WHERE VISION MEETS OPPORTUNITY



RAYNESHIRE
Realty LLC

AGENT RECRUITING & ONBOARDING GUIDE · ORLANDO, FL

APPLY TO JOIN →

RAYNESHIRE REALTY LLC

THE RAYNESHIRE ADVANTAGE

WHY *Rayneshire*

An Orlando brokerage built to help you grow, get paid promptly, and work with modern tools and real support.

70/30 — 90/10

Start at 70/30 for your first 3 transactions, then 90/10 after completing 3 transactions.

$9,805

Agent net check on a $400,000 buyer-side sale at 3% on the 90/10 tier.

24–72 hrs

Standard commission processing after the brokerage receives funds.

Training

Monthly sales meeting, plus coaching, marketing strategy and contract training twice a month, all at 11:00am.

— YOUR TECH, INCLUDED

The Rayneshire app puts your CRM, automatic follow-up, AI copilot, personal website at rayneshirerealty.com/yourname, digital business card, IDX home search, marketing hub and client messaging in one place. It is covered by the $995 tech fee per side, along with E&O insurance and 24/7 access to The Loft.

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SEE FULL COMMISSION PLAN





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MEET THE *Broker*



Bianca Janice Williams
Licensed Broker / Realtor®

At Rayneshire Realty, our vision is simple: create an environment where agents are empowered to grow, clients are served with excellence, and success is built with purpose.

Real estate is not just about properties. It is about people, trust, and long-term relationships. Every transaction is an opportunity to deliver value, guidance, and results that truly matter.

As a brokerage, we are committed to providing the tools, support, and leadership our agents need to thrive in a competitive market while maintaining the highest level of professionalism.

If you are here, you are ready to elevate your standard.

THE RULES OF *the Road*

Our reputation is built on consistency, professionalism, and trust. These standards ensure every agent represents the brand with excellence and integrity.

CODE OF CONDUCT

Every agent is expected to uphold the highest level of professionalism in all interactions.

- Maintain honesty, transparency, and ethical behavior
- Treat clients, colleagues, and other agents with respect
- Present yourself in a polished, professional manner
- Avoid misleading information or false representation
- Protect client confidentiality at all times

Your conduct reflects not only your personal brand, but the Rayneshire standard.

MARKETING GUIDELINES

Consistent branding is essential to maintaining a luxury identity.

- Use only approved Rayneshire Realty logos and brand assets
- Ensure all marketing materials meet state compliance requirements
- Include required brokerage disclosures on all listings and promotions
- Maintain a clean, professional, high-quality visual standard
- Keep social media content professional and accurate

Unauthorized or misleading marketing is strictly prohibited.

COMMUNICATION STANDARDS

Timely, effective communication is key to success.

- Respond to new leads within 5–15 minutes whenever possible
- Follow up consistently with active clients
- Communicate clearly and professionally on every platform
- Keep clients informed at every stage of the transaction
- Stay responsive with office staff and leadership

Reliability builds trust, and trust builds business.

OFFICE ACCESS & USAGE

Our office is a professional environment designed for productivity and collaboration.

- Office hours: 9–6 weekdays; appointments on weekends
- Access is limited to authorized agents only
- Keep shared spaces clean and organized
- Respect booking schedules for meeting areas
- Keep desk use professional and clutter-free

The office represents our brand. Treat it accordingly.

ACCOUNTABILITY

Failure to follow these standards may result in corrective action to maintain the integrity of the brokerage.

COMMISSION STRUCTURE

COMMISSION & *Company Fees*

STAGE	SPLIT	DETAILS
Initial Split	70 / 30	Applies to the first 3 transactions
Ongoing Split	90 / 10	Applies after completing 3 transactions

EARNINGS EXAMPLE

$400,000 Buyer-Side Sale (3% commission = $12,000)

On the 90/10 tier:

Gross Commission	$12,000
Agent Split (90%)	$10,800
Broker Split (10%)	$1,200
Transaction Fee	–$995
Agent Net Check	**$9,805**

This structure supports onboarding while quickly moving agents to a higher earning tier.

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REQUIRED *Fees*

1. REQUIRED TRANSACTION FEES

Standard Tech Fee — $995

Per transaction side. Covers the Rayneshire app (CRM, IDX website, digital business card), E&O insurance and 24/7 access to The Loft.

2. OPTIONAL CONCIERGE UPGRADES

Listing Concierge — $995

Full professional marketing coordination and compliance handling.

Transaction Concierge — $995

"Contract-to-Close" administrative management.

RENTAL & LEASING STRUCTURE

Residential Rentals	$995 per year *or* 10% of total commission
Commercial Leasing	20% of total commission

REFERRALS & *Payment*

COMPANY-GENERATED LEADS

60 / 40

split. Brokerage-provided leads carry a structured split that supports marketing, systems, and lead generation.

AGENT-TO-AGENT REFERRALS

25%

referral fee. Applies to referrals between agents, both internal and external.

PAYMENT SCHEDULE

- Commission is disbursed promptly after closing
- Standard processing time: within 24–72 hours after the brokerage receives funds

TABLE FUNDING REQUIREMENT

To be paid at the closing table, all transaction documents must be:

- Fully completed
- Uploaded to the system
- Reviewed and approved

at least 24 hours before closing. Missing this deadline may delay commission disbursement.

CONDUCT & *Professionalism*

At Rayneshire Realty, professionalism is not optional. It is the foundation of our brand. Every agent is expected to represent the brokerage with integrity, discipline, and a polished presence at all times.

PROFESSIONAL ATTIRE

Maintain a clean, polished, professional appearance in all client-facing situations. Business attire or business casual is strongly recommended for meetings, showings, and closings.

AUTOMOBILE INSURANCE REQUIREMENT

Agents who transport customers while conducting business must maintain active automobile insurance.

- Minimum coverage: $250,000 / $500,000 Bodily Injury Liability
- Rayneshire Realty LLC must be listed as an additional insured
- Proof of insurance may be required and must remain current at all times

ALCOHOL & DRUG POLICY

Agents are strictly prohibited from representing clients while under the influence of alcohol or any illegal substances.

- The use of illegal drugs is not permitted under any circumstances
- Intoxication while conducting business is strictly prohibited
- Any violation is grounds for immediate termination

OUR STANDARD

Professionalism is how we build trust, protect our clients, and uphold the reputation of Rayneshire Realty.

"Every interaction matters. Every impression counts."



TECHNOLOGY & ADVERTISING

THE RAYNESHIRE *App*

Every agent gets access to the Rayneshire app, the brokerage's own all-in-one platform:

- **CRM**
  Client management and communication tracking
- **AI Copilot**
  Built-in help across your workflow
- **Digital Business Card**
  Share your details instantly
- **Marketing Hub**
  Campaigns and brand assets
- **Automatic Follow-Up**
  Stay in touch with every lead
- **Personal Agent Website**
  rayneshirerealty.com/yourname
- **IDX Home Search**
  Live listings for your clients
- **Client Messaging**
  Communicate with clients in one place

— ACCESS & USAGE

The app is a core business tool for client management, communication tracking, and transaction workflows. Misuse, unauthorized activity, or violation of platform guidelines may result in restricted access, suspension of privileges, or permanent revocation of system access.

ADVERTISING *Compliance*

All marketing, advertising, and promotional materials must comply with:

- Florida Real Estate Commission (FREC) regulations
- Applicable legal and ethical standards
- The official branding guidelines of Rayneshire Realty LLC

— LOGO USAGE

The Rayneshire Realty LLC logo must be clearly visible on all marketing materials and never appear smaller than:

- Personal agent branding
- Team names
- Individual logos

— SOCIAL MEDIA & ONLINE CONDUCT

Maintain a professional, respectful presence on all social media platforms. All online activity, public communication, and digital interaction should:

- Reflect positively on Rayneshire Realty LLC
- Protect and uphold the company's reputation

Use professional judgment and discretion when representing the company online.



SAFETY POLICIES & GOVERNMENT REGULATIONS

SAFETY *Policies*

PUBLIC MEETINGS

For first meetings with new clients or prospects, agents are strongly encouraged to meet at the office or in a public, well-populated location for safety and professionalism.

IDENTIFICATION VERIFICATION

Verify the identity of all clients before showings or private meetings, requesting a valid government-issued photo ID when appropriate. Never meet an unfamiliar individual alone at a vacant or isolated property.

SAFETY PROTOCOL & CODE WORDS

Agents are encouraged to set a pre-determined distress signal or “code word” to discreetly alert the office, colleagues, or family in an emergency or unsafe situation during a showing or appointment.



SAFETY & GOVERNMENT REGULATIONS

GOVERNMENT *Regulations*

FAIR HOUSING COMPLIANCE

Rayneshire Realty LLC has a strict zero-tolerance policy on Fair Housing violations. All agents must fully comply with federal and state Fair Housing regulations. Discriminatory conduct, direct or indirect, based on race, color, religion, sex, national origin, disability, or familial status is strictly prohibited. Violations will result in immediate disciplinary action, including possible termination of affiliation with the brokerage.

> Note: Florida law and local Orange County ordinances protect additional classes beyond the federal list. Agents must comply with all applicable state and local protections.

DO-NOT-CALL (DNC) COMPLIANCE

Always follow the National Do-Not-Call Registry and applicable telemarketing laws. Scrub contact lists monthly so no registered numbers are contacted unlawfully. Agents are responsible for keeping all prospecting compliant with federal regulations.

SIGN-UP CHECKLIST

OUR *Process*

To be officially onboarded with Rayneshire Realty LLC, complete the following. Tap each button to open the form or resource.

1	ICA Agreement Independent contractor agreement	ICA AGREEMENT
2	State License Transfer ORRA brokerage transfer	ORRA TRANSFER FORM
3	W-9 Form Tax information	W-9 FORM
4	Local Board / MLS Stellar MLS membership	JOIN MLS
5	Headshot Submission For your profile and marketing	SUBMIT HEADSHOTS
6	Direct Deposit Commission payments	DIRECT DEPOSIT
7	Lock Box Sentrilock access	SENTRILOCK
8	Listing Transfer Bring your listings with you	TRANSFER FORM



BUILT TO SUPPORT YOUR SUCCESS

SUPPORT & *Resources*

We provide the tools, guidance, and support you need to operate with confidence and efficiency. You never navigate the business alone.

TECH STACK

The Rayneshire app (all-in-one platform): manage leads, automate follow-ups, run marketing campaigns, message clients, and handle transactions from start to finish. These systems are designed to keep your business organized, responsive, and scalable.

TRAINING & DEVELOPMENT

Monthly sales meetings	First Tuesday, 11:00am
Ongoing coaching sessions	Twice a month, Wednesdays, 11:00am
Marketing updates & strategy	Twice a month, Thursdays, 11:00am
Contract training (all levels)	Twice a month, Fridays, 11:00am

Our goal: keep you sharp, informed, and competitive.

WE'RE HERE TO HELP

KEY *Contacts*



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RAYNESHIRE REALTY
LLC

OUR COMMITMENT

Responsive leadership and support

Clear communication across all levels

Access to tools that simplify your workflow

A collaborative environment built for growth

Ready to elevate your standard?

Scan the code or tap the button to start your application.

APPLY TO JOIN →

Recruiting: hylton@rayneshirerealty.com · Broker: 407-690-1361