



FREQUENTLY ASKED QUESTIONS, COVERAGES, FEES & CHARGES

What is Included in the Agent Support and Technology Services Package?

Lang Realty provides numerous technology solutions and software programs designed to enhance your business along with superior agent websites. The Agent Support and Technology Services Fee covers these components, which are branded and available to our agents via the intranet for access anywhere, at any time:

- **langrealty.com website** - Offers an MLS search for users to view all listed properties in the area but provides only your contact information with registration. It also has a lead generation system which can be accessed through the “back-end” of the website. Here you can track your leads and access your customer base. Your personal website benefits from Langrealty.com’s amazing SEO and you aggregate your own leads.
- **Agent’s Websites** - Lang Realty has invested millions in website development. Agents are offered an individual state-of-the-art website with full IDX, providing only your contact information with registration to your customers and CRM tools. Premium Sites are available with video landing pages, city-specific specialties, market reports, recreational guides,

and even more agent resource options. Website paperwork that needs to be completed to order a website. Click [HERE](#) to download.

- **Branded Mobile App** - Lang Realty offers an agent-branded phone app for you to send to your sphere of influence, potential customers, and clients with your name and contact information. Your clients can search the MLS from their phones, and you will be their real estate specialist point of contact, always in plain sight. Every property is branded to you and works on location settings for optimal customer engagement.

Note: Custom Mobile link

After your onboarding, you will receive an email from Smarter Agents with a link to download the App. Please open the email on your phone and proceed to install the App. It will already be branded with your name and contact information.

- **Social Bay by Back at You** - Social Media management has never been easier. Lang Realty has partnered with Back at You to bring you an automated tool that can create and post engaging, curated content and agent listings. Each agent listing is auto-posted on their social media channels with an accompanying listing video.

Lead-generating content and landing pages are also available and posted on agent social channels. Schedule your social postings and post on all applicable channels (FB, IG, Twitter, LinkedIn, and YouTube) at once. Includes a vast content library to choose from including hyperlocal posts where you can choose the posting frequency.

Back at You is the only company in the world that is a NAR (National Association of Realtors) member benefit and a Meta marketing partner covering both Facebook and Instagram.

Please see link below for how to set up your Social Bay Account:
<https://vimeo.com/296033687/de3fa1dc2e>

For customer support contact:

The Back at You Team

support@backatyou.com

800.660.7719

Lang also provides company-curated social content for holidays and time-sensitive topics.

Soon to be integrated into a new platform. Launch coming soon!

- **CRM - IXACT** - This CRM allows you to send monthly e-Newsletters and drip email campaigns that are professionally written and ready to go. They are automated, so besides a few clicks to set up, you do not have to lift a finger to get powerful email marketing working for you.

Imagine having a personal assistant working for you 24/7, helping you convert leads into clients, build relationships with all the right people, manage your active business, and stay up to date. That's your life with IXACT Contact, the best CRM for real estate.

Go under CRM icon in the Hub to login. You will need to set up specifics such as a header and contact information prior to use. Also, IXACT will upload contacts into CRM for you. It needs to be on an Excel spreadsheet or CSV.

Click [HERE](#) to open your account.

IXACT can be contacted at 1.866.265.6990 or support@ixactcontact.com

Monday to Friday 9:00AM to 8:00PM EST

Soon to be integrated into a new platform. Launch coming soon!

- **Trendgraphix** - The easiest source for top-notch graphed market data. Want to know how you stack up against all your competitors in a particular area? This program offers timely statistics that will give you the information you need. The visual imagery is perfect for social media, listing

presentations and buyer packages. To access Trendgraphix please click [HERE](#) and use the following credentials.

User: lang-agent | Pass: lang2019

- **Training** - We offer several unique training classes taught by various trainers and staff.

There are also multiple technology classes held each month so that you can best utilize all that Lang Realty has to offer.

There is a training calendar on the Hub where you can see all events and training offerings for the month. To access, please click [HERE](#).

To watch all previous trainings and presentations, please click [HERE](#).

- **Business Planning** - Various classes every month with an emphasis on building your base of business are offered. Office meetings are held on a regular basis and speakers from various real estate-related fields share valuable information on trends in the marketplace.
- **City Market Reports** - Third-party resourced, these statistics show market trends in a particular area and are updated weekly. Able to be e-mailed to your client at pre-selected times to always keep them in the know and engaged with you. Click [HERE](#) to access the City Market Reports.

Send an email to: p.aviles@langrealty.com to request your credentials.

- **Toolkit CMA** - This software gives agents the ability to produce high-quality flyers and brochures as well as an outstanding CMA program to wow your clients. All documents are branded to Lang and ready for you to insert your photo and contact information. The CMA can be edited to include area statistics, charts, and graphs as well as the pertinent pricing

information necessary to correctly price the property and sell the listing quickly. Contact Toolkit CMA for training at 800-828-0970 or support@realtytools.com. To access Toolkit CMA, click [HERE](#).

Send an email to Your Administrator to request your AppFiles credentials.

- **AppFiles** - Our online program for creating listings, contracts, and all paperwork needed in a real estate transaction. The interface is very user-friendly and training is provided. The program has an integrated electronic signature feature which is usually a fee-based utility but is offered as part of our system. All your forms and executed documents are stored online and accessible from anywhere, any time. It is compatible with any smartphone mobile device, iPad, or tablet as well as your PC and laptop. Click [HERE](#) to access AppFiles.
- **Photo & Video Library** - A vast library of city photos and videos all owned by Lang Realty and free to you to add to your website or presentations, our content is built to help you grow. Please click [HERE](#) to access the Photo and Video Library.
- **Collateral Marketing Materials** - High-quality prints of graphs, charts, and presentation materials are all available in offices for our agents to build polished presentations for their clients. Additional marketing materials include business card templates, signage with corresponding order forms as well as logos and brand guidelines. Brochure templates for a new listing, price reduction, brokers open and open house are also available as well as electronic listing and buyers presentations. These PowerPoint presentations are already prepared with current charts, graphs, and statistics which show the power and scope of you and Lang Realty as the leading company in the area. Just add your photo, testimonials, and contact information to complete the presentation and it is done! Geocode

maps are also available. All these resources can be located in the Hub under the Marketing tab. Click [HERE](#) to access.

- **Falkinburg Imagesetting** - is a full-service custom print advertising firm specializing in Real Estate. Both the Sphere of Influence and Farming campaigns are effective, professional, and 100% done for you.

Phone: 561-997-0704

Fax: 561-994-6958

email: production@falkinburg.net

1060 Holland Drive, Suite 3C, Boca Raton, FL 33487

Please email p.aviles@langrealty.com to set up your XpressDocs account.

- **Xpress Docs** - Create your own mailing pieces from over 200 different templates. Easy to use and economical to send to your sphere and/or farm area on a consistent basis.
- **Everything Else** - includes staff contact information, membership rates, phone list, holidays, policies and procedures manual, errors and omissions, amongst other valuable miscellaneous information. Please click [HERE](#) to access the Everything Else page.
- **Binders** - Soft cover and Luxury binders are available for presentations and all offices are equipped with thermal binding machines. **Soft cover binders are complimentary** and Luxury (hardcover) binders are available to purchase for \$15. Link below for video on binders:

<https://vimeo.com/322094020/0bb0dd5b30>

- **How to log into your Rackspace email** - login to your Lang email address in Rackspace and change the password. Click [HERE](#) to watch a brief video below on how to accomplish this.

Disclaimer: Please check your Spam/Junk folder as Rackspace emails may get blocked.

- **Internal Agent Facebook Page** – Lang has an Agents internal page where agents can share useful information with each other as well as find company updates. Encourage agents to join. They will be approved once they ask to join.

<https://www.facebook.com/groups/langrealtysagents/>

Like, Comment, and Share Our Social Media Handles

- Click [HERE](#) for our Facebook Page
 - Click [HERE](#) for our Instagram Page
 - Click [HERE](#) for our LinkedIn Page
 - Click [HERE](#) for our Twitter Page
- **Email Signature** - Send an email to: p.aviles@langrealty.com for assistance setting up your email signature.
 - **Easy Texting** - This is an additional way Lang communicates with agents and staff (opt-out feature).

Please visit the Hub at www.langbusinesscenter.com and explore the abovementioned tools.

Monthly Fees:

- \$95 per month + \$5 = \$100

(Agent support and technology services package, website, holiday fund)

If you have your own website, the fee is \$70 + \$5 for holiday fund for staff = \$75. Fees subject to change with prior notice to agents.

Lang Realty has invested significantly in the website and continues to invest in PR, marketing, and direct SEO platforms to provide the search results and leads that you are looking for from your listings.

We are an extremely agent-centric company that realizes that agents and their business are what matters most. Every dollar generated from this agent charge is put back into the website to increase our rankings and leads for our agents.

Lang Realty protects you with broad E&O

Lang Realty carries Errors and Omissions Insurance (E&O) to safeguard our agents and the Company from lawsuits brought by clients in connection with real estate transactions where we represent the seller and/or the buyer. This policy provides protection up to \$2 million per incident.

Lang pays the deductible for this protection \$10,000 (as long as the agent has conducted business in a legal and ethical manner). The premium for this comprehensive coverage is \$475 per year and is billed to all agents every January. The coverage is pro-rated for agents who join us after January.

What does the ad fee cover?

Lang Realty believes in a cooperative, multi-faceted approach to advertising and marketing. We understand that most people search online for their next property; we also understand that many sellers want to see their property advertised in print. The “ad fee” was designed as a CO-OP devoted to covering the cost of digitally promoting all listings above \$200,000 and recent sales. In the case of a listing, a digital campaign is automatically generated and runs for an entire month on all relevant websites like Amazon, CNN, Wall Street Journal, etc. This fee of \$125 is only paid at closing, so it only applies if the listings get sold (no risk). Fees subject to change with prior notice to agents.

When a Lang agent represents the buyer, the agent gets a full week of a “Just Sold” digital campaign promoting him/her.

The buyer ads have your name and contact information, so the lead comes directly to you.

What is the Employee Holiday Fund fee?

The Employee Holiday Fund fee is a Five Dollar a month fee (\$5) that is collected from all agents and is given to the Company's Staff on behalf of the agents at the end of the year as a token of appreciation for their hard work and dedication assisting with their needs throughout the year. Fees subject to change with prior notice to agents.

Does Lang Realty charge for copies and supplies?

Lang Realty does not charge for black and white copies unless they are in excess of 500 pieces per month. The Company allows 50 free color copies, anything after that will be charged at \$.15 cents per color copy. Lang Realty provides stationery, envelopes, notecards, presentation folders and marketing materials for their agents. This should not be used for "bulk mailing." All offices are equipped with computers and wireless access for your laptops. The copy machines are all capable of scanning and e-mailing. All have the ability to collate and staple packages automatically.

Health Insurance Option

Lang Realty has entered into an agreement with Clearwater Benefits, a third-party company that offers health insurance plans to Independent Contractors based on their specific needs. Please contact your Key Administrator for more information on this insurance.

Does Lang Realty charge a compliance fee?

Lang Realty, like all other real estate companies in our area, does charge a compliance fee to the Seller and/or Buyer of \$399 (\$350 for Port St. Lucie). For rental transactions we charge a \$125 fee to the Landlord and/or Tenant. Fees subject to change with prior notice to agents.

There are disclosures on AppFiles and in our packages which are to be signed by the client indicating that they will be paying this fee at closing or lease inception. If your client refuses to sign and pay this compliance fee, it will be your responsibility. The compliance fee is charged to facilitate the processing of the transaction through closing and storing the file for a period of 5 years in

accordance with the rules of the Florida Real Estate Commission. The file is accessible to any of the parties for review at any time within those 5 years.

What else does Lang Realty do for their agents?

Lang Realty provides staffing 5 days a week at **all** locations, phone answering 7 days a week.

All Lang Office Hours:

Monday through Friday: 9 am to 5 pm

Admin Present at Central Office: Saturday: 9 am to 5 pm | Sunday: 9 am to 4 pm

All Other Offices: Saturday: Closed | Sunday: Closed

Agents are encouraged to take floor time, however are not required to answer phones or give showing instructions. Staff are here to help assist our customers and agents.

- **State-of-the-art offices** - Lang provides its agents with top-of-the-line equipment and software programs designed to make their jobs easier and provide the best for their clients.
- **A proven track record and history of results** - Lang's dominance in our market is undeniable. Our agents have an advantage over the competition due to our stellar reputation. We provide the tools you need to secure listings and ensure a safe company to hold your Buyer's escrow funds. Lang Realty is a trusted brand—a Company that you can be proud to be associated with, and one that will make you stand out!
- **Not all companies are the same** - At Lang Realty all our agents are valued business partners. We have a non-competing Broker, General Manager, and staff who are experienced and dedicated. Lang Realty prides itself on creating an exceptional working environment for its business partners—YOU! We are here to help your business grow and flourish for years to come!

Local • Trusted • Proven

Not just a tagline, this is who we are!

Summary

What is Included in the Agent Support and Technology Services Package?

- ◇ langrealty.com website
- ◇ Agent's Websites
- ◇ Branded Mobile App
- ◇ Social Bay by Back at You
- ◇ CRM - IXACT
- ◇ Trendgraphix
- ◇ Training
- ◇ Business Planning
- ◇ City Market Reports
- ◇ Toolkit CMA
- ◇ AppFiles
- ◇ Photo & Video Library
- ◇ Collateral Marketing Materials
- ◇ Falkinburg Imagesetting
- ◇ Xpress Docs
- ◇ Everything Else
- ◇ Binders
- ◇ How to log into your Rackspace email
- ◇ Internal Agent Facebook Page
- ◇ Like, Comment, and Share Our Social Media Handles
- ◇ Email Signature
- ◇ Easy Texting

Monthly Fees:

Lang Realty protects you with broad E&O

What does the ad fee cover?

What is the Employee Holiday Fund fee?

Does Lang Realty charge for copies and supplies?

Health Insurance Option

Does Lang Realty charge a compliance fee?

What else does Lang Realty do for their agents?

State-of-the-art offices

A proven track record and history of results

Not all companies are the same

Local • Trusted • Proven