



The Advantage Difference

Nevada Agent Success Guide

7 Questions Every Experienced Real Estate Agent Should Ask
Before Choosing Their Next Brokerage

DIRECT BROKER ACCESS

CERTIFIED COACHING

ATTORNEY-LED SUPPORT

A practical guide for agents who want more than a logo and a desk - and who believe their brokerage should contribute to their success.

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A Personal Note from Karen

Choosing a brokerage is a business decision - but it is also a relationship decision.

I became a broker after moving to Florida years ago and went on to manage several offices. What I discovered is that I truly enjoy helping agents build their businesses, solve problems and succeed. I was an agent first, so I understand what it feels like to need an answer, guidance or simply a broker who will call you back.

At many large brokerages, agents can become one of hundreds of names on a roster. Questions may move through layers of sales managers, and the broker may barely know the agent. I built Advantage Realty around a different idea: agents deserve personal attention, honesty, integrity and direct access to leadership.

I also believe agents should have strong professional support when a transaction becomes complicated. That is why Advantage Realty provides access to a real estate attorney who serves as our transaction coordinator - helping manage the transaction and answering transaction-related questions for agents and their clients throughout the process.

This guide is designed to help you evaluate any brokerage - including ours. Ask good questions, look beyond the recruiting pitch, and choose the environment that will genuinely support the business and life you want to build.

Karen Cocchiaro

Broker/Owner, Advantage Realty Ltd

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1. Will I Have Direct Access to My Broker?

What to look for: When a transaction becomes complicated, the value of your brokerage becomes very real. Ask who will actually answer when you need guidance. Will you speak with the broker, or will you be routed through layers of management?

The Advantage approach: At Advantage Realty, agents have direct access to Karen for questions, problem-solving, mentoring and support. In addition, a real estate attorney serves as our transaction coordinator, helping manage transactions and providing knowledgeable transaction-related support to agents and clients. Responsiveness is not treated as an extra benefit - it is part of the culture.

2. What Kind of Coaching Will Help Me Grow?

What to look for: Training libraries are useful, but experienced agents often benefit most from consistent accountability, practical ideas and coaching that can be applied to an existing business.

The Advantage approach: Advantage Realty provides Buffini resources and coaching support, including monthly one-on-one coaching with a Certified Buffini Coach, plus hands-on coaching and mentoring from the broker.

3. Does the Brokerage Know Me - and Care About My Success?

What to look for: A brokerage can offer technology and still feel impersonal. Ask yourself whether leadership knows your goals, recognizes your strengths and cares whether your business is moving forward.

The Advantage approach: Advantage Realty is intentionally relationship-focused. The goal is to know our agents, respond quickly and create an environment built on honesty, integrity, mutual respect and personal attention.

4. What Am I Really Paying For?

What to look for: Commission split is only one number. Compare the cap, monthly fees, transaction charges, E&O;, technology, marketing, training and the surprise fees that may appear later.

The Advantage approach: Advantage Realty's current Nevada structure includes a 90/10 commission split up to a \$7,500 annual cap (based on anniversary date), a \$195 one-time onboarding fee and a \$95 monthly business-services fee. Transaction auditing fees are \$695 per transaction, or \$695 plus 2% on transactions exceeding \$1 million, charged through closing to the buyer or seller.

5. What Business Tools and Marketing Support Are Included?

What to look for: Ask which tools are truly included and which require separate subscriptions. The best package is the one you will actually use to generate and manage business.

The Advantage approach: Included resources currently feature Buffini CRM, the Buffini marketing suite with templates and social-media tools, BrokerMint, company signs, presentation folders, preferred vendors and lenders, printing support and company branding on social platforms.

6. What Does the Office Environment Give Me?

What to look for: Even independent agents benefit from having a professional place to meet clients, collaborate and stay connected. Ask about access, meetings, community and practical office support.

The Advantage approach: Advantage Realty offers office desk and conference-room access, monthly sales meetings, business mixers and social events, along with property-management support and available leads. Private office space is also available.

7. Can I Explore the Brokerage Without Pressure?

What to look for: A brokerage change is significant. You should be able to ask questions privately, compare your current situation and decide at your own pace.

The Advantage approach: That is why our invitation is simple: let's have coffee. A confidential, no-pressure conversation gives us a chance to learn about your goals and gives you a chance to decide whether Advantage Realty feels right for you.

More Support. Less Stress.

At Advantage Realty, you're never left to figure things out alone. From direct broker access and professional coaching to attorney-led transaction support, you have experienced professionals behind you every step of the way.

The Advantage Difference at a Glance

Current Nevada agent package

Benefit	What Advantage Realty Provides
Commission	90/10 split up to a \$7,500 annual cap
Onboarding	\$195 one-time fee; includes first month's E&O;, 1,000 full-color business cards and a professional name badge
Monthly services	\$95/month
Technology	Buffini CRM, Buffini Marketing Suite and BrokerMint
Coaching	Monthly one-on-one coaching with a Certified Buffini Coach plus broker coaching and mentoring
Attorney-led transaction support	Real estate attorney serving as transaction coordinator, helping manage transactions and answer transaction-related questions for agents and clients
Marketing support	Company signs, low-cost name riders, presentation folders, social branding and printing support
Financial benefits	E&O; included; direct deposit of commissions within 24-48 hours after receipt of closing package and file completion
Office & community	24/7 office access, desk/conference space, sales meetings, mixers and social events
Additional support	Preferred lenders/vendors, property-management support and available leads

No franchise fees disguised as new-agent packages, annual membership fees, unexpected tech fees or separate annual E&O; insurance charges.

Fee and benefit information in this guide reflects the current Advantage Realty Ltd Nevada recruiting materials and may be updated. Confirm current terms before making a brokerage change.

Your Brokerage Fit Checklist

Before making a move, rate your current brokerage from 1 (poor) to 5 (excellent).

QUESTION	1	2	3	4	5
I can reach my broker when I need help.	☐	☐	☐	☐	☐
My brokerage leadership knows me and my goals.	☐	☐	☐	☐	☐
I receive coaching that helps me grow my actual business.	☐	☐	☐	☐	☐
I have strong transaction support when a deal becomes complicated.	☐	☐	☐	☐	☐
I understand every fee I pay and the value I receive.	☐	☐	☐	☐	☐
The technology and marketing tools are useful to me.	☐	☐	☐	☐	☐
I have professional office resources when I need them.	☐	☐	☐	☐	☐
My brokerage culture reflects honesty, integrity and respect.	☐	☐	☐	☐	☐
I feel valued as a person, not simply as a production number.	☐	☐	☐	☐	☐
I can see myself building the next stage of my career here.	☐	☐	☐	☐	☐

One final question: If nothing changed at your current brokerage over the next two years, would you be happy staying there?

Let's Have Coffee

Considering a change? Let's have a confidential, no-pressure conversation about your business, your goals and whether Advantage Realty might be the right fit for you.



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Personal attention. Honest support. Attorney-led transaction support. Tools and coaching designed to help experienced agents succeed.