



Hello,

At Veltri Realtors we are constantly striving to add new and innovative services for our clients and sales associates. Difficult times call for Brokers and agents to re-evaluate the way we do business. At our company, our sales associates come up with new ideas on how to keep us relevant and our stats up.

We have enjoyed being in the top 4% in closed sales in all of Monmouth & Ocean Counties for the past three years running!

Albert S. Veltri  
Broker of Record  
President & CEO

## **Repositioning Ourselves For The Future**

### **Rationale**

With the economy in a tailspin, unemployment rising at a steady rate, and real estate, in general, continuing to be sluggish companies are forced to cut costs and look at innovative ways to stay in business. As we go to the offices and in speaking with other Brokers and agents as well as reading reports and articles about the industry we find there are few agents working from their offices. Most just come in to do their floor time or work on files and then go home.

For us, we have taken a most innovative route that will help us control costs while increasing and building our company.

### **Virtual Technology**

#### **Phase 1**

Recently we have introduced our new Transaction Management System. It has taken off and is successfully integrated with our company. This means that there are no more files in offices and sales associates can access them from their home computer or Smart phone.

#### **Phase 2**

The second phase of repositioning ourselves for the future is our GREENLeads System. This is a system of handling up calls, Internet Leads, Appointment & Availability calls, and Referrals. The system consists of a call center which will be located in Toms River. Incoming calls are handled by an experienced call coordinator who gets the caller's information and relay's it to the sales associate who is either working traditional floor time (in the office) or working the GreenLeads System (out of the office). The sales associate receives an email with all the prospects info. The prospect gets an email with all the sales associates' info.

## Phase 3

The third and final phase of our repositioning ourselves for the future is our Virtual Phone System. We believe an extension is not for a desk but for a sales associate. This system is for our B2B calls such as attorney's, and vendors. It is answered by a virtual receptionist who directs the call to the sales agent eliminating any misdirected or stolen calls. The sales associates has full control through a dashboard to direct the calls in any way using our exclusive "follow-me forwarding". Your voice mails can even be translated into emails and delivered right to your computer or smart phone.

## Office Realignment

### Real Estate Without Borders

Internet-capable handheld devices are deploying typical office functions in the field, allowing real estate professionals to be increasingly less reliant on a brick-and-mortar brokerage building. Today's real estate office can be a car, a coffee shop or most any location within reach of a signal tower or Wi-Fi hot spot. An increasingly virtual brokerage office can serve many purposes. Shifting from paper documents to electronic documents create greater efficiencies and improve tracking in the transaction process. We are combining the power of the Internet with Regional Processing Centers, Local Marketing Centers and Convenient Drop-In Centers to extend our traditional geographical borders and increase efficiency.

Considering all of the factors above, we find that we no longer need "business offices" other than one Regional Sales & Support Center in each county. We do see a need, and this is part of our overall plan, for small "conference centers" or "drop-in centers" that are conveniently located for our sales associates to meet buyers. We currently have one in Lavallette, Brick and Manahawkin and are looking into markets elsewhere. We are proud to announce that we have received written permission for Starbucks to utilize any of their 183 locations across New Jersey to meet with our buyer clients. This bodes well as we are currently doing business across New Jersey and our sales associates enjoy the convenience.

## Re-Evaluating Agents Commission Splits

### A Nice Bi-product Of Our cost-Saving Measures

As we continue to cut costs by introducing some new and innovative ways of handling our day-to-day business we are giving back to our sales associates in the way of increased commission splits. Currently, most companies are looking for ways to cut the agents' commission. At Veltri Realtors we have increased our base commission from 50% to 60%! And, we have plans that go as high as 80% for Tier 1 agents! We do not have any desk fees or transaction fees.

## Redefining The Sales Manager Role

### No More Office Duties!

We have developed a unique way to build our brand with having Sales Managers manage teams of sales associates and not get "bogged down" in the mundane day-to-day office operations. Our sales managers work with their team to increase sales and they earn an override from each sales associate as well as a very healthy commission split for themselves.

Well, I know that's a lot to digest but we are on the move! We are starting to grow again without the added expenses.

I know I can never get an agent to leave a company they are happy with but should you ever want to look into other possibilities please call myself or any one of our Sales Managers for a confidential consultation on how we can move your career forward.

- Howard Altman - Senior Sales Manager (732) 581-0369
- Helen Gress - Sales Manager (732) 779-3405
- Ronald Shaffery - Sales Manager (732) 232-0904

Sincerely,

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Over 150  
Drop-In Locations  
Across New Jersey!

## Veltri

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### MLS Systems

- Monmouth/Ocean MLS
- Jersey Shore MLS
- South Jersey Shore Regional MLS
- Trend MLS
- Garden State MLS
- New Jersey MLS
- Middlesex MLS

## Veltri

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### Locations

#### Legend

-  Regional Sales & Support
-  Marketing & Conference Centers
-  Drop-In Centers
-  Agent Network
-  MLS Areas Served