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HARRELSON GROUP
ADVANTAGE

WE GET YOU FURTHER FASTER...



Each year we evaluate the production of hundreds of agents and identify what they are doing well AND what we may be able to provide that will help them get to their Next Level. Our program is always evolving based on industry advancements, agent needs and various disruptors entering the business. It's critical that we stay relevant! The fact that we are engaging right now, demonstrates that you're serious about your career and you're committed to improving yourself both personally and professionally.

So... I have no doubt that you will prove yourself to be successful in this business. But, here's the big question: Are you willing to wait for success to come to you, or do you want to accelerate the process?

Having worked beside and coached real estate agents around the country for 20+ years, here's what I know:

Success rarely happens overnight. It requires trial and error, building a presence in the marketplace, and tons of discipline and perseverance along the way.

We can help you ***Get Further Faster.***

Having our leadership team on your side is like taking a shortcut to success.

You can get there on your own in 5-10 years. Or, you can get there faster with our guidance, our knowledge, our accountability, our support system and our coaching in your corner.

In the following pages, we've provided you with everything you need to know about our company. If you have additional questions, please don't hesitate to discuss with a member of my team.

If you're in real estate because you relish the thought of having no ceiling on your income and you want to build a successful business for the long run, I encourage you to let us help you

Get Further Faster.

COMMON CHALLENGES



We have been coaching agents all over the state of South Carolina and noticed some common challenges that agents are facing...



1. Lead Costs Are Rising - Zillow and other lead sources are making it tough for agents to be profitable.
2. Agents are struggling to get everything done by the end of the day.
3. Lead conversion seems to be suffering because so few people answer their phones.
4. It is tougher to get listings...and to get them to pay a fair commission because of so many discount agent options.
5. Overwhelmed with too much paperwork.
6. Underwhelmed with too few leads. Company not providing leads.
7. Don't have enough time for my family or myself...work never stops.
8. No one to go to for those important "Got A Minute Moments."

What are the challenges you personally face that are keeping you from getting to the next level?

What's holding you back?



OUR VISION

Extraordinary Service. Greater Purpose.

OUR IDENTITY

We are a full service real estate company committed to Enhancing of our agents, staff and their families throught extraordinary service, common generosity and an unwavering commitment to excellent.



CORE VALUE

Be Industry Influencers and Disruptors
We Pull the Industry Forward

We Believe in our Agents and Their Dreams
We do what we say we will do

We Practice Open and Real Communication
Empower others to succeed

We are Accessible
We Have A Minute - 24/7

Inspiring Company culture
We Innovate and Constantly Improve

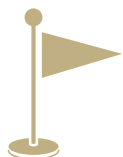
5 STEPS TO HIGHER PRODUCTION



Leveling Up Success By Empowering You To Build A Business That Is
REPEATABLE, SCALABLE AND ENJOYABLE



Define Your Goals and Vision



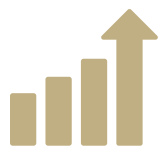
Determine Starting Point And Road Blocks



Overcome Barriers And Design The Plan



Success Coaching And Tracking



Evaluate, Adjust and Level Up

ALL INCLUSIVE COACHING



NEW AGENT BLUEPRINT



Participate in a Business Strategy Session with a Certified Coach and learn how to design the perfect Real Estate Blueprint that will take you from New Agent to Top Producer. Learn what to do as a new agent and more important, what not to do in order to keep you on track to reach your goals.

SALES MASTERY COURSE



Learn the skill sets of the Top Agent around the country. There is a reason why some agents do 2 deals per year and others do 100+ deals per year. No matter your goals, mastering the sales process is critical to your success.

LISTING MASTERY COURSE



Potential sellers are interviewing multiple agents more than ever before making it more difficult to compete in the marketplace. Our listing mastery course is designed to help you walk into the sellers home with confidence and walk out with more saleable listings in hand.

ADVANCED LISTING COURSE



Learn the strategies and techniques that top listing agents use to generate 10+ listings per month every month of the year. In addition, we will help you crack the code on listing at high levels while maintaining work life balance.

BUYER MASTERY COURSE



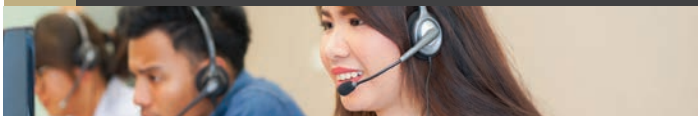
Our Buyer Mastery Course is designed to improve your conversion skills at each step of the buying process. You will learn how to decrease the number of showings to write a contract, how to influence the buyer to make a fair offer and how to streamline the buying process.

ADVANCED BUYER COURSE



There is a huge opportunity for you to earn an impressive income working with buyers the 'right way'. Our Advanced Buyer Course will help you sharpen your skills with advanced scripts, tools and buyer strategies. You deserve better results from your hard work!

FSBO MASTERY COURSE



Very few listings are taken on the first meeting of a FSBO making it important that you have a bullet proof FSBO Prospecting and Follow Up Plan. You will learn when to call, what to say and how to convert those conversations into saleable listings.

EXPIRED MASTERY COURSE



The Expired Mastery Course will help you breakthrough those misconceptions about prospecting these expired listings. Many of the top agents make expired listings a top priority. Learn the scripts and techniques that can help you win multiple listings each month.

COI MASTERY COURSE



This Centers Of Influence mastery course trains you to generate quality leads daily. By taking a professional approach to serving your current clients, past clients, friends and family, you will position yourself as a real estate authority and earn the referrals that will take you to the next level.

LEAD GENERATION MASTERY COURSE



As you can imagine, the Internet is playing a huge role in our real estate business. Learn the techniques that will give you an advantage in the marketplace. The key is understanding which online marketing options work and those that are a waste of time and money. We generate thousands of online leads at low costs and we can teach you to do the same.

SCRIPT CERTIFICATION COURSE



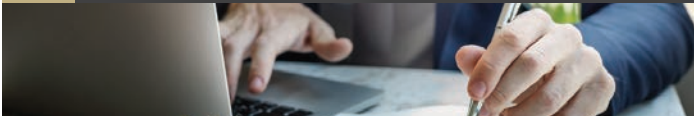
There are 3 Phases to Script Mastery. Memorization, Internalization and Personalization is needed to improve your conversion rates. In this course, we will teach you how to get through the phases and on your way to taking more listings and writing more contracts.

OPEN HOUSE MASTERY COURSE



This course is helping our agents generate more traffic to their open houses. It takes more than putting a sign in the yard and hoping people show up. You will learn how to take a multi-channel marketing approach to increase traffic and help you generate more leads.

COMMUNITY DOMINATION COACHING



Before you increase market share, you must capture mind share. This course will teach you what community domination looks like, how to choose a community and the steps necessary to win 20% market share in that chosen community.

WEEKLY COACHING SESSIONS



You will never again feel like you are all alone trying to figure out how to grow your real estate business. Each week Greg and his team shares insights on the industry as well as the most productive strategies you can use to close more transactions.

BUSINESS PLANNING



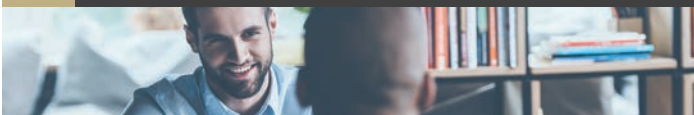
We help you design a business plan that defines, measures and helps you achieve your goals. We have developed multiple 100+ producers using our business planning process. You determine where you want to go and we will Get You Further Faster!

FREE MIKE FERRY EVENTS



Not only do we coach, but we also love to learn from other coaches. We collaborate with the Top Coaches around the country and like to include the agents in the process. We will cover the event registration fee for any Mike Ferry event you want to attend...another Harrelson Group Advantage!

ONE ON ONE COACHING SESSIONS



You get personalized coaching sessions with one of our top strategy coaches. Depending on your needs at the moment, we will schedule your one on one session to help you breakthrough to the next level. There is no need to reinvent the wheel when we can share the proven techniques that are used by the top agents in the United States.

WHAT WE PROVIDE

ALL INCLUSIVE SERVICES

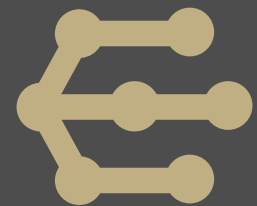


OUR TECHNOLOGY, ADVERTISING, MARKETING, TRAINING AND INTEGRATED SYSTEMS ARE ALL PART OF THE PACKAGE. WE'VE CREATED A COMPREHENSIVE PLATFORM AND FULL SET OF SERVICES ALL IN ONE PLACE.

Integrating custom developed and innovative technology with creative software partners to provide an all-inclusive, automated and user-friendly hub.

HomeBot Digest | Real Geeks Websites | KV Core Web Solutions
Sisu Dashboard | Advanced CRM | Golden Ruler - Seller Stats
Facebook Posting Tool | Craigslist Posting
What's My Home Worth Widget | Contact Junkie | Zap Website
YouTube Listing Auto Poster

TECHNOLOGY



We don't think you should have to do everything yourself. We have assembled a support team to take the load off your shoulders and allow you to do what you do best...work with buyers and sellers. All of these services are free and exclusive to your agents

VA Management Assist | Listing Coordinator Department
Compliance Department | Graphic Design Team | Marketing Team
Data/Analytics Manager | Closing Coordinator Department
RESS Learning Portal

AGENT SUPPORT



Marketing has become one of the most significant duties of today's real estate agent. Unfortunately, too many agents are wasting money on marketing that does not work. Learn the marketing strategies that matter to your client and helps you make more sales. By the way...we provide all of this or free!

Online Marketing Reports | Monthly Marketing Newsletter

Social Media Marketing | Graphic Designer In House

Annual Market Reports | Personal Brochure

Open House Designs | Just Listed Designs | Just Sold Designs

Company Folders | Pinterest Marketing

MARKETING SERVICES



Buyer Leads | Seller Leads | Global Referral Network
National Relocation Leads | Zillow Lead Referral Program
C21 Referral Network | Social Media Lead Distribution

COMPANY GENERATED LEADS



KEVIN MILLS

Kevin was in instant success. He graduated college at agent 21, started selling cars and within 6 months decided he was going to get a real estate license. He searched the internet and watch a series of our training videos and decided to join our company. He sold over 200 properties in his third full year in the business.

ABE SAFA

Abe owned some retail shops for years. He decided to make a change of careers and got licensed. Abe closed 41 deals his first year, 70 in his second year and 115 in his third year in the business working mostly sellers. On top of all this, he and his wife gets to travel out of the country multiple times per year.

LORI WIDNER

Lori is another agent that makes us proud. Lori was a manager at a well know retailer named Chico's. She did very well at retail yet wanted a change. She got her license and in her first year closed nearly 40 deals. She is now consistently selling over 60 deals each year.

HUNTER BAIDEN

Hunter was a new agent working with a competing company. In his first 6 months, Hunter hadn't closed one deal. He joined us and after his first 6 months, he had 25 active listings and 6 pending sales. He is obviously on his way to become a top agent.

SHARON BODIKER

Sharon is a great example of what is possible when you focus on becoming a great agent. Sharon started real estate in 2018 and in closed 33 transactions her first year. She follows the system, converts our leads and is on her way to bigger and better things with her business.

JOEL BARBER

Joel worked with another company and was selling around 9-10 properties per year. We saw his potential, coached to his strengths and now Joel is selling 150 homes per year.

NATIONAL IMPACT WORTH NOTING

If you do a Google Search of our leader, Greg Harrelson, you will see agents across the country looking to him for advice and guidance on building their business. He helps agents through the Level Up Podcast, Real Estate Sales Solutions Closed Facebook Group and a frequent guest speaker on how to build a profitable real estate career.

THE
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