



# Smooth Closings PERIOD

PREPARED BY  
HOMETOWN TRANSACTION COORDINATORS  
SOUTH FLORIDA REAL ESTATE SUPPORT AGENCY

# W E L C O M E

**HELLO FRIEND,**

I'm Michelle Martinez – mother, wife, community advocate, and the paperwork-obsessed woman behind Hometown Transaction Coordinators.

I've been serving Realtors since 1995, long before "transaction coordination" was a buzzword. Across 20,000+ contracts, my job has always been the same:

**PROTECT THE AGENT. PROTECT THE BROKERAGE. PROTECT THE DEAL.**

I read every line.

I track every deadline.

I stay current on every legal update coming out of Florida Realtors®, DBPR, and FAR/BAR – because your reputation and compliance aren't optional. They're everything.

And I do it with the heart of someone who survived life, rebuilt it, and now gives back, through our Hometown Honors program.

But here's the truth most people miss:

You're not just hiring support.

You're hiring someone who treats your business like her own.

Because when you grow, I grow.

When you win, your clients win.

And when the file is flawless, everyone sleeps better at night.



That's the real story behind Hometown TC: a blend of precision, compassion, and systems built to help South Florida agents shine, stay compliant, and close with confidence.

## PERSONALIZED APPROACH

- Tailored solutions for each client
- Strong relationships with agents
- Attention to every detail
- A proven system that keeps you organized, prepared, and always one step ahead

At the end of the day, my purpose is simple:

Make your real estate business feel lighter, smoother, and beautifully supported – every single time.

# Why Agents Choose HTC



**You're not hiring a TC because you hate paperwork.  
You're hiring a TC because your time is expensive, your license  
is on the line, and your clients expect a calm, confident  
experience at every closing.**

## Time back in your day

- We take 20-40 admin hours off your plate per file so you can stay in front of clients, not the computer.

## Deadlines never missed

- Every contingency, escrow, and loan date is tracked with tech + human oversight.

## Clean, defensible files

- Broker-ready documents and a clear paper trail if the file is ever audited or disputed.

## Clients who feel taken care of

- Proactive updates and clear communication so you look organized, calm, and in control.

## A partner, not a processor

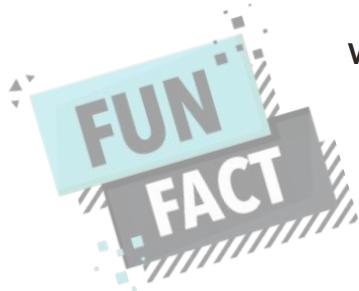
- We don't just push paper — we protect your deals and your reputation.

That's it. No more.

# Your Plans. Your Pace.

*Same Smooth Closings. Period.*

Most Realtors pay a full-time admin \$55K-\$75K per year just to keep up. That's \$1,200-\$1,800 per transaction (depending on volume). With HTC, you only pay for what you close and you get senior-level support, not an entry-level hire.



WITH HOMETOWN TRANSACTION COORDINATORS, YOU GET:

- ✓ Senior-level support at a fraction of the cost.
- ✓ No salary. No benefits. No training.

*Simple. Clear. Straightforward.*

## \$475

HTC PRO PLAN (MOST POPULAR)

**For agents who want concierge-level client care from contract to close.**

#### KEY FEATURES

- ALL BASE PLAN SERVICES
- DAILY FILE OVERSIGHT
- WEEKLY CUSTOMER CHECK-INS
- WRITTEN CLIENT CARE
- ADDENDA PREPARATION

#### PRO IS FOR YOU IF:

- YOU'RE READY TO SCALE
- YOU WANT MORE TIME TO PROSPECT
- YOU WANT YOUR CLIENTS NURTURED WHILE YOU FOCUS ON SELLING.
- YOU WANT A TC WHO TREATS YOUR CUSTOMERS LIKE HER OWN.

#### FREE WITH PRO:

- Weekly Client Update
- Milestone Reminders
- Final Walkthrough Guide
- Pre-Closing Review Request
- Tax Season - Final HUD Delivery

## \$375

HTC BASE PLAN

**For experienced agents who want clean compliance + efficient coordination**

#### KEY FEATURES

- BROKER COMPLIANCE COMPLETION
- LENDER/TITLE COMMUNICATION
- CALENDAR TRACKING
- AUTOMATED REMINDERS + CALENDAR SYNC
- DRAFT ADDENDA OR EXTENSION (UPON REQUEST/APPROVAL REQUIRED)

#### BASE IS FOR YOU IF:

- YOU PREFER TO HANDLE YOUR OWN CLIENT COMMUNICATION
- YOU WANT THE PAPERWORK OFF YOUR PLATE
- YOU NEED CLEAN, DEFENSIBLE FILES FOR YOUR BROKER

*Both Sides of the Transaction:*

*. +\$200 for PRO / + \$75 for BASE*

*We manage the entire file for both customers.*

*Smooth Closings. Period. That's the promise. Every file. Every time.*

# HOW MUCH AGENTS SAVE WITH HTC

*Compared to hiring even an entry-level admin:*

*Salary savings: \$55,000-\$75,000/year*

*No payroll taxes*

*No onboarding*

*No benefits*

*No downtime*

*No retraining*

*No missed deadlines*

*No compliance risk*

*You pay only when you close – period.*

# What you can expect!

## BEFORE HTC

- ✗ Tracking deadlines manually
- ✗ Calling HOAs for responses
- ✗ Clients texting you at midnight
- ✗ Broker requesting missing documents
- ✗ Feeling alone in contract-to-close

## AFTER HTC

- ✓ Everything organized
- ✓ Everything documented
- ✓ Everything handled
- ✓ You focus on sales
- ✓ We handle the rest

## INCLUDED WITH EVERY FILE

WEEKLY TRANSACTION OVERVIEW

PROFESSIONAL WELCOME LETTERS

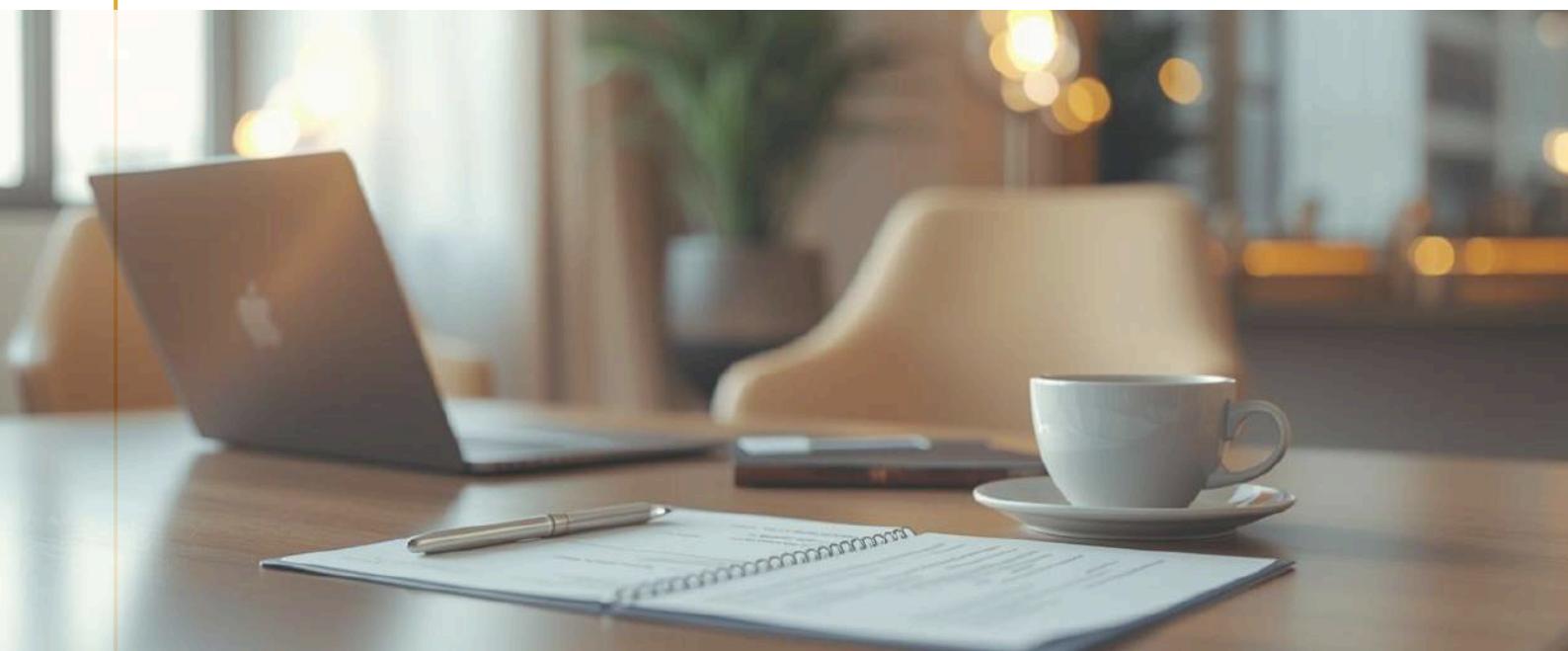
BRANDED SIGNATURES

AUTOMATED EMAIL + TEXT REMINDER SYSTEM

BUYER AND SELLER - PREPARATION GUIDES

ACCESS TO OUR TEMPLATE LIBRARY

WE LOVE GIVING OUR AGENTS PEACE OF MIND.  
SOME THINGS WILL ALWAYS BE FREE.



# Our Tech!

WHERE EXPERTISE MEETS AUTOMATION

*What Powers Your Closings Behind the Scenes*

## EFFICIENCY METRICS

90%

PROCESS AUTOMATION

Every critical step – reminders, timelines, updates – fires automatically.  
No guessing. No delays.

100%

DEADLINE TRACKING

Missed deadlines are not part of our vocabulary.

30 Minute

AVERAGE RESPONSE TIME

Agents don't wait. Clients don't guess.  
Everyone stays in the loop.

## PERFORMANCE INSIGHTS

99%

SMARTFLOW AUTOMATION

Built inside Airtable + Make + Zapier + Google Workspace for precision and consistency.

97%

CLIENT RETENTION

Agents who work with us stay with us – because stability is profitable.

100%

DIGITAL INTEGRATION

Calendar sync, automated emails, text alerts, PDF generation, and real-time file monitoring.

## WHY IT MATTERS TO YOU

- You get the **speed** of a full tech department – without the cost.
- You get **airtight compliance** without chasing paperwork.
- You get **stress-free files** built to withstand audits, disputes, and worst-case scenarios.
- You get **consistency**, even during your busiest months.
- Because your closings deserve a system built to **protect your reputation** – every single time.

# Ideal Agent Profile

THE PARTNERS WHO GET THE BEST RESULTS WITH HTC.

Agents who thrive with HTC want a back-end that makes them look polished, proactive, and reliable – even on their busiest days. They want their clients to feel guided, informed, and supported every step of the way. They know that smooth files build more referrals, more loyalty, and more repeat business.

## THEY'RE EXPERIENCED, NOT EXHAUSTED

Our ideal agents are closing 2-3 transactions per month and looking to grow to 4-5+ without burning out or drowning in paperwork.

- They know their market.
- They know their craft.
- They simply need a **stronger back-end** so they can sell more and stress less.

## THEY'RE CLIENT OBSESSED

They care about:

- Clean communication
- On-time updates
- A polished client experience
- Protecting their reputation with every single file
- They want a TC who treats their customers like her own – because **repeat business matters**.

## THEY LOVE TECH THAT MAKES LIFE EASIER

Our best-fit agents appreciate tools that keep everything organized:

- Calendar-synced reminders
- Automated check-ins
- Easy-to-read PDFs
- Systems that work even when life gets busy

They don't need to be "tech people." They just need tools that **work without chaos or confusion..**

## THEY'RE GROWTH-MINDED

They're not trying to "wing it." They're building something real:

- A predictable pipeline
- A stronger brand
- A business that's audit-ready
- A career that scales with them
- They're **committed, focused, and building something real** – and they choose partners who operate the same way.

### TL/DR HTC IS FOR AGENTS WHO WANT TO:

- Sell more, Stress less
- Deliver a premium experience
- And never worry about compliance or paperwork again

### SMOOTH CLOSINGS. PERIOD.

IT'S NOT JUST OUR PROMISE...

IT'S HOW OUR AGENTS KEEP  
WINNING IN SOUTH FLORIDA.

# What Our Agents Love Most

## EXCEPTIONAL SUPPORT

Our agents don't just appreciate our service – they feel the difference.

They talk about the calm we bring to chaos. The deadlines they never have to chase again. The clients who rave about how "on top of things" they are.

When your TC is watching every moving part, you finally get to show up as the confident, composed professional your clients hired.

## RELATIONSHIPS THAT LAST

HTC agents stay with us because partnership matters.

We help them create:

- Clients who return year after year
- A reputation built on reliability
- A business that still feels good, even in busy season

When your backend is steady, your business becomes unstoppable.

## TRUSTED EXPERTISE

After 20,000+ contracts, there isn't much we haven't seen.

Agents rely on us because they know:

- Every file is documented like an audit is coming tomorrow.
- Every deadline is tracked like it's the only thing on our calendar.
- Every client is cared for like family – guided, updated, reassured.

**Consistency builds trust.**

**Trust builds closings.**

**Closings build careers.**

## WHAT THEY TELL US (AGAIN AND AGAIN)

**"You make me look good."**

**"My clients love the communication."**

**"I feel calmer with you on my team."**

**"Every deadline feels handled before I even ask."**

**"My clients think I'm the organized one."**

**"You saved my deal—and probably my sanity."**

And the one we hear the most...

**"I can't imagine running my business without you."**



# HTC Honors Program

GOOD BUSINESS. GOOD COMMUNITY. REAL IMPACT.

## WHY HTC HONORS EXIST

HTC Honors was created from something personal. When I rebuilt my life after leaving an abusive marriage, organizations like Women in Distress helped me stand back up.

HTC Honors is my way of giving that same support back – and our agents make it possible. Every closing, every file, every referral fuels the good we're able to do together.

## HOW HTC HONORS WORKS

Every time you close with HTC, you earn Honors Points. Those points can be redeemed for:

- Gift cards
- Free or Service discounts
- Or donated to a local charity – and HTC matches it.

If points expire, we donate them automatically, so nothing ever goes to waste. Your closings help our neighbors rebuild their lives.

## OUR IMPACT, BY THE NUMBERS

15+

CHARITIES SUPPORTED

100+

SELF CARE KITS  
FOR SURVIVORS

\$15,000

DONATED

*Your transactions help fund the work.*

“

WE BUILT HTC TO SERVE  
AGENTS. WE BUILT  
HONORS TO SERVE OUR  
NEIGHBORS.”

”



# *Frequently Asked Questions*

## **Is there an onboarding cost?**

Yes – a \$299 Agent Registration Fee secures your dedicated spot on our desk.

This includes your:

- Personalized timeline
- Branded signatures
- Review request templates
- Agent-specific automations & touchpoints

You set it up once

then every file runs smoother.

## **What if the contract cancels?**

No fee during the Inspection Period.

After that, a \$75 compliance fee applies.

If the customer goes back under contract within 30 days, that fee is credited to the next file.

(If a deal falls through twice, the fee does not transfer – clarity is kindness.)

## **Where can I find more answers?**

Visit [www.hometowntc.com/commonquestions](http://www.hometowntc.com/commonquestions)

Or book a call and I'll walk you through everything.

## **Ready to get Started?**

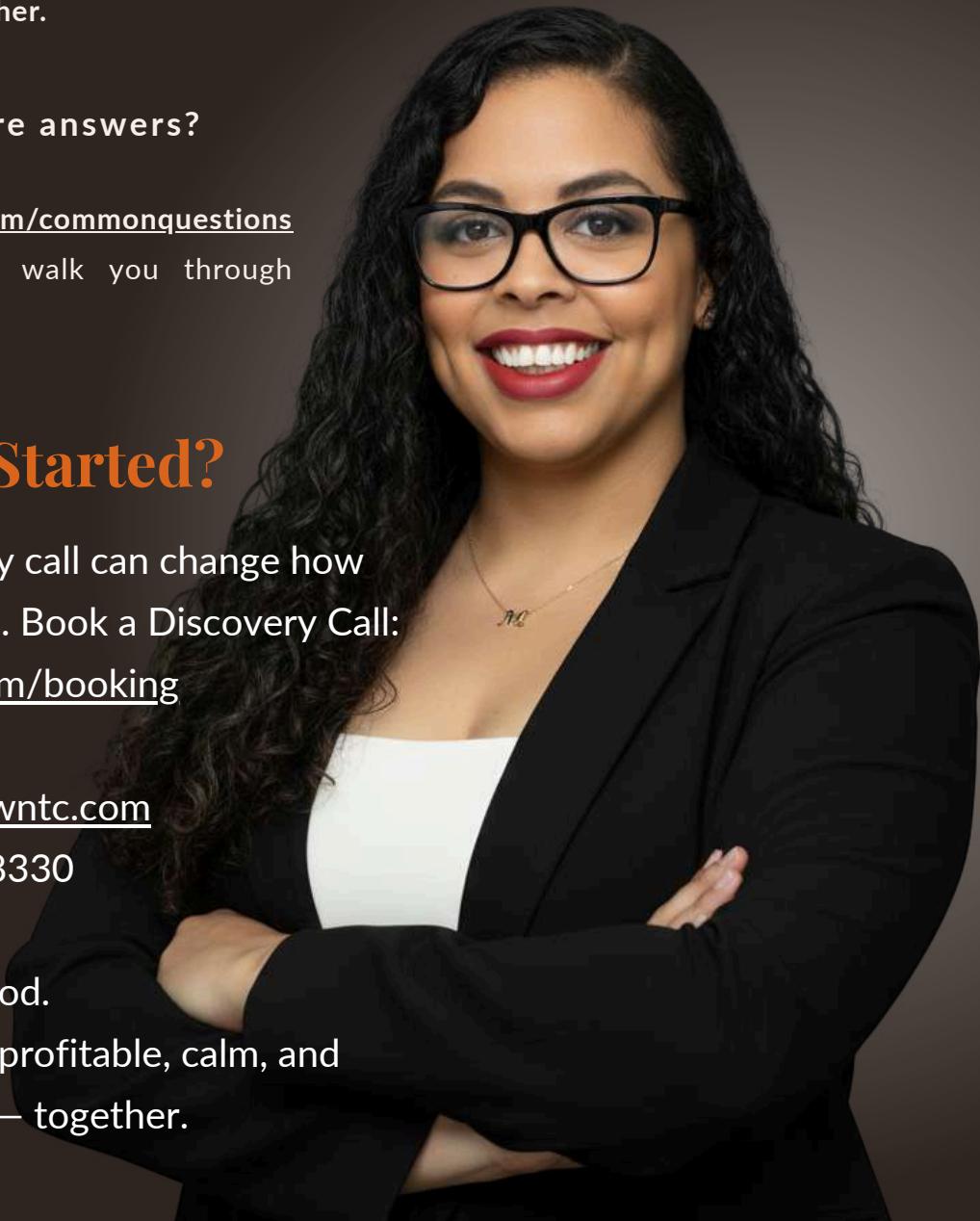
A 15-minute discovery call can change how you run your business. Book a Discovery Call:  
[www.hometowntc.com/booking](http://www.hometowntc.com/booking)

Email: [hello@hometowntc.com](mailto:hello@hometowntc.com)

Call/Text: (954) 377-8330

Smooth Closings. Period.

Let's build something profitable, calm, and beautifully organized – together.





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