



OUR TEAM...
OUR STORY

OUR FIRM

Entity: Real Estate Express Inc. *dba* Carolina Realty Advisors

Established: 1997

Address: 1001 East Blvd. Suite B
Charlotte, NC 28203

Contact: Robert J. Cassam, Jr.: *Co-owner, Broker-in-Charge*
Phone: 704-533-3074
Rob@carolinarealtyadvisors.com

Mike Sposato: *Co-owner*
Phone: 704-619-7070
Mike@carolinarealtyadvisors.com

E & O Insurance: XL Insurance
Policy number: PEG9132696-12

Limits: \$1M – Aggregate (No prior claims)
\$1M - Each claim

General Business Insurance: Hartford Casualty Insurance
Policy Number: 22 SBA VG08

Limits: \$1M –Business Liability (No prior claims)
\$2M – General Aggregate
\$2M – PCO Aggregate

Memberships: Carolina Multiple Listing Service, CCIM
Charlotte Chamber of Commerce, Charlotte
Commercial Search, Charlotte Region
Commercial Board of Realtors, Charlotte
Regional Realtor Association, CRB, Loopnet,
Piedmont Regional Association of Realtors, Real
Data Commercial MLS

Licensed: North Carolina, South Carolina

ABOUT THE OWNERS

MIKE SPOSATO

Co-Owner/Sales & Marketing Manager

Mike is a co-owner of Carolina Realty Advisors and manages team sales and marketing. He has been licensed in real estate since 2001 and is a multi-million-dollar producer in the Charlotte area.



After a successful career in corporate business and sales, he chose to venture into the real estate world. Since then, he has been able to build a sales team of TOP agents in the area by using a unique, proprietary selling approach.

ABOUT THE OWNERS

ROB CASSAM

Co-Owner/Broker-In-Charge

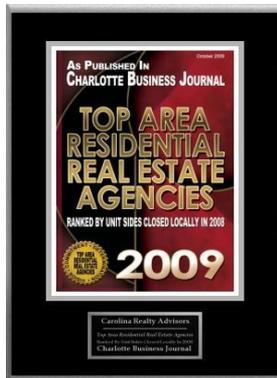
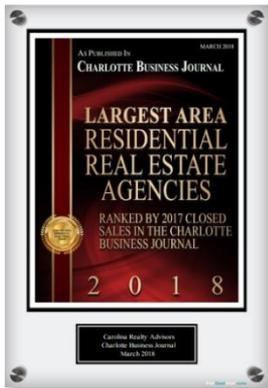
Rob is a co-owner of Carolina Realty Advisors and is the broker-in-charge. Rob founded the firm back in 1997 and is licensed in both North Carolina and South Carolina.



He has his Master's in Business Administration as well as his CCIM (Certified Commercial Investment Member). Rob conducts quarterly brokerage training where he teaches our agents all the facets of being a great real estate broker.

SOME OF OUR ACHIEVEMENTS

Since 2006, our team has repeatedly been recognized as one of **Charlotte's top residential real estate agencies** based on gross sales.



AGENT TESTIMONIAL

"I had been a consistently-producing Realtor in the south Florida market for over 10 years, so when I relocated to Charlotte I thought I needed a "big-brand" company to help me get business. I was new to the market and had no real sphere-of-influence here, so I figured that's where I would get the most leads to channel into business. I soon learned after joining one, however, that not only was the lead-count scarce, but the commission splits were lower than I was accustomed to. The costs of doing business were so frequent and high that my profitability was anemic. I had to find another way. **Immediately after joining Carolina Realty Advisors, I knew I made the right decision for my career.** The owners are present and approachable; I learned far more than I expected to; I have several active and passive lead-sources; my business expenses are far fewer; My closing ratio and consistency is great. Additionally, the company culture is relaxed, fair, and non-judgmental. I never feel that terrifying dread of, 'What do I do now.'"

- Ray Munroe

OUR PROGRAM FOR AGENTS

- **Proven** lead-generation strategies
- **No** desk fees or transaction fees
- Access to **cutting-edge** technology
- Quarterly, in-house sales training which results in a **95% client conversion rate**
- Large firm characteristics in a **small, team-driven** environment
- In-house **Transaction Manager**
- Designated **Marketing Team**
- **Multimedia advertising** & marketing campaigns to support agents



AGENT TESTIMONIAL

"When selecting a firm to join, my main priority was partnering with a company that would jump-start my real estate career and provide me quality mentors and resources. I feel fortunate to have been introduced to this team because my business boomed and in my first 12 months I had a projected 15 closings. Although my background in sales has helped me in this industry, after going through four sessions of team sales training at CRA, I wish I had known that I know now years ago. **There's no way CRA would ever fail you - leads are provided, training is on-point, and the team has a great dynamic and culture.** If you're looking to learn a different way to sell and advise on real estate, I'd highly suggest checking out Carolina Realty Advisors before making your decision."

- **Natalie Staff**

MARKETING STRATEGIES

We have a full-time Marketing Director who helps manage our company marketing programs by handling social media/company sites/MLS entries, ordering photos and measurements for listings, creating pre/post sale marketing materials, etc.

The company provides each team member with ample leads from a variety of sources. We produce **inbound leads** that are evenly distributed between agents.

We also have **outbound leads** that our agents strategically work in order to grow their sales.

Once a client closes, the company pays for post-sale marketing which includes several techniques which span for multiple years after closing.

We provide agents great back-end software programs that helps them with marketing to their prospective clients and keeps their business flow organized and accountable.

AGENT TESTIMONIAL

"I got into real estate during a time when I was looking for a career change. I found Carolina Realty Advisors and was blown away at how easy the transition was. I've been a full time licensed agent for 4 years now with CRA. When I joined the team, I had NO SALES EXPERIENCE at all. **After taking to the selling system that was provided, I doubled my salary in my first year and the numbers have only gone up since.** The experience of having direct contact with the company leaders Mike Sposato and Rob Cassam as well as the peers within this company is second to none. There is a fun, professional, hard work ethic, and high standards type of atmosphere that keeps all agents at their peak performance. The numbers don't lie, 95+% conversion rate is unheard of!"

- **Nick Harmon**

SALES TRAINING

Professional Development

Upon hiring, we train each new agent on our unique sales system which helps them **work smarter... NOT harder**. The entire team uses this system and it gets **REAL RESULTS**. We convert over 95% of our prospect meetings into clients.

Brokerage Training

Once you successfully complete sales training, you will go through our brokerage training program that teaches you how to be a great transactional broker.

Team Meetings

We have a standing team meeting once a week to cover important topics related to market trends, sales issues, marketing, and brokerage changes.

Accountability

We believe that being held accountable for your day to day, week to week, and month to month activities helps increase your success and your professional development which is why agents have bi-weekly accountability meetings with the company leaders.

AGENT TESTIMONIAL

"I have been licensed agent for 6 years now. The first 3 years I worked for a real estate company that provided one lead a week. It was difficult to build a client base when I had very little support from the company. I met Mike and Rob through the years and decided to switch over to Carolina Realty Advisors. **It was the best thing I could have done for my family and career!** My first year with the company I closed 22 deals. My second year I closed 30 year, and each year that number just keeps going up. The training and brokerage support this company provides rapidly increased my production level and molded me into the successful real estate agent I am today."

- **Priscilla Batista**

AGENT TESTIMONIAL

“Carolina Realty Advisors has helped me quickly establish my career as a professional real estate agent. From having no sales experience to becoming a polished gem with the tools and guidance that my superiors have provided me, I have closed 20 properties in my last 14 months with the company. We have a great, team-oriented atmosphere, with everyone willing to jump in and help at any time. **With the leads and sales training provided, my pipeline stays full, I never have to worry about my finances, and it's easy to accrue new business monthly.** I would recommend Carolina Realty Advisors to any real estate agent looking to have a comfortable career with tons of opportunities.”

- Carl Maree



704-442-1774

www.CarolinaRealtyAdvisors.com

www.CharlottePropertyHub.com