

## Compensation Plan Options

**Choose Your Path. Build Your Business. Grow with Confidence.**

At Barbour & Company, we offer flexible, transparent plans that let you build your business *your* way—whether you're a solo agent, growing a team, or just starting out. Our options give you access to industry-best tools, expert support, and a trusted brokerage platform that helps you focus on what matters: serving clients and closing deals.

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### **Option 1: Base Affiliation Plan**

**\$12,000 Annual Cap | 80/20 Split | \$145 per Transaction**

A lean, high-upside plan designed for agents ready to run their own systems—but with a strong support backbone available when needed.

#### **Includes:**

- Google Workspace email & productivity tools
- SkySlope Forms, DigiSign, & compliance review
- Errors & Omissions (E&O) insurance
- Weekly "Connections" meetings for support & updates
- Broker-in-Charge & Managing Broker guidance
- Branded 1-pagers, listing guides, and process toolkits

#### **Fees:**

- \$145 per transaction
- One-time \$325 onboarding fee

- **If under \$4M/year in production**, must add the Ops Add-On below
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### **Add-On: Ops Bundle – "Production Booster"**

**\$500/month** (paid out of production at closing)

Plug into our full operations system & personnel—no assistants of your own, no overwhelm. Just selling and scaling.

**Includes:**

- **Custom Follow Up Boss CRM** with Barbour & Co. SmartLists, Tags, Templates, and Action Plans designed to match our client-first process
- **Integrated RealScout** tools for powerful search, client engagement, and lead nurture
- **Operations & Admin support**, including Process Support Manager and Transaction Coordinator
- **Seamless integrations with Barbour & Co. systems**, including website connections, lead routing, and automation
- **Access to B&Co. routed leads** (optional – 30% referral fee at closing)

**A la carte options available:**

- \$450/ unit – Full transaction coordination
  - \$25–\$250 – Document drafting, listing input, seller intake, and more
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### **Add-On: Marketing Marketplace**

**\$1,250/month** (paid out of production at closing)

We become your marketing department—strategy, branding, and creative execution all handled by pros.

**Includes:**

- Marketing Strategy Review & Consulting
  - Branding & Design review
  - Digital, social media, & print strategy review
    - Custom website enhancements
- Canva Teams access (B&Co. Branding Essentials) \*Coming Summer 2025
- Yard Signs & discounted Brochure print + delivery service
- Monthly branded newsletter
- Scheduled access to B&Co. video studio
- Professional marketing collateral (brochures, guides, templates)

#### **A la carte options available:**

- \$100 – Brochure print + delivery service
- \$ Varies – Photography, video, PPC ads, farming mailers, and branded content creation
- \$ Varies – Content Distribution & Management (YouTube & Social media management services)

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## **Option 2: 50/50 Full-Service Plan**

### **No Cap | No Monthly Fees | Everything Included**

Ideal for newer agents, solo agents, or anyone who wants full support without needing to manage tools, tech, or systems.

#### **Includes:**

- CRM, Google Workspace, RealScout, DigiSign, SkySlope
- All TC, admin, and document drafting costs covered
- Full marketing strategy support, including a custom personal website/webpage
- Full access to weekly training, templates, coaching, and marketing basics

- Managing Broker & BIC support
- Access to client materials & marketing toolkit

**Optional add-ons still available:**

- Listing collateral services (photography, floorplans, brochures, video, etc.)
- Personal brand-building support
- Social media management services
- Branded content creation (static or video for YouTube, IG, etc.)
- PPC campaigns and SOI mailers

**Required for:**

- Provisional Brokers
- Agents under \$6M/year who don't use the Ops Add-On

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## **Let's keep the conversation going...**

You choose how to run your business—we provide the platform to make it happen.

**Ask us how to get started, or how to move between plans as your production grows.**