

SERVICES & PRICING

FOR HOMETOWN TRANSACTION
COORDINATORS



SERVING FLORIDA REALTORS SINCE 1995

HELLO & WELCOME

Welcome to the HometownTC Tribe!

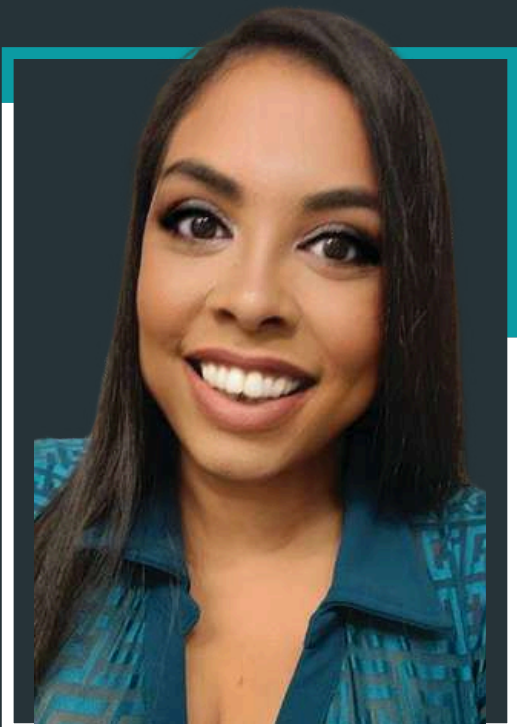
By joining us, you're not just embarking on a journey of seamless real estate transactions — you're stepping into a mission-driven community. Our mission is to empower real estate professionals with dependable, expert support so every contract stays clear, compliant, and stress-free.

We're not your traditional paper-pushers. We're a tech-enabled admin partner that monitors, tracks, and reports with rock-solid consistency — so your deadlines never slip and your deals stay protected.

Our promise: We are your monitoring, tracking, and reporting team — never a substitute for your license or fiduciary duty. Clear files. Accurate reminders. Calm closings — powered by you, safeguarded by us.

Welcome to a partnership where your goals come first and your time stays protected. Here's to a collaboration that helps you achieve more, with less stress, than you ever thought possible.

Michelle Martinez



DOES THIS SOUND LIKE YOU?



✓ You're closing 30-50 homes a year — and you want every deal to feel calm and predictable behind the scenes.

✓ You don't have time to babysit checklists or hunt for missing signatures.

✓ You want real-time milestone tracking so nothing falls through the cracks.

✓ You know your money is made in negotiations and relationships — not in paperwork chaos.

Not for You If:

✗ You expect us to do your job as the agent.

✗ You don't believe in systems.

✗ You expect us to schedule inspections for you — we won't.

Sound like you? Then it's time.

Have you called Hometown yet?

WHAT IF YOU COULD TAKE ON MORE
BUSINESS, WITHOUT STRESSING
OVER THE LITTLE DETAILS



DO YOU WANT MORE TIME TO SAVOR THE
PRECIOUS MOMENTS AND SCALE YOUR BUSINESS?

Let's go with Yes

JUST SO WE'RE CLEAR AS I VALUE YOUR TIME

YOU'RE IN THE RIGHT PLACE IF:

- ✓ You're a results-driven agent, team lead, or independent broker ready to scale smart.
- ✓ You value your time and want a tech-powered system keeping your milestones visible and your file defensible.
- ✓ You know your job is relationships and negotiations — ours is tracking, monitoring, and reporting.

YOU'RE IN THE WRONG PLACE IF:

- ✗ You want someone to do your negotiating, scheduling, or vendor chasing.
- ✗ You resist systems and prefer crisis management.
- ✗ You want a 'do it all for me' admin — that's not us.



WHAT TO EXPECT

AVAILABILITY

Your dedicated Hometown TC team works Monday-Friday, 9am-5pm EST. Closed weekends and federal holidays — because rested pros protect your deal better.

COMMUNICATION STANDARDS

- Use the property address in all messages.
- Never text or email “call me” — include enough detail so we can act fast.
- Upload new contracts securely via your portal or on our website — never by text, email, or DMs.
- Always send signed copies — no verbal updates.
- If we’re not copied, we’re not responsible.


AGENT RESPONSIBILITIES

- UPLOAD fully signed contracts and any updates ASAP.
- Negotiate all changes — we track, you lead.
- Keep us cc’d — we track only what we know!

WHAT YOUR TC CAN DO

- Monitor, track, and verify each milestone
- Prepare simple addenda & extension forms to keep the file current (agent review & approval required per FREC)
- Keep everyone informed through our predictable weekly cadence
- Submit your file to your broker for compliance review
- Ensure the broker file is cleared for you to get paid on time
- Provide client care service to your buyer/seller — redirecting questions beyond our scope back to you or professional collaborator (title, lender, association).

WHAT YOUR TC CANNOT DO

- Distribute third-party forms (lender or title questionnaires)
 - Collect sensitive / confidential customer data.
 - Complete MLS input forms.
 - Schedule or coordinate vendor appointments.
 - Negotiate contract terms or give legal advice.
- 

TRANSACTION MANAGEMENT PACKAGES

HOMETOWN BASE PLAN

\$350

Who it's for: Busy agents who want to maintain client communication while having support for a clean, compliant file, milestone reminders, and fast commission clearance — without extra back-and-forth.

Included in this package:

- Contract timeline built & tracked in your portal.
- Digital calendar & milestone alerts (email and text).
- Document Assistance: draft addenda and extension agreement.
- Weekly Monday Timeline Overview for you & key partners.
- Broker File cleared 10 days before closing.
- Commission /Disbursement Authorization Processing (if available).
- Welcome letter for your transaction professionals. Reminders for upcoming deadlines to the professionals.

Clean, simple, done. Just how you like it.

HOMETOWN PRO PLAN

\$450

Who it's for: Top producers who want all the Base benefits — plus clear stakeholder reports, client updates, and layered accountability every week.

Included in this package:

- Our signature Weekly Cadence:
 - Monday: Timeline Overview to you, your client, and collaborators
 - Tuesday: HOA/Association follow-up
 - Wednesday: Co-op agent cross-check & repair follow up
 - Thursday: Compliance status report sent to you
- Client Care:
 - Welcome Letter with Key Dates and Printable Summary
 - Weekly buyer and/or seller status updates to keep clients informed (without blowing up your phone).
 - Utility Request and Delivery / Closing Day Preparation

For agents who run their business like a business — zero surprises, zero chaos.

Termination & Double-Side Policy

File Termination: If a file terminates after the inspection period, a \$75 tech fee applies to cover system expenses.

Double-Side Processing: If you represent both buyer and seller, add \$200 to cover processing for the second side when utilizing the Hometown Pro plan.

HOMETOWN'S LITTLE BOOSTS

** Payment is due at time of purchase.*

LISTING LAUNCH SERVICE

What's Included:

- MLS input
- AI-crafted listing remarks
- ShowingTime setup
- Uploading photos, captions, and supplements

\$125

How it Works:

- Turnaround: Standard turnaround is 3 business days after we receive all listing media.
- Monday Note: We do not start new listing input on Mondays. This day is reserved exclusively for opening new contracts submitted over the weekend.
- Media Requirement: Input begins only when you provide photos or a video walkthrough link — send it via direct URL, Dropbox, or Google Drive.

Need It Faster?

- Rush input is available for a 1 business day turnaround for an extra \$100.
- Association Research is available for an extra \$75 - obtain docs and application with easy to share white paper for prospects to review.

One fee, one polished launch. No guesswork.

FORGET ME NOT CAMPAIGN

What's Included:

- Three memorable gifts: sent at 30, 120, and 240 days post-closing.
- Gifts = \$200, plus \$175 covers our research, ordering, and handling.
- Each gift includes a card with a referral request and a gentle prompt to text you when received.
- Agent Calendar Sync: You get a calendar event each time a gift is sent — with a photo of the gift and card details attached.

\$375

Your Role:

- We handle the surprises; you handle the relationship.
- When you get the calendar invite, call your client to check in and thank them — the gold is in the follow-up.

Why It Works:

- Your client thinks of you every time they unwrap it — but you never lift a finger to research or ship. Top-of-mind, made simple.

FIRST 90 DAYS

The first 90 days are just the beginning — the goal is a calm closing system that protects your time, your file, and your paycheck every single month. By Day 90, you'll never have to guess if your file is clean. Your milestones will run like clockwork, your broker will clear your file on time, and your clients will call you — not us — for the thank-yous.

That's Hometown, done right.

MONTH ONE

Week 1 — Setup & Kickoff

- ✓ **Onboarding Call:** We'll walk you through how our system works, how to submit a file, and best practices for keeping your timeline accurate.
- ✓ **Account Setup:** Your agent portal is activated; you'll get your logins and a secure checklist for every contract.
- ✓ **Communication Standards:** We'll confirm how you want updates (text, email, portal) and set up your calendar integration for milestone alerts.

Weeks 2-4 — Your First Files

- ✓ **First Files Open:** Your first 1-3 transactions are processed with close, hands-on oversight — so you see how Hometown Base or Hometown Pro works in real time.
- ✓ **Weekly Reports:** You'll get our Monday Timeline Overviews, Thursday Compliance Updates, and any red flag alerts immediately — you'll see our cadence in action.

MONTH TWO

Month 2 — Routine Becomes Rhythm

- ✓ **Consistent Cadence:**
By now, your files run smooth: Monday timeline, Tuesday HOA checks, Wednesday co-op file cleanups, Thursday compliance report, Friday final status — same every week.
- ✓ **Agent Feedback:**
We check in to make sure you feel clear, supported, and know exactly what's happening behind the scenes.

MONTH THREE

Month 3 — Full Confidence


- ✓ **Peace of Mind Promise in Play:** You'll see how our tracking and reminders keep your file compliant, your commission instructions submitted early, and your payday on time — with no extra chasing.
- ✓ **Review & Refine:** We review your experience: what's working perfectly, any tweaks you'd like, and how we can keep improving your calm closing flow.

HTC Honors — Celebrate, Earn, and Give Back

This period also introduces you to the HTC Honors Program — our way to recognize and celebrate your hard work and loyalty.

- **Double Points:** Earn double points when you refer another agent, share a testimonial, or consistently use our services.
- **Community Impact:** Your points don't just sit on a scoreboard — they power our philanthropic projects and local giving, turning your success into real help for real people.
- **Why It Matters:** We believe calm closings build stronger communities — and when you thrive, so does everyone around you.

Together, we don't just close deals — we create ripples of good. That's Hometown at its best.



give back

HTC HONORS PROGRAM

Loyalty with Purpose

The HTC Honors Program is bigger than perks — it's our way to thank you for trusting us, and to pay that gratitude forward into the communities we love.

Here's how it works:

- For every file you run, referral you share, or testimonial you give, you earn points.
- In your first 90 days, you earn double points — a head start as we get to know each other.
- Use your points for discounts, free services, or to donate to a cause close to your heart — and we'll match it, dollar for dollar.
- If any points expire (one year from when you earned them), we don't pocket them — we convert them into a major December donation to Women in Distress Broward and other local programs that help survivors, veterans, and those facing homelessness.

Why We Do It

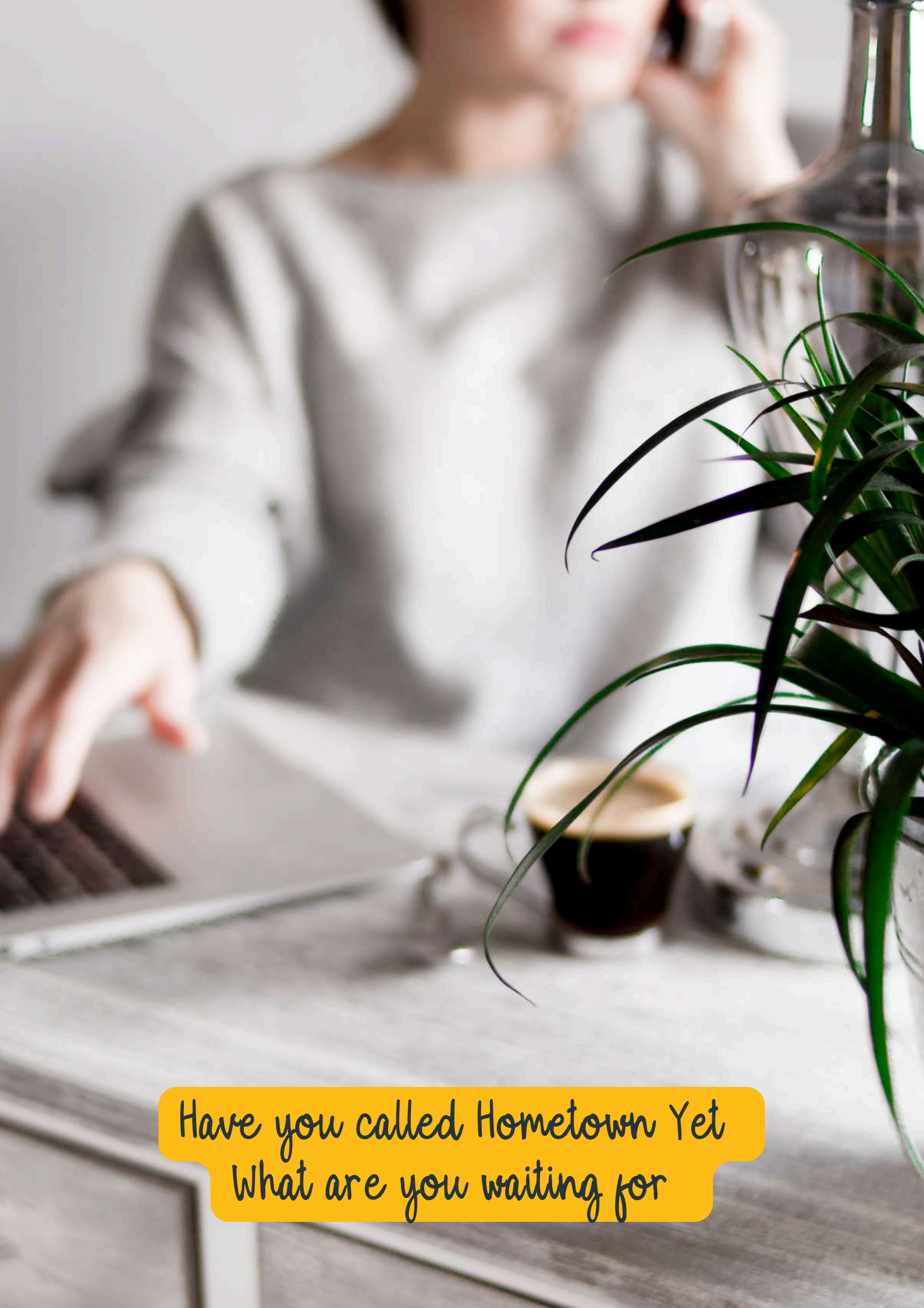
Our CEO, Michelle Martinez, built Hometown from the trunk of her car and a borrowed couch, pulling herself up after surviving domestic abuse. She promised the Most High that if she ever found her feet again, she would reach back for others. HTC Honors is part of that promise — proof that calm closings and warm hearts can rebuild more than deals. Every point you earn doesn't just thank you for your trust — it shines a light on your clients, your community, and the hope that no one is ever alone when they need a hand up.

How It Works — Simple & Honest

- ✓ Run your business with us → earn points
- ✓ Share your Hometown story → earn points
- ✓ Refer a fellow agent → earn points
- ✓ Redeem for perks — or donate, and we'll match it

HTC Honors: Calm closings. Real gratitude.

A promise to pay it forward — past the closing table, into the hands that need it most.



Have you called Hometown Yet
What are you waiting for

Real Words, Real Results

Testimonials — Our Agents Say It Best

Why do top Florida agents trust Hometown?

- Because they know we keep their files clean, their timelines clear, and their closing table stress-free — so they can focus on what they do best.

Michelle and her team have helped me improve my productivity and also provide my clients with a luxury customer service no matter the price of the transaction, which also have increased my referrals.

- Karla Sucre



The experience, customer service and knowledge they have is 1st class. I would highly recommend HTC and their services to any agent that is trying to grow their own business.

- Chris Wagner

Michelle and her team have been such a great instrument to my business, and I'm glad that they got my back and I got theirs. Thank you so much, Michelle and team, for your infinite knowledge. When they say we will have a smooth closing, it's not a statement. It is a fact! Working with Michelle was one of the best decisions I made towards my business.

- Yolene Pierre



Why Your Story Matters

Every testimonial you share earns you Honors points — and helps more agents find the peace of mind you enjoy. Plus, it fuels our promise to give back to survivors, veterans, and families in need.

Share Your Experience

Already part of the Hometown tribe? Leave your story below and earn Honors points while helping us grow the calm-closing ripple.

[Leave Your Testimonial → GOOGLE](#)

NEXT STEPS

Getting Started is Super Easy!

01 NEW CLIENT REGISTER

Logon to our website and create your account [HERE](http://www.hometowntc.com/register)
(www.hometowntc.com/register)

02 SIGN THE RESA

Review and sign the real estate support agreement. This document outlines the roles, responsibilities, and terms of our collaboration, and ensures that our insurance covers every transaction we process together.

03 SECURE YOUR SPOT

Lastly, we will collect the enrollment fee, officially making you a full member of the Hometown Transaction Coordinators Tribe. Once this is squared away, you're free to submit orders seamlessly.

NEW AGENT WELCOME PACKAGE

— SAVE 60%+ & EXPERIENCE PRO LEVEL CALM

Stepping into a new system shouldn't feel risky — so we've made it easy for you to experience the calm, clarity, and purpose that set Hometown apart.

One-Time Onboarding — Now \$199 (Save Big!)

Regular onboarding cost:

- Individual agents: \$500
- Teams: \$1,500

New Partner Special:

- New agents: only \$199 — that's over 60% OFF.
- Teams: \$199 + \$99 per additional team member — saving 65%+ for most teams.

Why we charge it: This covers adding you securely to our tech system, customizing your contract-to-close templates, and creating polished co-branded materials — all while keeping us fully compliant with FREC as a licensed vendor and unlicensed assistant.

First 3 Hometown Pro Files — \$75 Off Each

Your first three Hometown Pro Plan transactions are just \$375 each (normally \$450).

That's \$225 total savings — so you can run three full files and see exactly how our top-tier Pro service solves your biggest pain points:

No more "I never got updates."

No more "My agent disappeared."

No more "What happens next?"

Pro means:

- ✓ Proactive milestone tracking
- ✓ Weekly timeline overviews & status reports
- ✓ Clear next steps for every collaborator — while YOU stay the hero your client hired.

What This Means for You:

- ✓ Up to \$1,500+ in onboarding & service savings right out the gate.
- ✓ A clean, co-branded system that protects your time, your file, and your payday.
- ✓ Zero risk — just calm closings and a chance to see why Florida's best agents trust us with their back office.

Why We Do It

Because calm closings shouldn't be stressful to try — and because every dollar you save upfront helps you reinvest in what matters most: your clients and your community.

Have you called Hometown yet? There's no better time to feel how smooth this can be.

✓ How to Claim It

Register & pay your one-time onboarding here: ➡

www.hometowntc.com/register

Sign the Real Estate Support Agreement (covers your role, ours, and keeps your file insured).

Submit your first files — and experience the HometownTC difference.





LET'S CONNECT

CONTACT HOURS

MONDAY - FRIDAY
09:00 AM TO 5:00 PM

CONTACT DETAILS

hello@hometowntc.com
www.hometowntc.com
(954) 377-8330



READY TO MOVE YOUR BUSINESS FORWARD?

REGISTER HERE

