



# Professional One Real Estate ("P1") Commission Sharing Income® Overview

"Character-Driven Real Estate®"

## What is "C\$I"?

"C\$I" stands for Commission Sharing Income, the residual/passive income program created by Professional One that allows you to participate directly, financially in the commissions earned by the agents that you introduce to P1 and that we recruit into P1 on your behalf.

## Why We Offer C\$I: Primary Reason

The main reason that we offer C\$I is because residual income programs are one of the waves of the future in real estate. New real estate companies w/ residual income models are taking agents and market share from the big, established real estate brands. We studied every residual program and created the most powerful: C\$I.

## Robert Kiyosaki on Passive Income

Kiyosaki is an icon in the world of personal financial planning, a partner of Donald Trump and the author of NY Times best-sellers "Rich Dad, Poor Dad" and "Cash Flow Quadrant." He says:

- You must develop, purchase or find a "system to create passive income"
- Truly wealthy people derive 70% or more of their income from passive sources
- To enjoy financial freedom, we need to live in the "business owner/investor" areas of the cash flow quadrant (and not in the "employee/self-employed" areas)
- He believes in residuals/network marketing
- His advice "GET PASSIVE INCOME"

## Why We Offer C\$I: Other Reasons

There are many additional reasons why C\$I makes sense. Some of the more compelling are as follows:

- Because financial expert Kiyosaki says so (see left)
- To provide you more money/an alternative income stream now (when incomes are declining)
- To provide a way to finance your retirement

## Common Misperceptions about C\$I

- "All residual income programs are the same" - WRONG! Absolutely not true! MOST residual programs are based on profits (and these programs typically produce meager, if any, results). C\$I is based on GROSS COMMISSIONS EARNED. This cannot be distorted or manipulated in any way. C\$I is auditable, provable and not in any way contingent upon how much money the company makes! Further, we STUDIED every residual income program in real estate, and we can show you how C\$I compares to these other programs.
- "C\$I isn't for me because I don't want to spend a bunch of time recruiting agents" - NO PROBLEM! We don't want you to be a recruiter. We want you to be a great agent who simply introduces other great agents to us from time to time. That's all we want or expect of you.
- "C\$I won't produce much income for me" - Again, WRONG! Just look at the chart in the next pane, and review the "**Formula for Financial Freedom.**" C\$I produces significant results at low levels of participation. Don't be misled by the dismal results of other companies' residual plans!

## The Financial Upside of C\$I is Large

Assuming maximum downline depth & an average commission rate of 3%, this how much you can earn from C\$I:

No. of Agents Per Level	2	3	3
Ave Sales Per Year Per Agent	\$1.5M	\$1.0M	\$1.5M
Your C\$I PER YEAR	\$27,900	\$108,900	\$163,350

## The Secret Weapon of C\$I

A "secret weapon" we've added into our model is the Referral Source program, which allows people OUTSIDE of P1 - e.g., lenders, attorneys, VIPs, etc. - to participate in C\$I just like you do. It's simple, and introducing Referral Sources is easy.