



GREATER DAYTON | CINCINNATI OHIO

LUMAREALTYOHIO.COM

JOIN US AT
LUMA REALTY

EVERYTHING YOU NEED TO KNOW ABOUT WHO
WE ARE, WHAT WE STAND FOR, AND WHY
YOU'LL LOVE WORKING WITH US.

We are excited to work with you!

At Luma Realty, we believe every agent deserves the freedom to flourish — to grow a business that reflects their values, their rhythm, and their light.

Here, you're not just joining a brokerage; you're becoming part of a family that celebrates individuality while working together toward shared success.

We're small by design — intentionally boutique — so we can give every agent the attention, mentorship, and space they need to thrive.

Adam & Kristine

Broker | Owners



“

Here, you're not just joining a brokerage; you're becoming part of a family

”

section 01

SECTION ONE : WHO WE ARE



We can't wait to get to know you better

At Luma Realty, we believe every agent deserves the *freedom to flourish* — to grow a business that reflects their values, their rhythm, and their light.

Here, you're not just joining a brokerage; you're becoming part of a family that celebrates individuality while working together toward shared success.

We're small by design — intentionally boutique — so we can give every agent the attention, mentorship, and space they need to thrive. We believe in real estate with heart.

That means transparency in our leadership, honesty in our relationships, and support that feels genuine — not transactional. Whether you're just starting your journey or bringing years of experience, we meet you where you are and help you grow in the direction that feels right for *you*.





Born and raised near San Francisco, Kristine and Adam spent most of their lives accustomed to the fast paced culture of the west coast. After accomplishing his Real Estate Degree, Adam started his Real Estate journey by investing in his first rental property. Adam has spent the past 14 years in the banking/mortgage industry, including the unique setting of working on a U.S. Coast Guard base in California.

Kristine has an extensive marketing career behind her prior to real estate and adds the creative side to the business. She adds the personal touch to every interaction and enjoys bringing her eye for reno and design to new clients. She's got the know-how for improvements and investment properties.

Now Ohio real estate entrepreneurs, Adam and Kristine have experience in residential, commercial, investment properties, and property management.

AWARDS

- OHIO REALTORS®, PRESIDENT'S SALES CLUB 2023, TEAM OF DISTINCTION TOP 10%
- DAYTON REALTORS® SALES LEADER CLUB, 2022-2024
- ZILLOW 2023 TOP AGENT, GREATER DAYTON OHIO
- REDFIN TOP US TEAM - POWER PARTNER, AUGUST 2023



section 02

SECTION TWO: AGENT BENEFITS



What We Provide

YARD SIGNS

You will receive a 24" x 24" metal for sale frame and panel when you sign up as an agent with us.

BUSINESS CARDS

Your first order of designed business cards are on us!

CRM

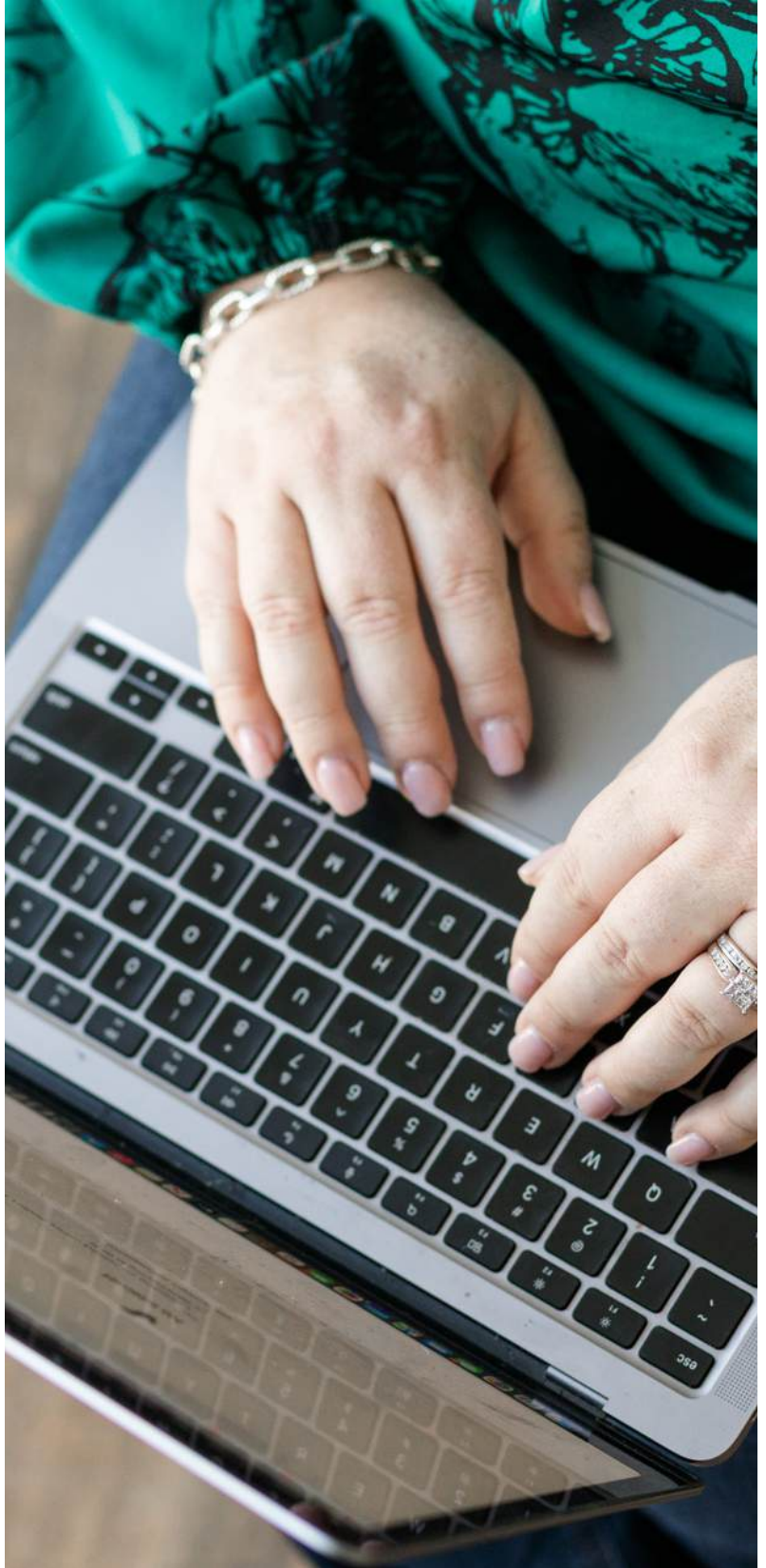
Free access to a powerful CRM system to help keep you organized.

E-SIGN SOFTWARE

Free access to a Dotloop for file organization and e-signature verified documents plus templates for transactions.

TRAINING

Ongoing training in-office and online to accommodate our ever changing industry and strong partnerships.



AGENT TRAINING

TOPICS LIKE:

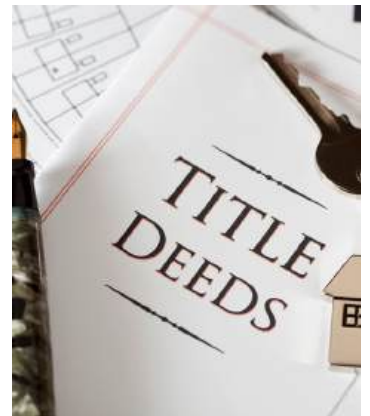
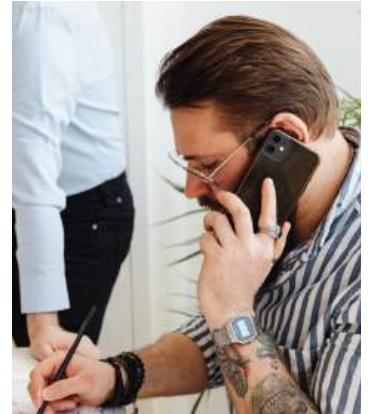
1/ The New Agent Guide to Building a Database

2/ Ins and Outs of the Right Mortgage for your Client

3/ Most Common Issues that Come Up in a Title Search

4/ 3 Steps New Agents Should Follow to Manage Their Time

5/ The Top 5 Challenges Every New Agent Faces



section 03

SECTION THREE: AGENT SPLITS

GETTING CLEAR ON THE
BROKERAGE SPLITS AND
FEES.



COMMISSION SPLITS

For newly licensed agents, there is an 80/20 commission split on your first three transactions. Thats it - simple.

Then:

- 90% Agent, 10% Brokerage until Brokerage makes \$10,000;

Then

- 95% Agent, 5% Brokerage until Brokerage makes additional \$5,000

Then

- 100% Agent, 0% Brokerage for remainder of calendar year

To us, you're considered an experienced Agent with more than 3 lifetime deals completed. You'll start at a 90/10 split and follow that same structure thereafter above.

Compared to other brokerages, your savings are immense. We are clear, no back door deals, and transparent.

Plus, if you are named as the buyer or seller of a property, just the small processing fee will be applied.

Have we mentioned we take care of your local Dayton Board of Realtors brokerage dues? We pay for those too.



section 04

SECTION FOUR: WHO WE WANT

ARE YOU THE RIGHT FIT
FOR OUR BROKERAGE?



ARE YOU A GOOD FIT?

We take a lot of pride in who is a part of our team. We have assembled a group of amazing real estate agents that work together, care for one another, and are each other's biggest cheerleaders!

☐ PROBLEM SOLVER

☐ GOAL-ORIENTED

☐ PEOPLE PERSON

☐ GRIT & RESILIENT

☐ POSITIVE

☐ LOVE BEING OF
SERVICE

☐ ENGAGING

☐ DRIVEN

NOTES:

Our culture is everything

YOUR NEXT STEPS

Moving forward with the Luma Realty has never been so easy!

☐

FILL OUT STATE FORMS

When you are a new agent or transferring from another brokerage, it is important to fill out all the necessary documents.

☐

TRANSFER MLS

Once we have all your forms filled out, we will submit and get your license transferred on all platforms.

☐

SELECT YOUR TRAINING

We will work with you and your schedule to schedule initial trainings and onboarding. As quickly, or as spread out as you need!

☐

ORDER SIGNS AND BUSINESS CARDS

When you are a new agent or transferring from another brokerage, we'll get all documents and marketing materials updated.

☐

ORGANIZE YOUR CRM

We will want you to hit the ground running, so having your contacts organized is a must in our brokerage.

☐

MAKE YOUR ANNOUNCEMENT

Finally, it is time to announce to the world you have joined the best real estate group in our area!

NOTES:

FINAL THOUGHTS

We would love to work with you, please reach out if you have any questions.

Adam & Kristine

937.545.0864 | HELLO@LUMAREALTYOHIO.COM



thank you

