



MASTER THE ART OF SELLING
SOUTHWEST FLORIDA'S
#1 MASTER-PLANNED
COMMUNITY

**ENROLL
TODAY!**



BABCOCK RANCH
REALTOR UNIVERSITY



BABCOCK RANCH
REALTOR UNIVERSITY

Attend **Babcock Ranch** **Realtor[®] University** and watch your **commissions** grow!

Our mission at Babcock Ranch Realtor[®] University is to honor, reward & value our Realtor[®] partners while providing the education, support & access to make selling our award-winning community easier than ever.

Babcock Ranch is Southwest Florida's #1 master-planned community!* To continue to grow, we need our Realtor[®] partners to share in the success of Babcock Ranch. The team at Babcock Ranch believes that our ability to collaborate and engage with like-minded real estate professionals is not only good for business but creates a far better town and quality of life for our owners.

Babcock Ranch is Like No Place Else

- 1ST GREENFIELD MASTER-PLANNED "SMART TOWN" IN US.
- 50% OF LAND DEDICATED TO NATURAL GREENWAYS, PARKS AND LAKES
- 18 MODELS WITH ON-SITE BUILDER REPRESENTATIVES OPEN DAILY. NEW MODELS OPENING SOON!
- A VARIETY OF QUICK DELIVERY HOMES READY FOR IMMEDIATE OR NEAR IMMEDIATE OCCUPANCY.
- SINGLE- AND MULTI-FAMILY HOMES IN SIX NEIGHBORHOODS WITH PRICE POINTS FROM THE LOW \$200,000S TO MORE THAN \$1 MILLION.





BABCOCK RANCH
REALTOR UNIVERSITY

Babcock Ranch Realtor® University - *Get Started!*



ORIENTATION

Spend a day at Babcock Ranch:

- Get inspired at the Discovery Center
- Connect with the Babcock brand, vision & core initiatives
- Appreciate the history & future of Babcock Ranch
- Partner with Town Ambassadors
- Navigate online resources
- Understand the full cost of ownership
- Introduction to our Participating Builders



LOYALTY CARD...BR HONOR ROLL

Earn points that convert to \$ dollars to spend at Babcock Ranch

- Register customers or team members receive 100 points
- 1st sale receive 250 points
- 2nd sale receive 500 points
- Every additional sale receive 500 points
- Opportunity to win fabulous rewards and prizes at quarterly events (more sales; more opportunities to win)



Associate Degree

Earn this degree by attending orientation

- Complete your "Report Card" by touring with each Babcock Ranch Builder.
- Become fluent in Babcock Ranch's, history, facts, and development and sales progress.
- Automatically enrolled in "BR Honor Roll" Rewards Program



Additional Benefits & Requirements**

- Pre-register customers with the team at The Discovery Center
- VIP events & training
- Quarterly Realtor® events: Lunch & Learn, awards & diplomas, networking opportunities
- End of the year banquet: Award for top producers & recognition in print ads
- Free Co-Broker marketing tool from Babcock Ranch/Agent Shield
- Members will receive quarterly newsletters as to the status of sales and development
- Members are encouraged to bring "team members" from their respective branch offices to encourage awareness and education
- Members must attend (1) training session per year (in addition to original orientation)
- Babcock Ranch to host member's branch office breakfast meeting (1 time per year, per office, must be approved by SVP)



Bachelor's Degree

Earn this degree after selling 1 home in BR in 2020



Master's Degree

Earn this degree after selling 3 homes in BR in 2020



PHd

Earn this degree after selling 5 homes in BR in 2020



BABCOCK RANCH
REALTOR UNIVERSITY

2020 REWARDS PROGRAM

EARN BIG!

**AS BABCOCK RANCH'S
TOP PRODUCING
REALTOR®**

VALEDICTORIAN

\$10,000 Bonus

SALUTATORIAN

\$5,000 Bonus

HONORABLE MENTION

\$2,500 Bonus

Top Producer Awards will be presented at annual recognition banquet (date TBD) exclusively for Florida Licensed Realtors® who have enrolled in and completed all requirements of the Babcock Ranch Realtor® University program. Awards based on number of sales contracts in 2020.*** Realtors will only receive credit for sales made following the completion of program requirements.



18,000 ACRES
19,500 HOMES
6M SQ. FT. OF COMMERCIAL SPACE
UNLIMITED OPPORTUNITIES



DIRECTIONS FROM I-75

Take Exit 143 for FL-78 E

Head East on FL-78 E/Bayshore Rd - 3.3 miles

Turn left onto Babcock Ranch Rd. - 4.5 miles

Turn right onto Lake Babcock Dr - 1.0 miles



BABCOCK RANCH

Live a better life

42850 Crescent Loop, Punta Gorda, FL 33982
941.235.6900 | BabcockRanch.com

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*Babcock Ranch is ranked Southwest Florida's top-selling master-planned community based on Metrostudy data on single-family home annual starts in Charlotte, Lee and Collier counties, through September 2019. **Membership may be revoked at any time due to inappropriate member behavior. Membership is granted for 1 calendar year. ***For those who complete enrollment in 2019, sales made after the program completion date in 2019 will count towards 2020 totals.