

REALTY**ONE**GROUP
CHOICE

ONE

RESOURCE GUIDE



GET STARTED

ROGCHOICE.COM | ANDOVER & ALEXANDRIA, MN

TABLE OF CONTENTS

OUR STORY	3	LISTING COMPLIANCE	25
ONE MANIFESTO	4	LISTING VENDORS	26
ABOUT ROG	5	SHARE YOUR LISTING	27
GET STARTED	6	TRANSACTION & LISTING COORDINATING	28
PRINTING & KEY FOBS	7	OPEN HOUSES	29
ANDOVER OFFICE	8	CRM SETUP	30
ALEXANDRIA OFFICE	9	PROPERTY MANAGEMENT	31
OFFICE PARKING	10	ONE HUB	32
OFFICE SPACES	11	COMMISSION STRUCTURE	33
MEET THE TEAM	12	TRAININGS	34
ONE MARKETPLACE	14	POLICIES	35
BRANDING GUIDELINES	15	EVENTS	36
MARKETING DEPARTMENT	17	AGENT REFERRAL PROGRAM	37
LEAD GENERATION IDEAS	18	REFERRAL PARTNERS	38
MARKETING TEMPLATES	19	FAQS	39
ROGC ASSETS & GIFS	20	COMPANY LINKS	40
ORDERING MARKETING	21	AGENT TESTIMONIALS	41
ORDERING SIGNS	22	SOCIAL MEDIA	42
NAR SETTLEMENT INFO	23		
LISTING GUIDELINES	24		

OUR STORY

I became licensed in Real Estate in 2006. The driving force was to own my own business. I was able to run my business my way. My own branding, marketing, budgeting, processes, systems, etc. Based on my past experiences in the auto and motorsports industry, I dove in head first. Little did I know what the future would bring in 2007.

Everything started crashing around me. Companies were closing their doors, employees laid off, homes going into foreclosure, commercial mortgages were impossible to get. Realtors were exiting the industry faster than they were joining. I had no idea what tomorrow would look like.

My choices were to quit or roll up my sleeves and work my way through it. I had a young family at home, and I was the major breadwinner. I knew no other way. I decided to embrace the chaos and work harder than any of my competing agents. I saw my business increase annually by 300-400%. I continued to leverage myself and I developed a team that consistently was one of the top performing Real Estate teams in the north metro. We closed annually 135-175 transactions for \$30-45M in volume. I led 12 agents and a staff of 6 utilizing the same principals that were founded and formulated many years earlier in the auto business. I think it was for these production levels that I was approached by Realty ONE Group (ROG).

In the fall of 2017, I was approached by ROG to see if I would be interested in purchasing my own brokerage. I never entertained the thought of owning my own brokerage but after careful consideration, I realized I was the size of a small brokerage with my team. ROG flew me to California to meet the founder, Kuba Jewgieniew and the leadership team at ROG.

ROG was everything I was looking for in a brokerage. They are built on the 6 C's: Care, Connect, Commission, Coolture, Community and Coaching. I applied in December 2017 and was awarded the franchise on 12/23/2017.

We officially opened our doors to our Andover office on May 4th, 2018. We started with a staff of 3 and 6 agents. Today we have 100+ agents at the Andover office and a staff of 9. In September, 2022 we opened our 2nd office in Alexandria, MN. My family and I spend most of our summer weekends in Alex so having an office there was convenient for our family on top of bringing our brand to a new market.

My Big Why is to help my agents and staff achieve their dreams. If we are successful doing this, then my dreams are realized along the way. The word I live by is Kaizen. It is Japanese for "Constant Improvement". My employees are probably tired of my daily drive for constant improvement but I feel this is the #ONE reason our company has grown to the level we have with the efficiency and productivity level we enjoy today.



BROKER & OWNER
REALTY ONE GROUP CHOICE

ONE PURPOSE

Opening doors across the globe - **ONE** home, **ONE** dream, **ONE** life at a time.

ONE MANIFESTO

You have **ONE** life to live, **ONE** chance to make it meaningful, and **ONE** opportunity to live with no regrets. Take risks, be bold, seize the day. Respect others and the world around you. Your circumstances will change. People will change. You will change. Be open to it, embrace it, live it. Every **ONE** matters and every **ONE** has a voice.

60's

COOLTURE

We value **being together** and having fun!

COACHING

We value people and help develop them through our **proprietary education system**.

COMMISSION

We value real estate professionals and empower them to **achieve greater success faster**.

CONNECT

We value innovation that **helps people connect** through technology and marketing.

COMMUNITY

We value our communities and vow to **make an impact** across the globe.

CARE

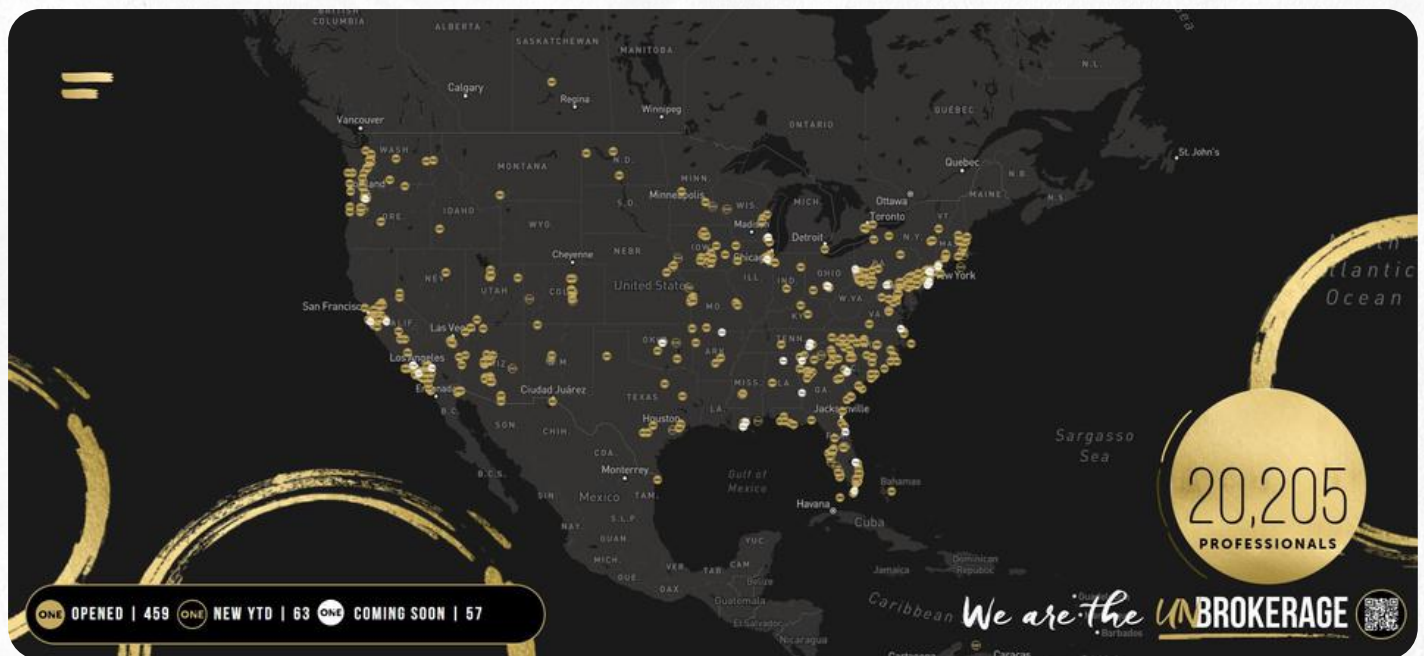
We value **relationships** and celebrate every **ONE**.

CLICK HERE TO READ THE STORY OF REALTY ONE GROUP!

REALTYONEGROUP

**IS CONSTANTLY RESEARCHING, LEARNING & EVOLVING TO
PROVIDE THEIR PROS WITH THE MOST INVENTIVE AND
CUTTING-EDGE WAYS TO MASTER REAL ESTATE.**

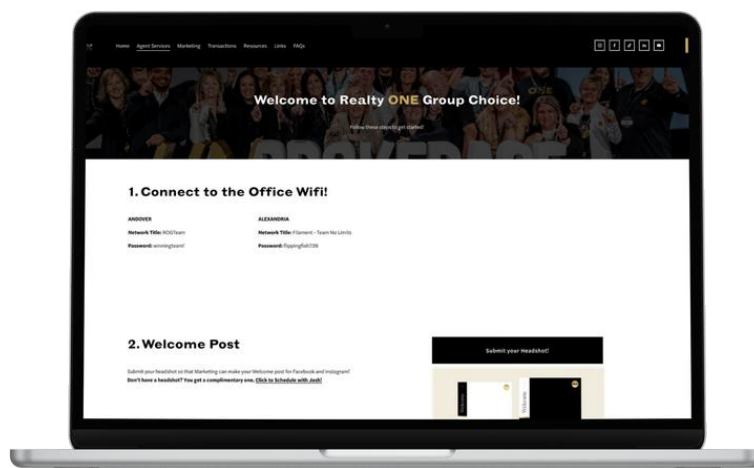
*Click on the image below to see live stats & why Realty ONE
Group is in the **Top 1% Fastest Growing Franchise in America**
according to Entrepreneur's Franchise 500!*



VIEW STATS

GETTING STARTED

Navigate to the 'New Agent' page on ONE Hub to access a comprehensive checklist designed to help you settle in smoothly. The guide includes essential steps like connecting to office wifi, submitting headshots for social media, ordering branded materials, and setting up email signatures. It also offers tools like brand assets, recommended apps, and profile setup on zONE. You can schedule meetings with support staff for business planning, coaching, and marketing consultations. Plus, explore our in-house Listing and Transaction Coordination services!



VISIT NOW

ONEROGC.COM/NEW-AGENT



**GUIDE FOR
TRANSFERRING AGENTS**

CHECKLIST



**GUIDE FOR NEW REAL
ESTATE AGENTS**

CHECKLIST

PRINTER DRIVERS

During your orientation with Jackie B, please bring your laptop with you to get the printer drivers installed.



AMY EKSTROM

Agent Services

612-749-7463

amy@rogchoice.com

We have two printers in Andover (Synergy West & Synergy East) and one in Alexandria. Your printer login is the 5 digit code you gave us on your Onboarding docs.

We have desktops for you to use anytime. Type your 5 digit code in the popup to Print. You must be connected to ROGTeam Wifi to use printers. (Having issues printing? Check that you are connect to the ROGTeam Wifi!)

COST

Charged to your zONE account the 1st week of the month

Black & White: 1st 300 FREE - .03¢ per sheet

Color: .25¢ per sheet (double sided is .50¢/sheet)

SETUP INSTRUCTIONS

If you prefer to set up the drivers independently, you are welcome to do so using the links provided below. You must be on the ROGTeam Wifi in order to set this up.

MAC SETUP

PC SETUP

KEY FOBS

Keyfobs only work from 6:00AM - Midnight/12:00AM.

If you ever forget your fob but need to get into the office, you can call/text Amy at 612.749.7463 and she can buzz you in the front doors.

ANDOVER Office

**ADDRESS**

1893 Station Pkwy NW
Andover MN 55304

PHONE

763-400-3680

EMAIL

frontdesk@rogchoice.com

OFFICE LICENSE NUMBER

40560750

OFFICE ID

26330

OFFICE EIN

81-5145300

OFFICE HOURS

Mon - Thurs: 9am to 5pm
Fri: 9am to 4pm
Sat & Sun: Closed

WIFI

Network Title: ROGTeam
Password: winningteam!

WEBSITE

rogchoice.com/andover

ALEXANDRIA Office

**ADDRESS**

316 Broadway St #8,
Alexandria, MN, 56308

PHONE

320-338-7860

EMAIL

frontdesk@rogchoice.com

OFFICE LICENSE NUMBER

40560750

OFFICE ID

26330

OFFICE EIN

81-5145300

OFFICE HOURS

Mon - Thurs: 9am to 5pm
Fri: 9am to 4pm
Sat & Sun: Closed

WIFI

Network Title:
Filament - Team No Limits
Password: flippingfish739

WEBSITE

rogchoice.com/alexandria

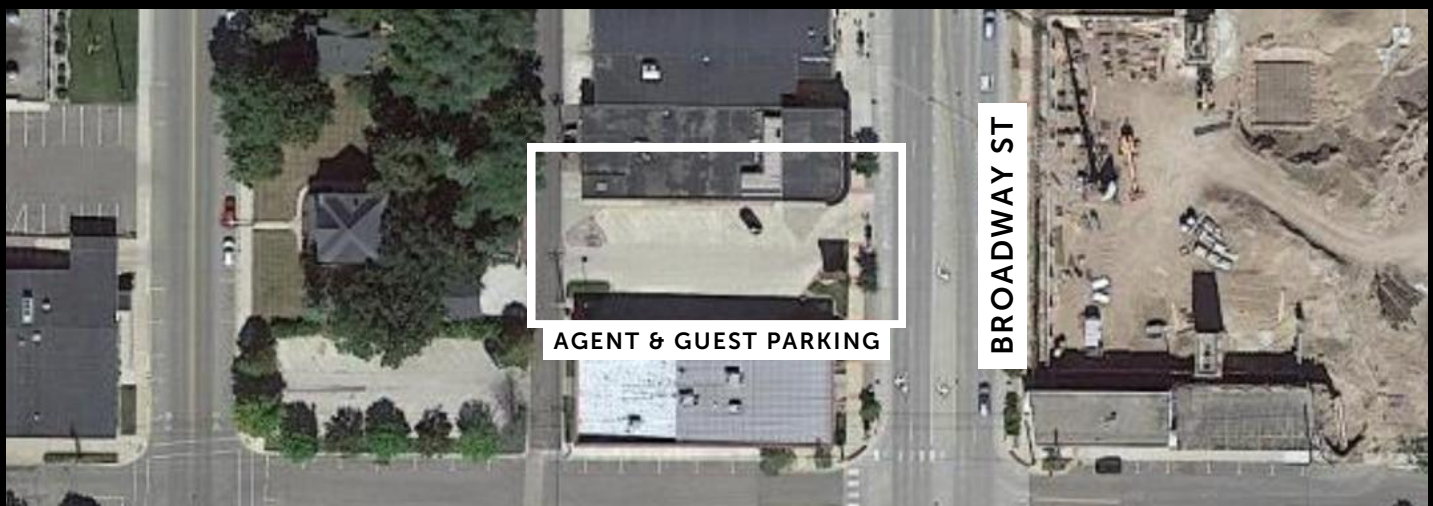
OFFICE PARKING

ANDOVER



Parking lot faces the Andover Cinema

ALEXANDRIA



RESERVING & USING OFFICE SPACES

We encourage all agents to take advantage of our common areas to collaborate and work. We ask that you please be mindful of keeping the environment clean and maintaining professional etiquette so everyone can enjoy a productive space.

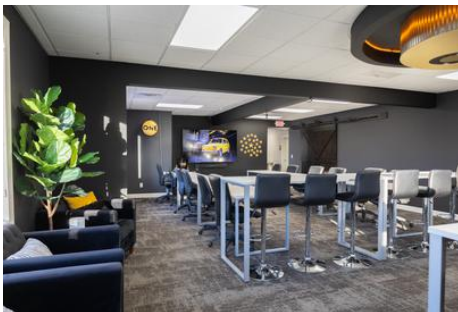
RESERVING A SPACE AT THE ANDOVER OFFICE

If you need a setting for meetings with a client, we offer reservable spaces at our Andover office. Please note that these reserved spaces must be used for real estate-related purposes to ensure they remain available for business needs.

We will do our best to accommodate your preferred space, date, and time. Please note that all spaces being used are reflected on the [Andover Conference Room Calendar](#). If reserving the large conference room, you must have a group of 2 or more.

TRAINING CENTER

Size: 35-40 people



FRONT CONFERENCE

Size: 8-10 people



BACK CONFERENCE

Size: 4-6 people



[RESERVE A SPACE](#)

MEET THE TEAM



PAUL EKSTROM

Broker & Owner
612-749-8404
paul.ekstrom@rogchoice.com

- Broker Support/Questions
- Questions about...
 - New Construction
 - Lots/Land
 - Running a Team
 - Business Planning
 - Budgeting & Processes
 - Commercial RE



JACKIE BARTHEL

Managing Broker
612-382-6424
jackie@rogchoice.com

- Broker Support/Questions
- Mentor/Mentee Program
- Questions about...
 - Forms/Contracts
 - Transactions
 - Compliance
 - Negotiations
 - Systems/Processes



JOSH WILSON

Marketing Coordinator
651-280-7264
marketing@rogchoice.com

- Questions about...
 - Social Media
 - Marketing
 - Print & Email
 - Branding/Logo
 - Website
 - Canva
 - Using AI



AMY EKSTROM

Agent Services
612-749-7463
amy@rogchoice.com

- Questions about...
 - One Login Tools
 - Agent Support
 - ROGC Training Calendar
 - Skyslope
 - NorthstarMLS
 - Reserving Signs
 - Business Cards



JANELLE EKSTROM

Office Administrator & Agent Billing
612-749-6382
janelle@rogchoice.com

- Questions about...
 - Commissions
 - Agent & Monthly Billing
 - New credit card on file
 - 1099 & Updating W9
 - Invoices
 - TrustFunds/Earnest Money
 - Cancellations/Refunds

MEET THE TEAM



JODI EKSTROM

Transaction Coordinator
763-516-1419
transactions@rogchoice.com



MERCEDES ARENS

Listing Coordinator
listings@rogchoice.com



ALYSSA THOMAS

Property Management & Compliance
612-747-4038
alyssa.thomas@rogchoice.com

- Questions about...
 - Transaction Coordinating
 - Transactions
 - Skyslope
 - Compliance

- Questions about...
 - Listing Coordinating
 - Listings
 - Listing Rules
 - Skyslope
 - Showingtime

- Questions about...
 - Property Management
 - Rentals
 - Property Manager
 - Contacts
 - Compliance
 - Skyslope

Can't get into ONE Login? Email **ROG Corporate Support** - helpdesk@realtyonegroup.com

Issues with NorthstarMLS? Email **NorthstarMLS Support** - help@northstarmls.com

OUR AGENTS

We are proudly licensed in both Minnesota and Wisconsin which gives us the ability serve the broader Twin Cities metro area and beyond. If you are looking for help with open houses, showings, agent collaboration, or referrals, view our complete agent roster below. We have it split up by All Agents, Andover, Alexandria, Referral Partners, Wisconsin Agents, and Staff.

VIEW OUR AGENT ROSTER

Updated Weekly

ONE MARKETPLACE **PREFERRED VENDORS**

The ONE Marketplace is Realty ONE Group's partnership with local preferred vendors that offer services to real estate agents and their clients. Below, you will find all of our preferred partners and the link to the full vendor list!



[VIEW FULL VENDOR LIST](#)

ONEROGC.COM/VENDORS

BRANDING & MARKETING GUIDELINES

The following guidelines are required by the Minnesota Department of Commerce and local Realtor® associations.

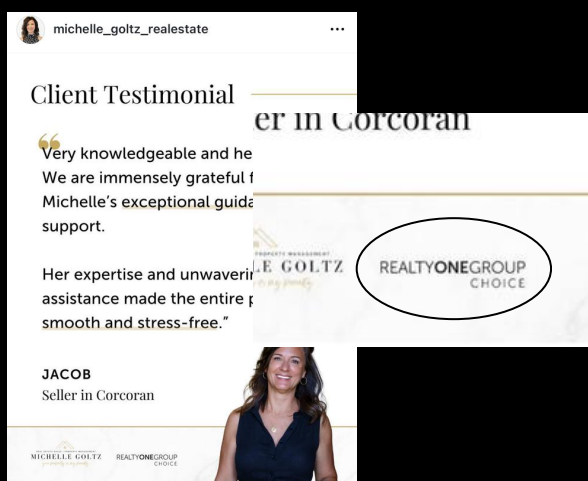
1. REALTY ONE GROUP CHOICE AGENTS MUST DISPLAY THE BROKERAGE NAME IN ONE OF THE FOLLOWING WAYS:

- Realty ONE Group Choice logo on design
- The ROGC logo MUST be as prevalent as any other logos on the design, conspicuously displayed
- Avoid using the Realty ONE Group logo, ensure that the logo is always displayed with "Choice" as "Realty ONE Group Choice"
- Social media posts with Realty ONE Group Choice stated in the caption
- Realty ONE Group Choice stated in text on design
- Social media posts using a hashtag with the brokerage name - #RealtyONEGroupChoice

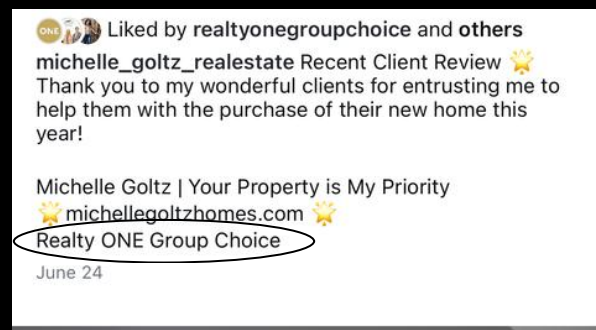


EXAMPLE OF A COMPLIANT POST:

INCLUDED ON DESIGN



INCLUDED IN CAPTION



BRANDING & MARKETING GUIDELINES **CONTINUED**

2. ADD FAIR HOUSING AND REALTOR® LOGOS ON ALL PAID ADVERTISING



WHEN RUNNING ADVERTISEMENTS ON FACEBOOK/INSTAGRAM, HOUSING MUST BE SELECTED AS A SPECIAL AD CATEGORY

3. REFRAIN FROM...

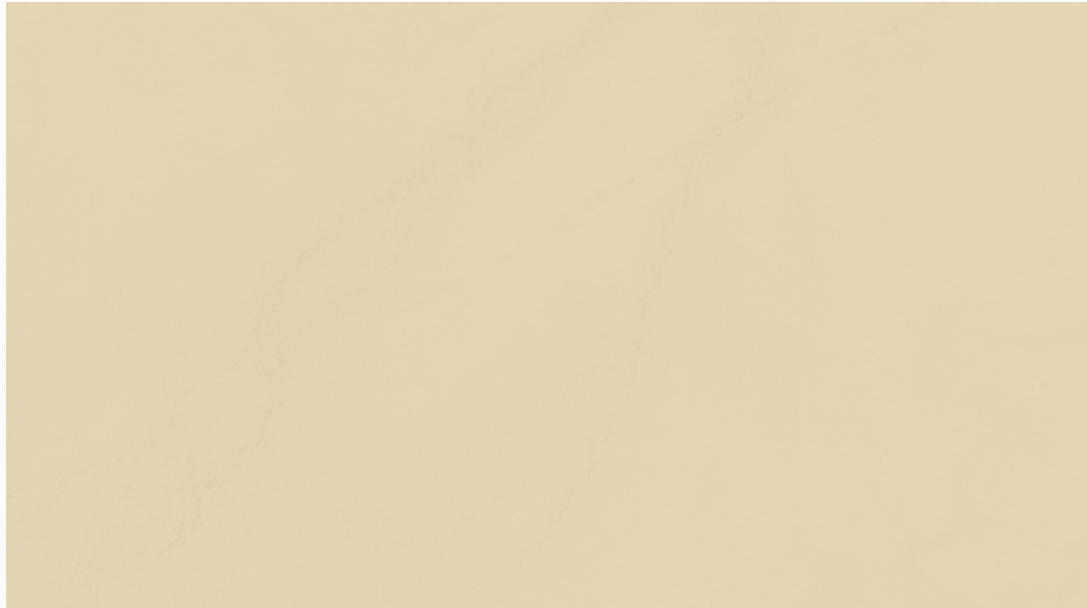
- Discrimination is NOT acceptable in any form. Realty ONE Group Choice prohibits discrimination and harassment based on race, color, sex, religion, sexual orientation, national origin, disability, and all protections outlined by the State of Minnesota. Harassing speech, hate speech, epithets or slurs are prohibited.
- Social media posts or marketing that goes against Minnesota and United States Fair Housing laws
- Social media posts or marketing with any political affiliation, position or comments for or against said affiliation
- Social media posts or marketing with any religious affiliation, position or comments for or against said affiliation
- Social media posts or marketing about non-ROGC company listings without listing agent's permission

[VIEW FULL MARKETING GUIDELINES HERE](#)

Contact marketing@rogchoice.com for any questions and clarification.

in house MARKETING DEPARTMENT

MY WORK



CLICK TO VIEW

OUR SERVICES INCLUDE

- Monthly Trainings
- Professional Headshot
- ONE on ONE Meetings
- Social Media Takeover
- Newsletter Design
- Marketing Strategy
- Listing/Buying Presentation
- Listing Videography
- Ala Carte Services



JOSH WILSON

Marketing Coordinator
651-280-7264
marketing@rogchoice.com



TOP 5 LEAD GENERATION IDEAS

1. SOCIAL MEDIA MARKETING & ADVERTISING

Boost your brand visibility and connect with potential clients by reaching them where they spend most of their time online.

2. MONTHLY OR QUARTERLY NEWSLETTER

Stay top-of-mind with past clients and your sphere by delivering valuable market updates and insights directly via email or mailed to their address.

3. OPEN HOUSES

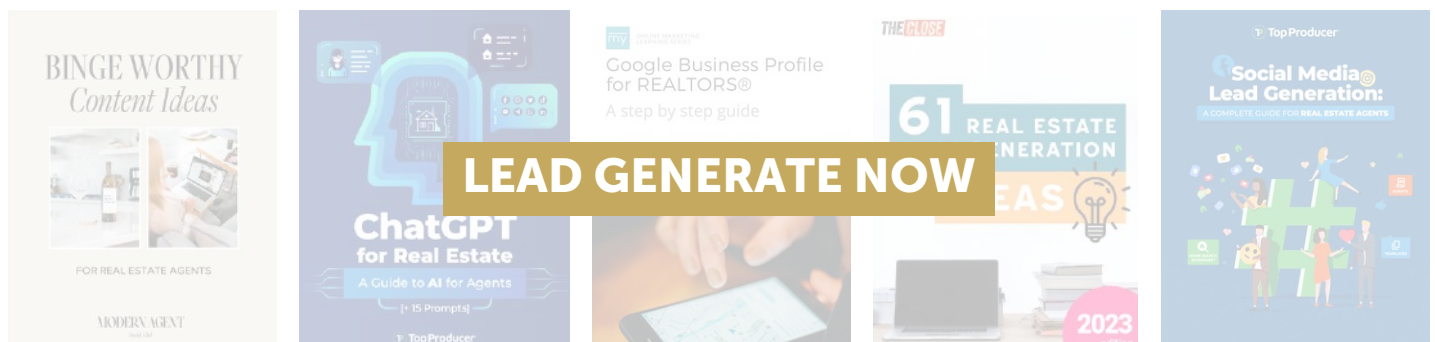
Showcase properties to a broader audience while creating opportunities to meet and engage with potential buyers.

4. LEAD MAGNET (EX. SELLER GUIDE OR HOME VALUATION TOOL)

Capture leads by offering valuable resources like buyer/seller guides or home valuation tools, creating a natural entry point for future client conversations.

5. COMMUNITY INVOLVEMENT & EVENTS

Build trust and credibility by forming personal connections with local residents and demonstrating your commitment to the community.



MARKETING TEMPLATES

LISTING AND BUYING PRESENTATIONS

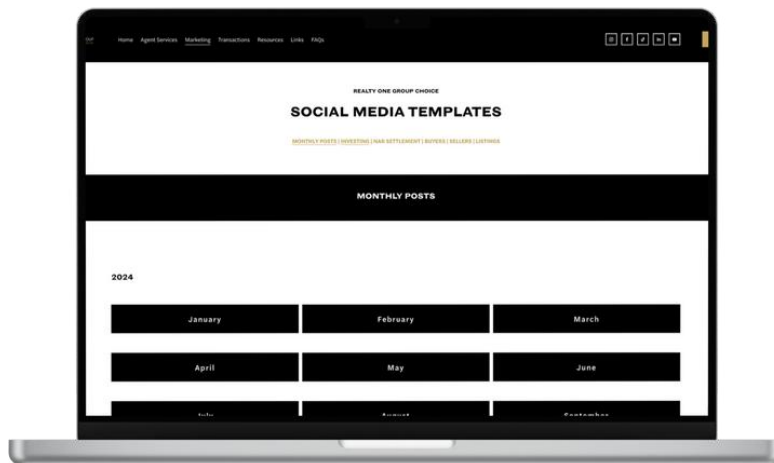
Customize presentations for your business with our listing and buying presentation templates. Access on ONE Hub and edit within Canva! Click the button below to get started.



[VIEW THE CONTENT CENTER](#)

SOCIAL MEDIA TEMPLATES

Access hundreds of templates created by the ROGC Marketing Department on ONE Hub. There are posts available for each month of the year!



[VIEW TEMPLATES](#)

ROGC ASSETS & GIFS

BRAND AFFILIATES

Open the Content Center to download all 'ROGC' logos, fair housing, NAR, textures, and fonts.



ROGC CONTENT CENTER

REALTY ONE GROUP BRANDING

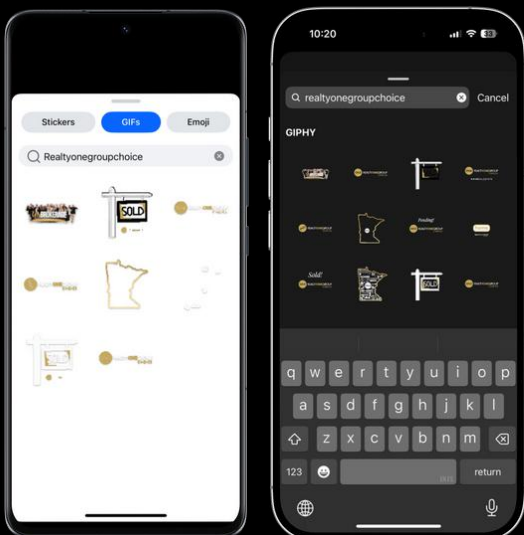
Additional branding resources provided by Corporate! Feel free to use, download to your computer, and import to Canva.

ROGC SPECIFIC BRANDING

BRANDING ASSETS

ROGC GIFS FOR SOCIAL MEDIA

Use our Realty ONE Group Choice GIFs on Instagram and Facebook. When creating a story, open the GIF sticker and search "realtyonegroupchoice" for the animated GIFs to populate.



[VIEW ALL GIFS HERE](#)

ORDERING MARKETING MATERIALS



MARKFUL STOREFRONT

markful.com/rogchoice

Business Cards
Promotional Products
Branded Signs & Frames

- For Sale
- Open House
- Sign Riders

ROGC Branded Clothing

- Apparel & Hats
- Bags

Name Badges
Note Cards
Paper Stationary

Holiday Calendars
Sports Schedules & Magnets
Custom Postcards

- Listing Specific
- Market Updates
- Agent Branding



ONE DESIGN CREATIVE STUDIO

[Access through your One Login](#)

DIGITAL
Social Media Posts
Email Newsletters

Email Signatures
Holiday Social Posts
Listing Marketing

Reviews/Testimonials
Vendor Partner Posts
Luxury Social Media Posts

PRINT
Agent Brochures & Flyers
Presentations

Property Flyers
Postcards
Door Hangers

Open House/Sign In Sheets
Luxury Print Marketing
Commercial Templates



ONE DESIGN PRINT CENTER

[Access through your One Login](#)

Postcards
Property Flyers
Prospecting Letters
Direct Mail Marketing

Door Hangers
Farming Materials
Seasonal Print Marketing
Seasonal Social Media Posts

Social Media Templates
Business Flyers
Sports Marketing/Magnets
Name Badges



COREFACT

[Access through your One Login](#)

Postcards
Brochures
Calendars
Sports Schedules/Calendars

Door Hangers
Flyers
Note Cards
Newsletters

Paper Stationary
Presentation Folders
Social Media Props
Tear Off Business Cards



REAL MARKETING

realmarketing4you.com

48-Hour Property Postcards
48-Hour Property Brochures

Luxury Property Brochures
Agent Personal Brochures
Targeted Farming Postcards
Targeted Farming Brochures

Monthly Custom Market Reports
Automated Market Reports



REMINDERMEDIA

remindermedia.com

Branded Magazines
Postcard Campaigns

Digital Marketing Platform
Online Lead Generation

Holiday Printables
Seasonal Printables

ORDERING SIGNS & FRAMES

You can customize one of the templates or upload your own design. Questions if your sign is compliant? Send a proof to Josh or Amy!

- FOR SALE SIGNS
- OPEN HOUSE SIGNS
- DIRECTIONAL SIGNS
- SIGN RIDERS
- FRAMES & POSTS
- SIGN SOLAR LIGHTS

Click on the buttons below to access our Storefronts:
Reminder to select Grommet Holes so you can hang your panel or rider!



MARKFUL



BUILD A SIGN



OAKLEY SIGNS



DEESIGN

RESERVING ROGC SIGNS

We have Open House Signs, Open House Riders, SOLD Riders and Step In Signs available for you to borrow. Please reach out to Amy to reserve sign(s) to borrow and please return on a timely manner. If you return over the weekend, please send an email to Amy or scan the QR code at the front desk to mark they have been returned. Per your ICA, there will be a charge for any lost/not-returned signs.

SIGN CHECK IN/ CHECK OUT

NAR SETTLEMENT RESOURCES

At Realty ONE Group Choice, we provide comprehensive training to ensure our agents fully understand the NAR Settlement and its impact on real estate practices.

Agents MUST have a signed contract with a buyer before conducting any showings on a listing, ensuring compliance with the new regulations. Additionally, ANY mention of buyer broker compensation is now prohibited on the MLS.

For a detailed guide on these changes, please refer to the NAR Settlement workbook, which outlines compliance requirements, and visit the NAR Settlement page on ONE Hub for the latest updates, forms, and FAQs. Our training equips agents with the knowledge to navigate these updates effectively while continuing to provide top-tier service to clients.



NAR SETTLEMENT PAGE

LISTING GUIDELINES

Paul made a comprehensive guide to listing success at ROGC. This workbook brings together Paul's proven strategies, ROGC's best practices and scripts all in ONE place:

[LISTINGS A-Z](#)

SKYSLOPE

All listings and transactions must be uploaded to Skyslope within 10 business days of an executed contract. Skyslope can be accessed through your One Login.

For listings Skyslope support, contact Mercedes (listings@rogchoice.com). Note: If you use Listing Coordinating, your listings are uploaded to Skyslope for you.

SHOWINGTIME

[SHOWINGTIME RESOURCES](#)

ShowingTime Instructions must be entered after a Listing turns to Coming Soon or Active (if not previously CS). Refer to the listing's Showing Info Sheet for instructions.

Note: If you use Listing Coordinating, this is done for you unless you change the status over the weekend.

WITHHELD LISTINGS

[VIEW HERE](#)

Withheld Listings must be uploaded into MLS within 2 business days of listing contract date. MLS audits the uploaded Withhold from MLS to ensure the contract start and expiration dates match what was entered into MLS.

Withheld listings can **ONLY** be marketed within ROGC, no outside agents or companies. You can submit your Withheld on our ONE HUB.

ADD/EDIT VIDEO SUITE

[ADD A VIDEO](#)

You can now add a video to each of your listings, which will display as a Virtual Tour Link in Matrix. Additionally, you can upload one other URL for either a video or virtual tour.

VIRTUAL TOURS

[VIRTUAL TOUR TIPS](#)

Virtual tours are a great way to supplement listings and showcase properties. To ensure your virtual tour meets the MLS Rules & Regulations, refer to the following checklist!

LISTING COMPLIANCE

NorthstarMLS has helpful resources, Q&A's and facts to guide you through using MLS and it's suite of tools.

NorthstarMLS Support can be reached at help@northstarmls.com or 651-251-3210.

TOP COMMON LISTING VIOLATIONS

1. **Accurate Data:** All information must be accurate and complete. Do not copy the previous listing as you do not know what is accurate or not.
2. **Submit a Withhold or upload a listing within 2 business days:** MLS audits the listing contract start and expiration dates on the Withheld form to make sure they match what was entered into MLS.
3. **No promotional information in Public Remarks, Open House Remarks, Supplements, Driving Directions or Virtual Tours:** These cannot include any marketing or promoting of an Agent, Brokerage or 3rd Party Services.
4. **Agent Remarks vs Public Remarks:** Agent remarks are for factual information and public remarks are only for descriptions of the property.
5. **NO display of Compensation anywhere on the MLS:** this includes Showingtime.
6. **Upload a photo within 2 business days:** Regardless of the status uploaded, cannot use previous MLS listing photos and no promotional marketing (such as a sign panel or logo) within a photo.
7. **Cannot block showings for over 24 hours:** If showings are not allowed for more than 24 hours, you must move the listing to TNAS.
8. **No showings in CS or TNAS:** MLS assess a \$1,000 fine to both parties if a showing is allowed during Coming Soon or Temporarily Not Available For Showing.
9. **Enter a status change on a listing within 2 business days of the change:** When there is a change in the property status (cancellation, pending, closed, price change, contingent offer accepted) change must be made in MLS within 2 business days.
10. **Make corrections within 48 hours:** MLS sends a Violation Notice Email if they find an error on your listing, you must make the correction within 48 hours to avoid an increased fine.

COMMON MLS
VIOLATIONS

MLS RULES &
REGULATIONS

COMPLIANCE
GUIDELINES

STATUS CHANGE: TNAS/CANCELLATION

Per MLS Rules, only the Brokerage Office can change a Status to Cancelled or TNAS (Temporarily Not Available For Showings). To do so, send a Broker Signed Listing Change Form to Amy (amy@rogchoice.com).

RECOMMENDED LISTING VENDORS

To maintain a high standard of professionalism, ROGC requires professional photography on all listings. You're welcome to use any company you choose, but we've provided a list of our recommended partners.

PROFESSIONAL PHOTOGRAPHY

If using Listing Coordinating, Mercedes will create an account for you.



VIVID SPACES

Tyler Lawrence | Owner
cell: 612-405-3555
tyler@thevividspace.com
thevividspace.com



MILL CITY TEAM

612-888-9896
orders@millcityteam.com
millcityteam.com

VIRTUAL STAGING / PHOTO EDITING

Box Brownie can be accessed through your One Login.



BOX BROWNIE

213-376-5333
hello@boxbrownie.com
24/7 Live Chat

- Virtual Staging
- Item Removal
- Image Enhancement
- Day to Dust/Twilight
- Floor Plans
- Renders
- Virtual Renovation
- Virtual Tours
- Aerial Editing
- Development Site Plans
- Custom Jobs
- Residential & Commercial

SIGN POST INSTALLATION COMPANY

Express Post has ROGC Branded Sign Panels for you to use until you get your own sign panels.

If you already have an Express Post Account, you can send Matt Wida an email to link your account to our Company Account. If you do not yet have an Express Post account, reach out to Mercedes (listings@rogchoice.com) and she can create an account for you.



EXPRESS POST MN

Matt Wida | Owner
cell: 612-868-0523
info@expresspostmn.com
expresspostmn.com

5 WAYS TO SHARE YOUR LISTING

1. ROGCHOICE.COM

Share listings directly from our brokerage website! Navigate to rogchoice.com/buying to search for a listing.



2. ONE SUITE SITE OR AGENT IDX WEBSITE

Share the listing from your ONE Suite or agent site! If you do not have a domain connected, visit your ONE Suite site using the subdomain (firstnamelastname.myrealtyonegroup.com) and click on or search the listing you'd like to share.



3. MLS TOUCH/MLS CLIENT

Connected directly to NorthstarMLS and One Home, MLS Touch is a great way to communicate about listings with your clients. Instruct your client to download the "MLS Client" App to their phone.



4. ONE APP

If you use the ONE Suite CRM, the ONE App is an excellent spot to share listings and communicate with your clients. The app allows you to communicate via your CRM and the ONE Suite CRM App.



5. HOMESPOTTER

This is another app option that allows you to send listings, have a personalized client link, and lots of search tools.



REAL ESTATE APPS

TRANSACTION & LISTING COORDINATION

We are proud to offer in-house listing and transaction coordination for our agents. See below with information about each service.

TRANSACTION COORDINATION

Jodi Ekstrom

✉ transactions@rogchoice.com

Submit your transaction or view our services on ONE Hub.

[VIEW SERVICES](#)

LISTING COORDINATION

Mercedes Arens

✉ listings@rogchoice.com

Submit your listing or view our services on ONE Hub.

[VIEW SERVICES](#)

LISTING & TRANSACTION COORDINATION RULES

- Listings must be submitted by 12:00pm/Noon for same day entry
- Listing & Transaction Coordinators work Monday - Thursday 9am-5pm and Fridays 9am-4pm
- EveryONE has add/edit privileges to make any changes over the weekend
- If you have a listing emergency over the weekend, please contact Amy or Jackie

OPEN HOUSE OPPORTUNITIES

We recommend hosting Open Houses as they are a powerful opportunity to showcase properties and create connections! Each open house is a chance to meet potential clients, gather feedback, create social media content and build your network.

AGENT STANDARDS FOR OPEN HOUSES

We came up with an easy to follow guide for holding a successful open house! Follow our process to make your next open house a success:

PROCESSES AND STANDARDS

OPEN HOUSE OPPORTUNITIES

Every Monday Morning Jackie sends out a weekly update which includes the upcoming Open House Opportunities. If you are a listing agent wanting someONE to hold an open house at your listing, please submit by 9:00am on Monday Mornings.

SUBMIT YOUR LISTING

Another option is when agents post in the ROGC Family Facebook Group asking for someONE to host an open house for their listing. Comment your availability or day/time preference for the opportunity to host their open house!

BORROWING ROGC SIGNS

We have Open House Signs, Open House Riders, SOLD Riders and Step In Signs available for you to borrow. Please reach out to Amy to reserve sign(s) to borrow and please return on a timely manner. If you return over the weekend, please send an email to Amy or scan the QR code at the front desk to mark they have been returned. Per your ICA, there will be a charge for any lost/not-returned signs.

SIGN CHECK IN / CHECK OUT

CRM OPTIONS & TECH SETUP

As part of your orientation with Realty ONE Group Choice, we will work with you to get your tech systems up and running seamlessly within Realty ONE Group's ONE Login Apps.

We also have three CRM options and can help you select the best system to manage your client relationships and streamline your business.

ONE SUITE PROVIDED BY ROG

BEGINNER

ONE Suite is Realty ONE Group's all-in-one CRM platform, offering customizable websites, lead capture tools, a mobile CRM app, and open house registration forms. Through its technology hub—including Skyslope, ListHub International, and LiveEasy Moving Concierge.

You have a website with ROG! You have the ability to connect a domain for a ONE-time setup fee of \$35. Your website will be:

firstnamelastname.myrealtyonegroup.com

The logo for ONE SUITE, with "ONE" in a large, outlined font and "SUITE" in a bold, solid black font.

MOXI WORKS PROVIDED BY ROG

BEGINNER

MoxiWorks is a robust CRM platform offered through a partnership with Realty ONE Group Choice, featuring exclusive agent pricing. With MoxiEngage, agents can manage contacts, nurture leads, and utilize top tools like the Listing Presentation and Custom Market Analysis (CMA) to impress clients. Integrated marketing and transaction management make MoxiWorks a complete solution to enhance productivity and grow your business.

The MoxiWorks logo, featuring a blue circular icon with a white dot inside, followed by the text "MoxiWorks" in a sans-serif font.

LOFTY \$60 PER MONTH

ADVANCED

Lofty CRM is a powerful customer relationship management platform offered through a partnership with Realty ONE Group Choice, providing exclusive discount pricing for our agents. Designed to enhance productivity and business growth, Lofty CRM includes a branded website connected to your MLS feed, an AI assistant to qualify leads and schedule meetings, and automated follow-up with property alerts, market reports, and seller snapshots. The platform also offers a calendar link that sends reminders to keep your lead follow-ups on track.

The Lofty logo, featuring a blue stylized icon of a house or building, followed by the text "Lofty" in a bold, sans-serif font.

PROPERTY MANAGEMENT

1ST CHOICE PROPERTY MANAGEMENT+



NICOLE GOLTZ

PROPERTY MANAGER



JEREMY SORENSEN

PROPERTY MANAGER



ANJA CARLSON

PROPERTY MANAGER



MICHELLE GOLTZ

PROPERTY MANAGER



ALYSSA THOMAS

PROPERTY MANAGEMENT
OPERATIONS

Our Property Management Company, 1st Choice Property Management+ is proud to serve ROGC in the Twin Cities area. With over 40 years of collective expertise in property management, tenant placement, and real estate, we're here to fuel the growth of your business in all aspects.

**CLICK THE BUTTON BELOW TO CONNECT A CLIENT WITH
ONE OF OUR PROPERTY MANAGERS**

PROPERTY MANAGEMENT CLIENT FORM

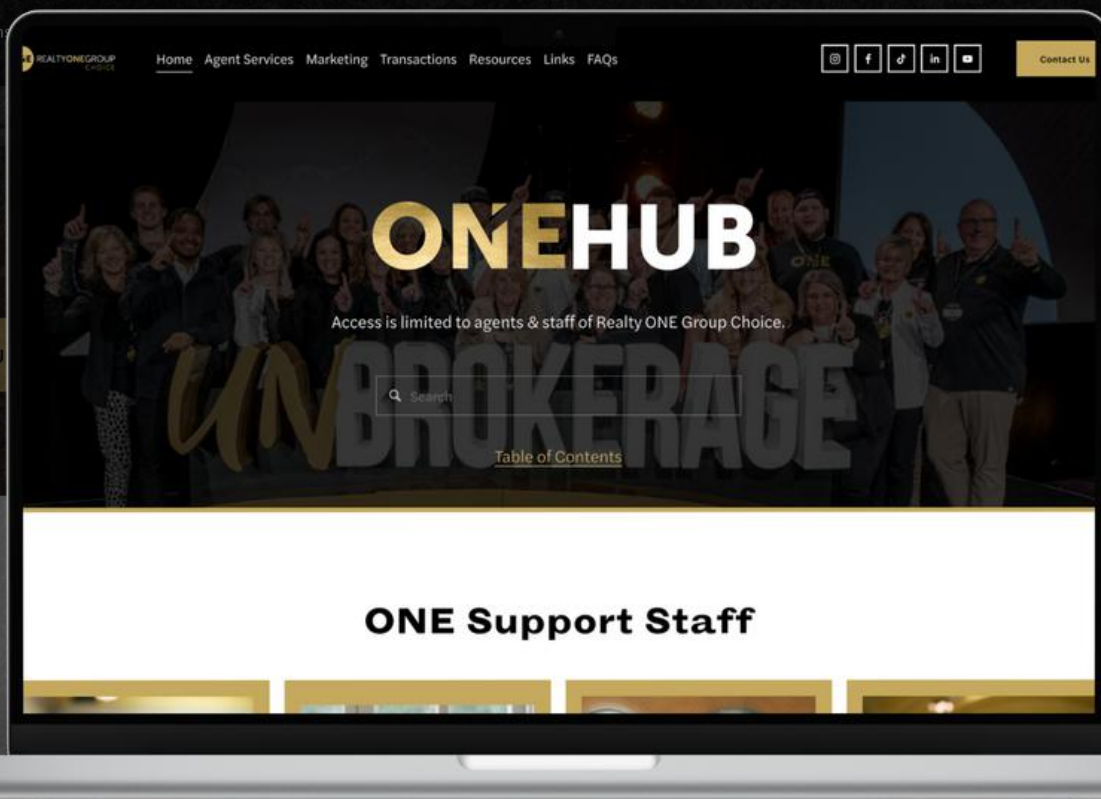
1STCHOICEPLUS.COM

ONEHUB

Realty ONE Group Choice's internal resource website with all of the up-to-date tools, templates, and company information.

EVERYTHING IN ONE SPOT FOR ROGC AGENTS!

BOOKMARK THIS PAGE 



ONEROGC.COM

COMMISSION

With Realty ONE Group's 100% commission model, professionals are encouraged and empowered to reinvest in their business rather than pay large percentages of the commission to their broker.

ONE
MONTHLY FEE

ONE
TRANSACTION FEE

100%
COMMISSION

NO SPLITS

NO ROYALTIES

NO FRANCHISE FEES

ZERO BS

Monthly Agent Commitment - \$150

Includes:

E & O Insurance
ONE Login & zONE Tools
Office Support Staff
ROGC Training & Masterminds
Corporate Training & Masterminds
Full use of resource desks, computers & tools

OnBoarding

\$150 Transferring Agent Sign-up Fee
\$250 New Agent Sign-up Fee
Collected within a few days of license transfer/application. Includes Agent Onboarding, Keyfob, 1:1 Orientation, License Transfer/Application Fees

New Agent Mentorship

All agents new to the industry who have not closed a minimum of 5 transactions will be enrolled in our Mentorship Program at a 70/30 (agent/office) split for their first 5 transactions.

- Group Training and 1:1 with Mentor
- Weekly Accountability Sessions
- Mentor Support & Coaching for 5 Mentee Transactions
- Monthly Agent Commitment Discounted to \$50/month for first 6 months with ROGC

Broker Commission

Client paid Broker Commission
ROGC collects \$599
Agent keeps anything above \$599

Transaction Fees

Paid out of commission proceeds:
\$0 - \$250,000 sale price = \$250
\$250,001 - \$500,000 sale price = \$500
\$500,001 - \$750,000 sale price = \$750
\$750,001 - \$1M sale price = \$1,000
\$1,000,001 - \$1,250,000 sale price = \$1,250
\$1,250,001 - \$1,500,000 sale price = \$1,500
\$1,500,001 - \$1,750,000 sale price = \$1,750
\$1,750,001 - \$2,000,000 sale price = \$2,000
\$2,000,001+ sale price = \$2,500
Transaction fees cap at \$16,000

Annual Fee

Annual Renewal on Agent's Anniversary Date
\$50-\$150 depending on agent's
Google/Gmail Package

TRAINING & PROFESSIONAL DEVELOPMENT

Each month, we release the ROGC Calendar so you can plan ahead for upcoming training classes and events to help grow your business!

NOVEMBER		WHAT'S HAPPENING THIS MONTH @ ROGC!	
WEEK 1	MONDAY 11/4 MONDAY MORNING HUDDLE 9:30AM - 10:30AM BOOTCAMP 6PM - 8PM	TUESDAY 11/5 HOW TO IDENTIFY & MARKET TO YOUR IDEAL CLIENT WITH JOSH 11AM - 12PM LOFTY WORKSHOP 1PM - 2PM	WEDNESDAY 11/6 NOVEMBER SYNERGY SESSION 10:30AM - 12:30PM
	MONDAY 11/11 MONDAY MORNING HUDDLE 9:30AM - 10:30AM BOOTCAMP 6PM - 8PM	TUESDAY 11/12 LOFTY WORKSHOP 1PM - 2PM	WEDNESDAY 11/13 BUSINESS ENRICHMENT DAY 9AM - 4PM AT BUNKER HILLS EVENT CENTER -OFFICE CLOSED-
WEEK 3	MONDAY 11/18 MONDAY MORNING HUDDLE 9:30AM - 10:30AM -NO BOOTCAMP TONIGHT-	TUESDAY 11/19 GOAL SETTING NUMBERS 11AM - 12PM BUDGETING TOOLS & WORKSHOP 1PM - 2PM	WEDNESDAY 11/20 PAUL'S MASTERMIND: DEFINING YOUR ACTIVITIES TO ACHIEVE YOUR 2025 GOALS 11AM - 12PM ONE FUN MEETING 12:30PM - 1:30PM
	MONDAY 11/25 MONDAY MORNING HUDDLE 9:30AM - 10:30AM BOOTCAMP 6PM - 8PM	TUESDAY 11/26 JACKIE'S TRAINING 11AM - 12PM MAKE A VISION BOARD 1PM - 2PM	THURSDAY 11/28 OFFICE CLOSED THANKSGIVING DAY FRIDAY 11/29 ALEXANDRIA LIGHT UP BROADWAY PARADE 6PM
FOR QUESTIONS & RESOURCES, VISIT ONEROGC.COM			

MONTHLY CLASS SCHEDULE

Mondays - 9:30am - 10:30am

- Monday Morning Huddle (Zoom Only)

Tuesdays - 11am - 12pm

- Week 1: Marketing Corner with Josh
- Week 3: Guest Speaker Series
- Week 4: Lead Generation with Jackie

Tuesdays - 1pm - 2pm

- Weekly CRM Open Workshop

Wednesdays

- Week 1: Monthly Synergy Session - 10:30am - 12:30pm
- Week 2: Paul's Mastermind - 11am - 12pm
- Week 3: Paul's Upper Level Mastermind - 11am - 12pm

PAST TRAINING CLASSES

Never miss a learning opportunity — all training classes and masterminds are recorded and organized in playlists on ONE Hub for easy access:

[VIEW TRAININGS HERE](#)

POLICIES & OFFICE PROTOCOLS

We help you stay current with your professional requirements, from continuing education and annual dues to code of ethics and compliance.

INDEPENDENT CONTRACTOR AGREEMENT

We provide an updated Independent Contractor Agreement (ICA) annually to ensure mutual protection for both you and the brokerage. View the most recent copy:

[2024 ICA](#)

CONTINUING EDUCATION

Your Real Estate License renews every 2 years. Maintaining your real estate license requires 15 continuing education (CE) credits annually, including the mandatory Broker Required Module, with a completion deadline of June 15th each year. Our brokerage offers complimentary CE courses throughout the year to help you fulfill these requirements. You can easily track your CE progress and find information about your RE License on Pulse Portal.

[PULSE PORTAL](#)

CODE OF ETHICS

Every 3 years, Realtors are required to complete 2.5 hours of COE to continue membership with their association. The cycle's deadline is December 31, 2024 and the next cycle will end on December 31, 2027. You can check your status by logging into your Association (ex: MAAR, SPAAR, GAAR) account.

MLS QUARTER & ANNUAL DUES

Your MLS Dues are paid through your Association Account. Quarterly Dues can be set up for automatic payment and are paid on December (Q1), March (Q2), June (Q3) and September (Q4). Annual Dues must be paid manually by December 1st, each year to avoid a \$50 late fee and association termination.

EVENTS & GETTING INVOLVED

We have numerous events throughout the year to bring our community together and share our brand. If you'd like to get involved with planning, join our ONE Fun committee!

Reach out to Amy at amy@rogchoice.com to get more information on ONE Fun

GOLF BENEFIT

Early Summer



SUMMER GRILL OUTS

June, July & August



BUSINESS ENRICHMENT DAY

Mid-November



ANDOVER FAMILY FUNFEST PARADE

Early July



ANOKA GRANDE DAY PARADE

Late October



ALEXANDRIA LIGHTS ON BROADWAY PARADE

Late November



FEED MY STARVING CHILDREN

Fall and Spring



CHILI COOK-OFF

Early Fall



HOLIDAY PARTY

Early December



Agent Referral Program



LET'S GROW TOGETHER!

TERMS:

Any new agent that joins ROGC that was referred from an existing agent qualifies the existing agent for the ROGC Agent Referral Program. Reminder, the monthly agent fee is waived starting after a 90 day waiting period for the new agent to make sure they are staying at ROGC.

1ST NEW AGENT REFERRAL: 1 month free of ROGC agent monthly dues of \$150

2ND NEW AGENT REFERRAL: 3 months free of \$150 monthly dues (\$450 value)

3RD NEW AGENT REFERRAL: 1 year free of \$150 monthly dues (\$1800 value)

4TH NEW AGENT REFERRAL: 3 months free of \$150 monthly dues (\$450 value)

5TH NEW AGENT REFERRAL: 3 months free of \$150 monthly dues (\$450 value)

6TH NEW AGENT REFERRAL: 1 year free of \$150 monthly dues (\$1800 value)

7TH NEW AGENT REFERRAL: 3 months free of \$150 monthly dues (\$450 value)

8TH NEW AGENT REFERRAL: 3 months free of \$150 monthly dues (\$450 value)

9TH NEW AGENT REFERRAL: 1 year free of \$150 monthly dues (\$1800 value)

TOTAL VALUE FOR REFERRING 9 AGENTS... \$7,800!

10TH AGENT REFERRAL: FREE \$150 AGENT MONTHLY DUES FOR LIFE!

**TOTAL VALUE FOR REFERRING 10 AGENTS... \$7,800 PLUS
\$1,800 ANNUALLY FOR YOUR CAREER WITH ROGC!**

Need a Break from the Biz?

JOIN OUR **ONE** REFERRAL PARTNER PROGRAM

TERMS

Want to take a break from Real Estate while still capitalizing on referrals? Our Brokerage offers agents the option to transfer their license into our Holding Company.

As a member of the ONE Referral Partners:

- You avoid MLS, Association, and Monthly Brokerage Fees
- You can still receive Referral Commissions from agents in our Brokerage
- You cannot actively list or sell Real Estate in the Holding Company. You cannot act as an Active Real Estate Agent.

The ONE Referral Partners program allows you to put your license on hold, save on dues/fees, and still get a cut of Referrals from an Agent who can take on your buyer/seller leads. It's a flexible way to take a break while continuing to generate income from your hard-earned sphere of influence.

When ready to reactivate your license, a \$30 transfer fee applies to move back into Active status. You will also be responsible for applicable Association Dues prorated at that time which includes a \$100 Reinstatement Fee if Inactive for longer than 60 days. You must also continue meeting CE requirements to keep license current.

Let us know if you're interested in the freedom and options offered through our ONE Referral Partners program. It keeps you connected even during time away from active Real Estate practice.

FREQUENTLY ASKED QUESTIONS

WHERE DO I FIND OUR OFFICE INFORMATION?

The Office information for Andover and Alexandria is on pages 8 and 9 in this guidebook. Our Office Address, Phone Number, License Number, ID, EIN number, and wifi can be found there.

WHERE DO I GET A COPY OF THE W9 FOR ROGc?

You can email Janelle for a copy! janelle@rogchoice.com

WHAT IF I GET A NEW CREDIT CARD OR DEBIT CARD AND NEED TO UPDATE MY ZONE ACCOUNT?

Complete a new payment enrollment form and email it to Janelle.
janelle@rogchoice.com

WHAT DO I DO WITH A COMMISSION CHECK IS I BRING IT IN AFTER HOURS OR ON THE WEEKEND?

There is a white lock box outside of Janelle's office. You can put the final alta and/or commission check in the box and it will be processed the next business day.

WHAT DO I DO WITH AN EARNEST MONEY CHECK?

Please complete an earnest money submission form and give it to Janelle along with the check. She will get it deposited into the Trust Account.

I'M LOCKED OUT OF MY ZONE ACCOUNT. HOW DO I GET LOGGED BACK IN?

Send an email to helpdesk@realtyonegroup.com and they can reset your account.

WHAT IS MY ONE LOGIN/ZONE USER NAME?

firstname.lastname

COMPANY LINKS TO BOOKMARK



Listed in order of priority. Bookmark these links!

OUR OFFICE

ONE HUB

ONEROGC.COM

FOR ROGC AGENTS ONLY, this site is ONE place for resources and everything up to date with ROG-Choice.

COMPANY SITE

ROGCHOICE.COM

Public brokerage website with IDX integration, agent roster, and blog.

VENDORS

ONEROGC.COM/VENDORS

Our ONE Marketplace and the list of ROGC's preferred vendors.

REALTY**ONE**GROUP
CHOICE

CORPORATE

ONE LOGIN

REALTYONEGROUP.ONELOGIN.COM

This ONE is the most important. ONE Login is ROG's internal system where you manage your business.

BRANDING

BRANDING.REALTYONEGROUP.COM

Also located on the 'ONE Hub,' this site has all of the branding materials you need.

CORPORATE SITE

REALTYONEGROUP.COM

Public corporate website with everything about ROG.

REALTY**ONE**GROUP

AGENT TESTIMONIALS

- ✦ I love the friends I've made, resources + training!
- ✦ Training, 'family' atmosphere, Huge pool of knowledge, Fun environment, All the Factors :)
- ✦ You get help always :) Great, Friendly, Sharing-atmosphere "coolture"
- ✦ Fun! Friends! Tons of trainings + Classes! 3 Brokers available 24/7, Family, Team
- ✦ Marketing and the opportunity to brand YOUR business.
- ✦ Love the 'ONE' family feelings, trainings, and tools!!
- ✦ My favorite things about Realty ONE Group Choice is the support you get to work on your business, and the leaders actually value your development as an agent and individual!
- ✦ Training, support, feels like family camaraderie, positive atmosphere
- ✦ Best Coolture, Family, #1 Brokers, Tools & Systems, Fun

FOLLOW US ON SOCIAL MEDIA

UNBROKERAGE



REALTY ONE GROUP CHOICE



INSTAGRAM

@REALTYONEGROUPCHOICE
@ROGCHOICEALEXANDRIA



LINKEDIN

REALTY ONE GROUP CHOICE



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PAINTING MINNESOTA GOLD



ROGCHOICE.COM



ONE

RESOURCE GUIDE

OFFICES IN ANDOVER & ALEXANDRIA, MN