



urban
Real Estate Services Ltd.

www.urban-realty.ca

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**OUR GOAL IS SIMPLE -
TO ENHANCE REAL ESTATE CAREER, ONE REALTOR® AT A TIME**

CALGARY'S FASTEST GROWING INDEPENDENT BROKERAGE

With over 200 REALTORS®, we thrive on quality performances that produce top-yielding results. Take a look inside to see what Urban Realty has to offer.



CONTACT:
Tel. +1 403 590 2233
HOURS OF OPERATION:
9AM - 5PM



OFFICE:
820 26th ST NE
Calgary, AB



FIND US HERE:
www.urban-realty.ca
info@urban-realty.ca



MORE THAN A BROKERAGE



WHY URBAN REALTY

OUR PROMISE TO YOU

Urban Realty is an organization, which recognizes the dilemma REALTORS® face in their profession, so we offer the best solutions.

We understand REALTORS® have to constantly streamline and upgrade their business strategies to keep their business running profitably while best servicing their clients at the same time.

For this, REALTORS® expect their brokerage to be the primary source of support and training. And rightly so.

We believe a brokerage should always provide several platforms for the REALTORS® to be successful, but at a nominal cost, because...only when **YOU WIN**, then **WE WIN**.

With over 200 REALTORS®, we are proud to be one of the biggest and fastest growing independent BRAND brokerages in Calgary.

Urban has proven that we not only save REALTORS® substantial amount of money but we also give them all the support and coaching they need.

We also give our team REALTORS® an opportunity to exploit our hi-tech systems, created just for them, to grow their business.

We save our REALTORS® thousands of dollars every year in desk fees.

Therefore, they can re-invest this savings back into their business to grow it.

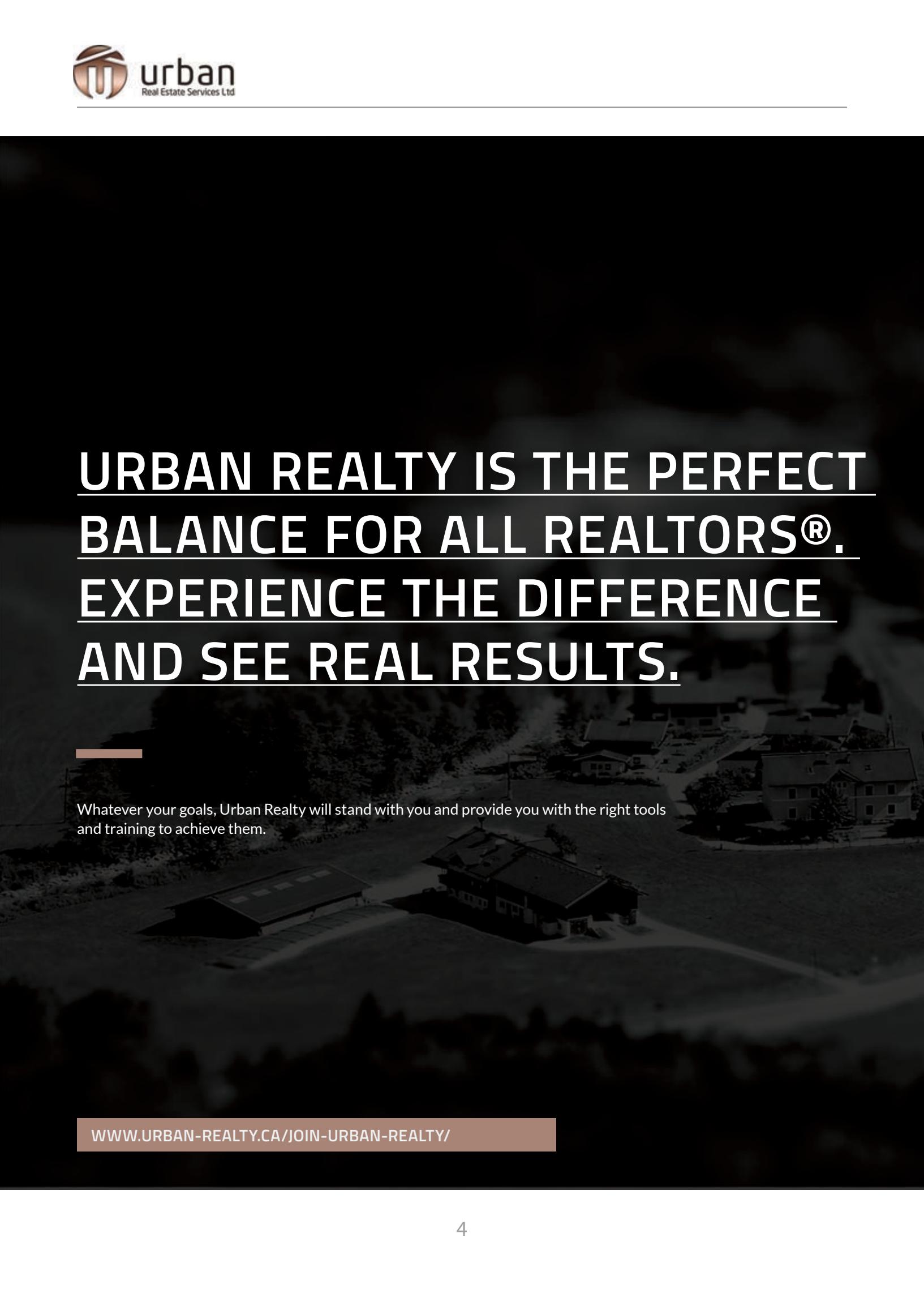
OUR VISION

To be the source for our REALTORS® continued success.

OUR MISSION

To provide our REALTORS® with an environment which will improve their working skills, benefiting them and hence their clients.

URBAN REALTY IS THE PERFECT BALANCE FOR ALL REALTORS®. EXPERIENCE THE DIFFERENCE AND SEE REAL RESULTS.



Whatever your goals, Urban Realty will stand with you and provide you with the right tools and training to achieve them.

WWW.URBAN-REALTY.CA/JOIN-URBAN-REALTY/



IT'S ABOUT TIME SOMEONE GAVE REALTORS® A BREAK

OUR BENEFITS

Our benefits don't stop there. We found that by providing valuable mentoring, support and training, our REALTORS® are better equipped and confident to perform their best work. In addition, we can provide our team with effective digital solutions to support their business' growth; such as our own Virtual Office software, promotional tools and marketing support.

NO MONTHLY OR DESK FEES

Our fair and simple fee structure helps REALTORS® in two ways: they're able to save thousands of dollars from typical brokerage associated monthly fees and they're able to reinvest their savings into their business.

NO COMMISSION SPLITS

Not only do we believe in no commission splits, but we offer commission payouts within 24-hours of our office receiving the transaction. We also provide our agents with commission advance options.

NON-COMPETING BROKERS

Our broker and staff are not only non-competing but they make sure that all the leads and referrals collected by our office are passed on to our REALTORS®. This is how it should be. Period.



MENTORING OPPORTUNITIES

We have designed a wide range of coaching and training modules to fit our REALTORS® needs. Our mentorship programs allow you to learn and earn from successful REALTORS®.

SUPPORT AND TRAINING

REALTORS® have the option to choose from one-a-day topic-oriented coaching sessions to long-term bachelor courses, and anywhere in between - available in-house.

BRAND AWARENESS

Our brokerage is committed to setting ourselves apart from the competition. By being part of the Urban team, we are a recognized as a **BRANDED** brokerage and treated as such.

AWARDS AND RECOGNITION

Not only do we support you, we also celebrate your success and growth. We acknowledge our top performing REALTORS® monthly and annually at our end of year Urban Realty Gala.



GUARANTEE TOOLS

Our brokerage provides REALTORS® with Guarantee Tools and Offerings to help support our clients with their transactions. We offer a 90-Day Sold Guarantee, a 2-Year Purchase Guarantee and a 1-Year Home Warranty.

VIRTUAL OFFICE SYSTEMS

We have created a state of the art, Virtual Office, available 24-hours for you. Our digital system has a collection of resources and support items for our REALTORS® to streamline your process.



We work with Calgary's best and brightest innovators in real estate to support our team's growth. From seasoned experts, to entry-level associates, Urban agents thrive on collaboration and communication to work together.



HEAR FROM OUR TEAM
TESTIMONIALS

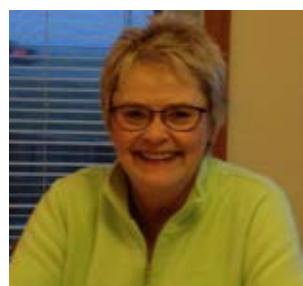
Agents from an array of experience have become part of our Urban team and found tremendous value while working with us. We work together to improve their business and here to support them along the way.



JUNAID MALIK
seasoned REALTOR®



"At Urban Realty, I love the NO MONTHLY FEE model they provide. The brokerage offers a flat rate transaction fee for the number of deals you do."



KAREN TOPHAM
seasoned REALTOR®



"Urban's fee structure is great – who would complain? In fact, I tell all other agents I meet, that I have moved after 17 years to Urban and I referred a few already."



NATASHA EDEN
seasoned REALTOR®



"If you are looking for a great group of people and a superb broker who will support you in your real estate business, don't hesitate to check us out."



HOW URBAN REALTY CAME TO BE
OUR STORY

When Sunny Parmar, broker and founder of Urban Realty, was a REALTOR® himself, he was constantly searching for a brokerage. He wanted a brokerage that could provide a good source of training and support to help make his real estate business a success.

HENCE IN 2007, SUNNY DECIDED TO ESTABLISH A BROKERAGE WHICH WOULD WORK HARD TO BRIDGE THE GAP BETWEEN AFFORDABILITY AND SUPPORT INSIDE A BRAND BROKERAGE.

Starting with one REALTOR®, now currently with a strong team of over 200 REALTORS®, and still growing, we are one of the largest and fastest growing independent brand brokerages, in Calgary, Alberta.

Urban Realty has shown that we not only save REALTORS® a substantial amount of money but we also give them an opportunity to re-invest the

savings back into their business. By doing so, our agents can take their business to the next level, without struggling to find it elsewhere or borrowing it.

Urban Realty has proven that we not only train and support our REALTORS® to benefit them and their clients, but we also look after home sellers and buyers.

By offering our agents guarantees and tools specifically designed, we provide you with a piece of mind and confidence you need to complete your real estate transactions.

OUR VALUES

We believe in three core values to drive our brokerage's success:

Transparency, support and community.

OUR SOLUTIONS

We set ourselves apart from the competition by focusing on offering on-going coaching and support, no monthly or desk fees, and having non-competing brokers and managers part of our team.

JOIN OUR TEAM TODAY

Make the move to Urban Realty where you can become part of a diverse and dynamic team. Our brokerage is ready to support you in your real estate business. You'll feel confident with...

- No monthly or desk fees;
- No commission splits;
- No hidden fees;
- Non-competing brokers and managers;
- 24-hour commission pay-outs;
- Access to our 24/7 virtual office software;
- Yearly cap on transaction fees;
- And training and support available in-house

The joining process is as easy as 1-2-3!



1

SCHEDULE AN INTERVIEW AT OUR OFFICE

You can book an appointment by calling us at 1-403-590-2233, through e-mail to info@urban-realty.ca or even coming down to the office at 820 26th ST NE, Calgary AB.

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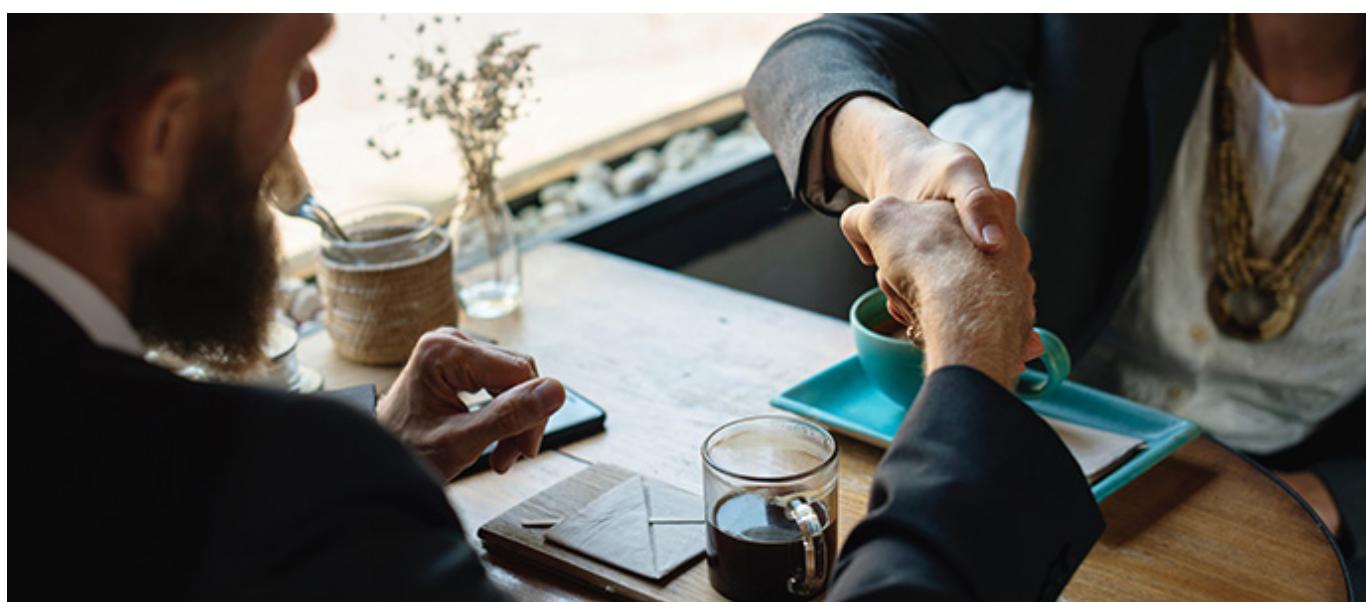
MEET OUR BROKER AND LEARN ABOUT US

Sit down with our broker and get to know us! We are open and upfront with our policies and procedures, so we are ready to answer any questions or concerns you might have.

3

MAKE THE MOVE TO URBAN REALTY

The entire process takes about 15-20 minutes to transfer brokerages. We will walk you through the process, paperwork, and have you ready to start in no time.



OUR ANSWERS TO YOUR QUESTIONS

FREQUENTLY ASKED QUESTIONS

HOW LONG HAS URBAN REALTY BEEN IN BUSINESS

Urban Realty started out in 2007 with one broker and founder. Currently, we are above the 200 mark.

WHERE ARE YOU LOCATED?

We are a Calgary based independent brokerage with one office currently located in the NE. Our address is 820 26th Ave NE, Calgary AB.

WHAT ARE YOUR HOURS OF OPERATION?

We are open Monday to Friday 9:00 a.m. to 5:00 p.m.

DO YOU DO PROPERTY MANAGEMENT?

No. We do not provide property management services.

WHAT TYPE OF TRANSACTIONS DOES YOUR BROKERAGE PROCESS?

We process residential, commercial and rural transactions.

HOW SAFE ARE THE COMMISSIONS FOR REALTORS®?

Completely. We are one of the few brokerages, if not the only brokerage, which keeps a separate bank account just for REALTORS® commissions. We treat it like a trust account. Nothing is safer than this for your commissions.

IS URBAN REALTY A DESIGNATED BROKERAGE OR COMMON LAW?

We operate as a Common Law brokerage.

IS URBAN REALTY INDEPENDENT OR A FRANCHISE?

We are an independent brokerage.

WHAT IS YOUR FEE STRUCTURE LIKE?

We operate on a flat transaction fee system. There is no monthly fee or desk fee for our agents.

WHAT PERCENTAGE OF COMMISSION DOES THE BROKERAGE TAKE?

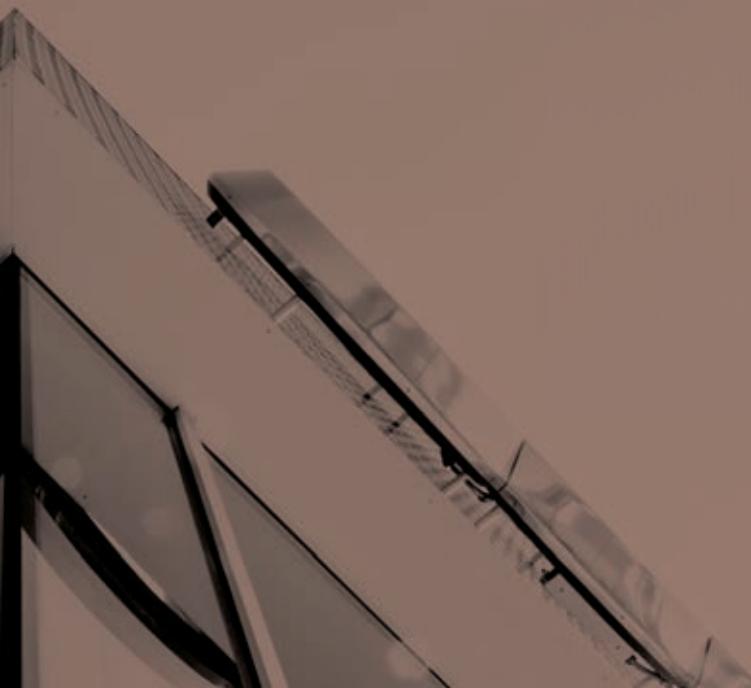
There is no commission split, as well no monthly fees.

DO YOU HAVE COMMISSION ADVANCE OPTIONS?

Yes. Although, we pay out our commissions within 24 hours of us receiving it, we realize there might be some circumstances where you might need your commission in advance.

HOW DO I START THE JOINING PROCESS?

It's simple. Schedule an appointment with us and get to know us. We will go over all the details in the interview. It usually takes about 15-20 minutes. But if you have already made up your mind to join us, then simply ask us to send you the list of items we require to license you with us.



WHAT IS THE COMPANY SUPPORT STRUCTURE LIKE?

We have conveyancing, marketing, sign services, support and training systems in place. We also use a virtual office system available to our agents 24/7/365 and a paperless system to keep track of our records and documents.

ARE THERE ANY HIDDEN COSTS OR FEES?

None. We believe in transparency and honesty.

DOES URBAN REALTY HAVE PARTNERSHIP PROGRAMS?

Yes. On our website, you can find our preferred partners including lawyers, mortgage advisors, home inspectors, printer services, insurance brokers, etc.

WHO PROVIDES SUPPORT AND WHAT KIND OF SUPPORT SYSTEMS ARE IN PLACE?

We have different support systems in place including conveyance, marketing and transaction support. We also have Weekly Meetings available for our agents to keep them up to date with the latest market trends and information.

CAN URBAN HELP ME WITH WEBSITES AND SOCIAL MEDIA?

Yes. We have a dedicated marketing manager for digital marketing who is available to guide you per your needs and budget.

WHAT IS AVAILABLE ON URBAN REALTY'S VIRTUAL OFFICE?

Our second to none Virtual Office has support tools, training tools, presentations, marketing tools and brokerage forms. It also gives you an access to your entire transactions database with editing options.

HOW EASY IS IT TO SEND IN A DEAL?

Very easy. You can fax, e-mail, upload or drop by the office to submit a deal.

HOW SOON DO I GET PAID, ONCE MY DEAL CLOSES?

Within 24-hours of us receiving it. Every day is a pay day.

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