

ARTERRA  REALTY



Introduction to the Arterra Realty brand.

Join the evolution.

What is the evolution of real estate? It's redefining the present with a focus on the future. It's unsurpassed knowledge of the product. It's providing resources and support that position our Advisors for success. It's instilling a culture of community that is human-centered where relationships are valued and cultivated.

It's also wealth building and income at every transactional touchpoint. It's shared stock, mortgage, and title controlled through one centralized pipeline. It's utilizing emerging technologies like NFTs, Crypto, and Blockchain to streamline processes, increase passive income, and deliver a fast and secure client experience.

Arterra is the source for any home service, giving our clients unrivaled support at any stage of home ownership.

Knowledge. Community. Prosperity. Technology.

Meet Your Leadership Team.



Vito Terracciano
Owner & Co-founder

Vito is a veteran of the luxury home building & real estate industries. His vision has taken previous endeavors internationally, one with over \$800 million in annual sales. As a true visionary, he founded Arterra with the intention of evolving the industry, forever.



Lindsey Sundin
Chief Executive Officer

Lindsey came to Arterra after over two decades leading and growing luxury real estate companies. Her experience paired with Vito's vision places Arterra Luxe in a unique position to truly change the face of the industry.



George Shaheen
Principal Broker

George brings 25 years of new construction experience to Arterra. His first hand knowledge of hidden home values paired with unwavering dedication to our Advisors combine to make him the heartbeat of our Advisors' success.



Lynn Hebert
Chief Financial Officer

Lynn has worked with Vito for many years and keeps her finger on the pulse of the business. She manages the financial, legal, and on-boarding processes, while remaining available to anyone who needs her. The value she brings is immeasurable.



Brandon Vanno
Director of Marketing

Brandon brings more than 15 years of creative and marketing experience to the Arterra family. His experience with national and multi-national companies is advantageous to Arterra as we position ourselves to be in the forefront of the industry.



Keith Roberts
IT Support Leader

Keith has worked with Lindsey as an IT professional for many years and is the ultimate problem solver. His knowledge of the real estate industry combined with his technical acumen make him one of the most valuable assets on the team.

Arterra Realty Growth Strategy.

1

Build stature & gain market share in current top-tier markets.

2

Expand into growing markets with regional like-minded leadership.

3

Add ancillary services to brokerages, including mortgage, insurance, title, etc.

4

Utilize technology to enhance the client experience & stakeholder ROI.

Unique Experience & Value.

Our founding team brings over 70 years of award-winning experience buying, selling and building residential real estate, making us uniquely qualified and bringing unrivaled value to our services.

- We offer our Advisors next level training and education in the product they are selling.
- Knowledge gained from our trainings is passed to the client, enabling them to make informed decisions.
- Our Advisors use connections in the building trades to service their customers needs.

In addition to unrivaled product knowledge, our Advisors have access to unparalleled resources and support which generates additional revenue while saving money and time.

- Robust lead generation (Zillow, Google, Social).
- Social media training & assistance.
- Generous on-boarding kit.
- Company paid listing photos & signage.
- Custom marketing materials w/ MLS integration.
- Industry related company training sessions.

We have a top-tier industry pay structure for our Advisor's commissions. In addition, Arterra offers a way for real passive income to be earned so that Advisor's have a mechanism in which to retire.

- 80/20 split with 100% commission after \$20,000 cap is paid.
- Corporate advisor fee 6% until it caps at \$3,500.
- Loyalty program - 3 years 85/15, 5 years 90/10.
- Generous cash cap program (*Received back in cash installments).
- Wealth building opportunities via revenue & profit sharing.



Target Markets & Advisors.

Our target markets are affluent urban and suburban locations with household income levels well above the national average. Ideally, home values remain steady and home quality is high. As such, we will continue the following:

- Developing presence and gaining market share in top Michigan and Florida markets.
- Identify top-selling markets on a national level.
- Seek leaders nationally who align with our company culture and growth strategy.

Our target agents are ambitious professionals with proven track records of success. Ideally, they are distinguished, self-reliant, and assertive, with a touch of compassion & empathy. As such, they should meet the following criteria:

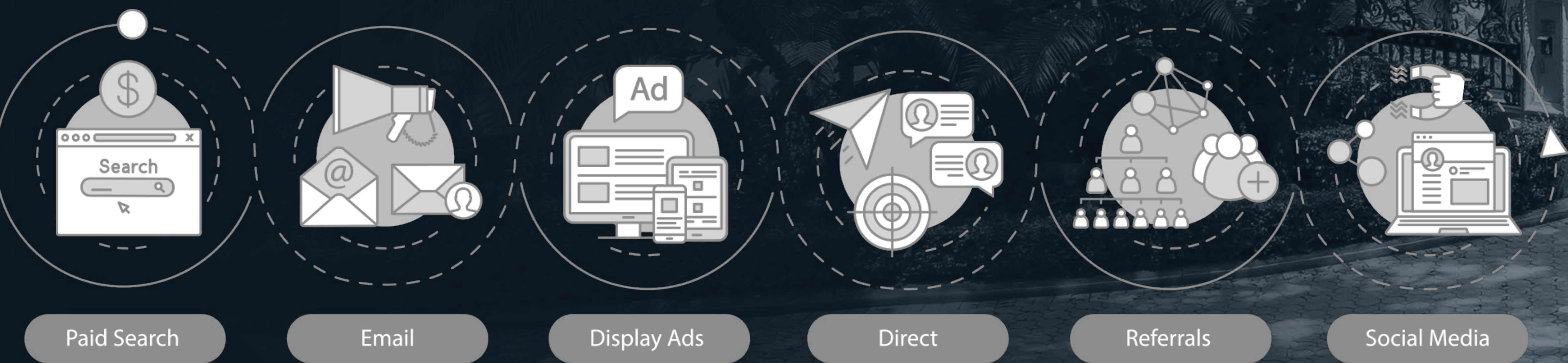
- Established and consistently closing 20+ units annually.
- Newer agents closing 6+ units annually.
- Aligned with our company culture.
- Motivated to grow a bigger business.



Marketing Strategy.

Our marketing approach is evolving as we expand into new markets. We have had tremendous success with our recruiting campaigns in Michigan and Florida. As the business grows and becomes more profitable we will scale these efforts and allocate capital toward methods of consistent national exposure (e.g. commercials on preferred streaming platforms).

- Build awareness and status by attracting agents and clients through Social Media posts and campaigns, promoting hi-caliber acquisitions, and company-focused marketing centered on our unique and exceptional differentiators.
- Enhance industry credibility by gaining client and Advisor reviews and testimonials on various online platforms.
- Production of a modern, high-quality recruiting video to aid in campaign efforts online, at recruiting events, in offices, and other various avenues.
- Marketing content focused on our culture, wealth building, client experience, Advisor’s stories and successes, and how emerging technologies will benefit the customer.



Building the Right Team.

Realtors who are looking to widen their scope and consolidate their presence in the business will find building a team to be one of the most lucrative things they have ever done in their career. By building a team, a realtor can go from having limited outputs to doing so much more in such little time. At Arterra, we not only support the development of teams, we help grow them for you by placing Advisors on your team.

- Recruiting
- Compensation Plans
- Training
- Coaching
- Accountability



Your Goals Matter.

Our high caliber advisors are driven beyond the roll of a typical real estate agent. We work with you to analyze your dreams and ambitions and develop a plan for the future. Why? Because our people matter here. You can go as far as you want to with Arterra, because our goal is for you to achieve yours. The following are some examples:

- Open your own brokerage.
- Become licensed in multiple states.
- Break into new and bigger markets.
- Plan for your financial future.



Nusrat Moghul found her own brokerage, powered by Arterra, in January, 2021.



Paulina Faranso joined Arterra Luxe in Michigan and now is licensed in Florida as well.



Kristina Martin started as an Advisor and is now Sales Manager of a building company.

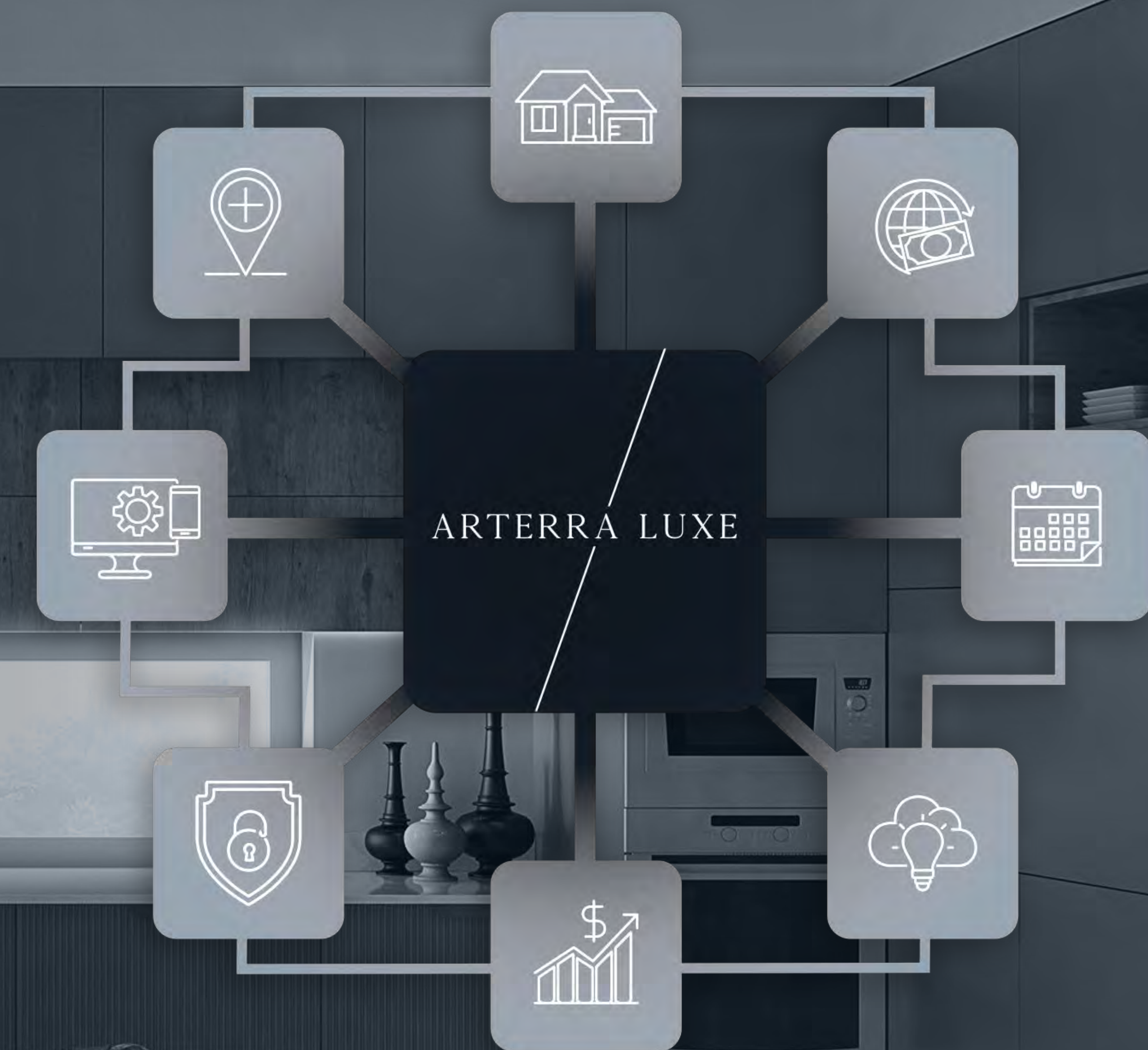


Tom Leone is a new construction home builder and an Arterra Advisor.

Embracing Technology.

To date, developments in technology have not done a lot to help the client. Efficiencies are generally limited to helping the agents, often proving to make the transaction more cumbersome. The blockchain will simplify a transaction and create efficiency. Similarly in the automotive industry, Carfax created transparency in the duration of a sale. Title and mortgage taking place on the blockchain will allow every aspect of the transaction to be documented and accessible at the click of a button.

- Clients will no longer have concern about who the real owner of a property is on title, closings can take place the moment money is available and mortgages will be practically instantaneous.
- We are becoming experts in completing real estate transactions utilizing crypto currencies.
- Arterra will Mint NFT's for individual properties in a safe and compliant manner to earn an override on all future sales of the property.



Moving Forward.

What are your goals? At Arterra Realty, we believe in keeping as much money in the agent's hands as possible by providing them with multiple streams of income. Our advisors' goals are our goals, and we are working on putting every system in place to get them there.

Earning additional income on mortgage, title, and insurance, are the easiest place to start for a real estate company. Long-term, by creating a customer for life, Advisor's at Arterra Realty will have the opportunity to make money on almost any good or service that clients are using in their homes.



And So Much More...

We are partners. We are confidants. We are Arterra.

Our journey is just beginning. Armed with the right staff, the best Advisors, and the strongest partners, we are taking this endeavor to the top. It's not about the money, well, mostly. It's about creating something new. It's about making something better. It's about changing an industry, forever.

Now that you have seen the value, vision, and possibilities, join us in the evolution. Real estate is just the beginning. One day soon, every home service, from the sell or purchase, to remodels and repairs, to appliances, and anything in between, will funnel through Arterra. Powerful technologies, already in existence, will enable us to control every aspect of home ownership, and send money back into the hands of the original seller every time it sells. Homebuyers/sellers won't want to go anywhere else because of the services we provide. In the end, everybody wins.

By joining Arterra, you and your team will have immediate success, as well as numerous financial benefits to build a lasting legacy.



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