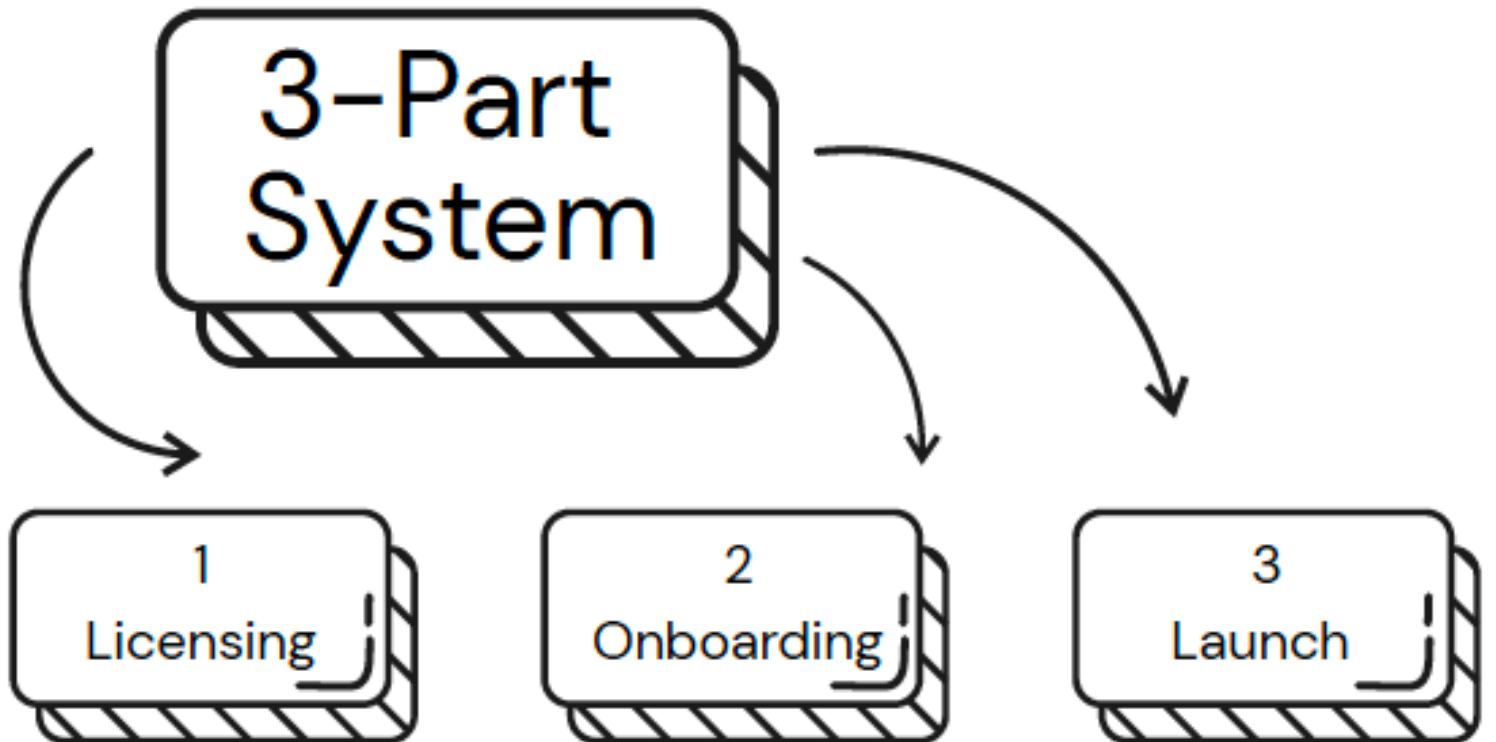
Agents need more than just leads - they need new income streams and innovative solutions to build a more predictable business!



The NEXA RELO Program equips real estate agents with the tools and licensing needed to offer in-house mortgage solutions, giving clients a seamless and more informed homebuying experience.

RELO Program - Financing

HOW TO GET STARTED



RELO Program - Financing

Increased Control of The Transaction



The Power of the Largest Mortgage Broker in the Country



Become a One-Stop Resource for Clients



Increased Commission + Revenues for Growth

The Freedom

1. High Agent Pay
2. No Junk Fees
3. Unlimited Growth
4. Agent First Platform
5. Same Day Pay

You have Three Options

1. Do Nothing

- Keep things as they are & continue hoping for different results.

2. Do It Yourself

- Try to build the systems, marketing and structure on your own – or with limited support from your current brokerage.

3. Partner With Us

- Plug into proven systems, full support, and a done-for-you model that's already working – so you can grow faster, earn more and stress less!