

BROKER/OWNER PROFIT OPPORTUNITY

[This overview explains how the broker/owner can immediately and directly profit through the various Site License arrangements.]

If the agent were to purchase **Stay In Touch For Success Marketing System**© through the single agent purchase option, they would pay **\$347** for the full system. With the Site License arrangement, let's use the 20 Agent Rights example, the per agent cost for 20 agent use is **\$69.40** per agent. This is a full 80% discount over the single agent price. This provides the broker/owner the opportunity to apply a wide range of mark-up while still benefiting the agent through a nice discount relative to what they would pay if they purchased directly. Let's say the broker/owner chooses to charge their agents \$197. This would provide the agent a \$150 discount over the single agent price, while also netting the broker/owner at attractive **\$127.60** profit per unit (\$197 charge less \$69.40 cost basis). If the broker/owner were to sign-up 20 agents, their immediate profit would be **\$2,552**. Of course the profit potential will vary depending on the chosen mark-up as well as the number of agents who are interested in obtaining the system.

* Please be mindful of the fact that the most significant profit opportunity comes from the true power of **Stay In Touch For Success Marketing System**© → the power in generating new clients and sales!

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