



Investor Presentation



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Certain statements herein relating to CanZell Realty Inc. ("CanZell" or the "Company") constitute "forward-looking statements", within the meaning of applicable securities laws, including without limitation, statements regarding future estimates, business plans and/or objectives, sales programs, forecasts and projections, assumptions, expectations, and/or beliefs of future performance. Such "forward-looking statements" involve known and unknown risks and uncertainties that could cause actual and future events to differ materially from those anticipated in such statements. Forward looking statements include, but are not limited to, statements with respect to commercial operations, anticipated revenues, the overall projected size of the market and other information that is based on forecasts of future results and other key management assumptions. The Company assumes no responsibility to update or revise forward-looking information to reflect new events or circumstances unless required by law.

Future Oriented Financial Information: To the extent any forward-looking information in this Presentation constitutes "future-oriented financial information" or "financial outlooks" within the meaning of applicable Canadian securities laws, such information is being provided to demonstrate anticipated results and the reader is cautioned that this information may not be appropriate for any other purpose and the reader should not place undue reliance on such future-oriented financial information and financial outlooks. Future-oriented financial information and financial outlooks, as with forward-looking information generally, are, without limitation, based on the assumptions and subject to the risks set out above. Our actual financial position and results of operations may differ materially from management's current expectations and, as a result, our revenue and profitability may differ materially from the revenue and profitability profiles provided in this Presentation. Such information is presented for illustrative purposes only and may not be an indication of our actual financial position or results of operations.

This presentation constitutes an "offering memorandum" under applicable securities laws. Please refer to Appendix "A" hereto for important information regarding the statutory rights of action available to purchasers of the offered securities.

Appendix A

This presentation may be considered an offering memorandum (the "Offering Memorandum") thereby granting the potential purchasers statutory rights and contractual rights of action. Securities legislation in certain of the provinces and territories of Canada provides purchasers or requires purchasers to be provided with a remedy for rescission or damages where an offering memorandum and any amendment to it contain a Misrepresentation. As used herein, "Misrepresentation" means: (a) in the case of all jurisdictions except Quebec, an untrue statement of a material fact, or an omission to state a material fact that is required to be stated,

Rights for Purchasers in Ontario and British Columbia. In the event that this Offering Memorandum, together with any amendments hereto used in connection herewith, delivered to a purchaser of securities of the Company resident in Ontario or British Columbia contains a Misrepresentation, the purchaser will, as provided below, have a right of action against the Company for damages, or while still the owner of the securities purchased by that purchaser, for rescission, in which case, if the purchaser elects to exercise the right of rescission, the purchaser will have no right of action for damages against the Company, provided that: (a) the right of action for rescission or damages must be exercisable by the purchaser not later than, (i) in the case of an action for rescission, 180 days after the date of the transaction that gave rise to the cause of action; or (ii) in the case of any action, other than an action for rescission, the earlier of, (A) 180 days after the plaintiff first had knowledge of the facts giving rise to the cause of action or (B) three years after the date of the transaction that gave rise to the cause of action; (b) the Company will not be liable if it proves that the purchaser purchased the securities with knowledge of the Misrepresentation; (c) in the case of an action for damages, the Company will not be liable for all or any portion of the damages that it proves does not represent the depreciation in value of the securities as a result of the Misrepresentation relied upon; and (d) in no case will the amount recoverable in any action exceed the price at which the securities were sold to the purchaser. The foregoing summaries are subject to any express provisions of the securities legislation of each offering jurisdiction and the regulation, rules and policy statements thereunder and reference is made thereto for the complete text of such provisions. The rights of action described herein are in addition to and without derogation from any other right or remedy that the purchaser may have at law.



CanZell Realty is a national, hybrid-model real estate brokerage that continues to grow across the country everyday. We are currently in 18 states and counting!

Our corporate headquarters is located in Virginia Beach, VA and most of our agents work from home, the beach, coffee shops – or wherever they want! All CanZell agents have access to shared workspace lounges across the country.

BRICK & MORTAR



Traditional Brick &
Mortar Company

ANYTIME. ANYWHERE.

Uber

NETFLIX
or
PUREFLIX.COM 😊



The new & improved
way to do real estate.



We like to explain our vision with similar examples from other industries.

Uber took over taxicabs, **Netflix** took over Blockbuster and we want to take over traditional brokerage models.

Disrupting the Real Estate Brokerage

Model






- High fixed costs (offices, personnel, and infrastructure)
- Low agent income due to higher splits to broker; 30% split average
- Agent may invest less in marketing due to lower income
- Difficult to attract and retain talented agents
- Slow and expensive expansion due to need for brick and mortar

VS.



- Software-based model operates in the cloud
- Scalable, asset-light with substantial lower overhead
- Higher agent income
- Agents can invest more money in growing business
- Easier to attract and retain high performing agents
- Faster geographical expansion thanks to lower market entry cost

What does a hybrid-model look like?

BRICK & MORTAR	TOTAL VIRTUAL	HYBRID
	+	 = 
Office Space	-	✓ Regus
Local Broker	-	✓ Local Brokers
Local Support/Admin	-	✓ Circle Leaders
-	Better Splits	✓ Best Splits with HUGE Capping Bonus
-	Revenue Share	✓ Better Revenue Share
-	Stock Awards	✓ More Stock Awards
-	-	✓ Pre-IPO with Quick Vesting
-	-	✓ Culture!!!
-	-	✓ Giving with Heart



As of December 2022, there are 1.6 million agents in the U.S., 90% are with legacy brokerages that have had a dominant market share since the mid-1900s (1). We are beginning to see the market shift to a new model... (1)



PAST

Still Own 90% of the Market



FUTURE

Tech platforms rapidly gaining market share like our own



- Leverage Top Technology
- Build Wealth
- Have a Supportive Community

2013

Opendoor brings new home selling model to market

2019

CanZell is born introduces a new era of technology to the industry

Comparison of Cloud-Based Brokerages

	CANZELL	exp REALTY	real
Commission Cap	\$14,000	\$16,000	\$12,000
Commission Splits	80/20 -----> 100	80/20 -----> 100	85/15 -----> 100
Sign-up & Reoccurring Fees	\$100 Onboarding Fee \$50/mo E&O Insurance \$50 Tech Fee	\$149 Start-Up Fee \$85/mo Cloud Brokerage Fee	\$249 Sign-Up Fee \$750 Annual Brokerage Fee
Additional Fees	\$100 Broker Review/Risk Management Fee \$195 Quality Control Fee <i>(Paid by Client)</i>	\$25 Transaction Review Fee \$40 Risk Management Fee Per Trans. <i>(Caps at \$500)</i> \$250 Trans. Fee After You Cap	\$285 Trans. Fee After You Cap \$175 Annual Rev. Share Fee 1.2% of Each Rev. Share Payment
Stock After 1st Closing	\$250	\$200	\$0
Revenue Share	5 Levels 1+ Agents to Earn on Levels 1-3 25+ Agents to Unlock All 5 Levels	7 Tiers 10+ Agents to Earn on Tier 3 40+ Agents to Unlock All 7 Tiers	5 Tiers 15+ Agents to Earn on Tier 3 25+ Agents to Unlock All 5 Tiers



Comparison of Cloud-Based Brokerages

	CANZELL	exp REALTY	real
Software Included	KVCore Breakthrough Broker Broker Buck Broker Mint ListHub CR Social (<i>Ready to use posts to build your brand</i>) CR Revenue Trax CR Stock Trax Slack	KVCore Skyslope Workplace Breakthrough Broker	Skyslope Workplace Chime Cloud CMA
Leadership	Circle Leader for Every Agent to Help Increase Your Production and Coach You	No Assigned Leader	No Assigned Leader
Local Broker	Local Broker in Every Territory Who Knows Your Local Contracts and Laws	1-3 per State	1-3 per State
Stock for Capping	\$4,000	\$400	\$1,000
Stock Back for Top Agents	Influencer All \$14,000 Back in Stock	Icon Agent	Elite Agent



Real Estate Brokerage Industry



- It's a \$100B market at the beginning of a sea change
- 90% of consumers use agents to buy/sell homes, paying a commission when the transaction closes
- 1.2M agents in the U.S. are independent contractors required by law to hang their license with a broker
- Traditional brokerages have high office overhead, low margins and lack automation, so they squeeze agents
- A new breed of tech-powered brokerage is growing rapidly to serve agents better at a lower cost

Everything you get with CanZell!

We have all the technology and tools you need to run your business!

There is no one system in real estate, so we've gone out and found the best technology for you.

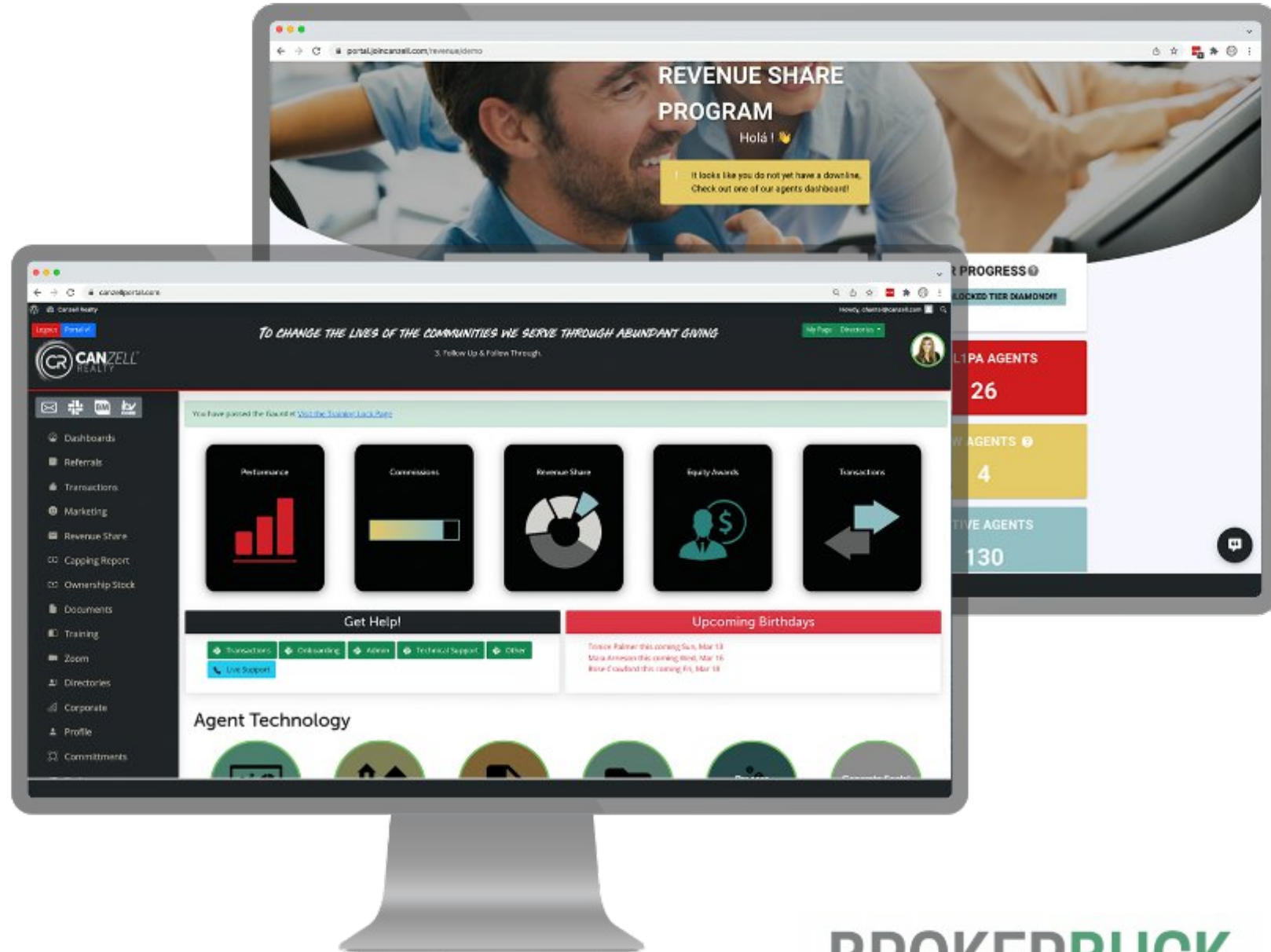


Plus...

Proprietary Software

- Personal Management
- Transaction Management
- Financial Management
- Business Intelligence

Our Cloud-based mobile solution manages pipeline, transaction, and commission—a practically fully automated process, allowing for scalability. Our 3-person transaction team processes thousands of transactions, with the power of our technology.



BROKERBUCK



Real-Time Support

One of the great things about CanZell Realty is the amount of leadership you have surrounding you. If you have a contract or broker question, you can go directly to your Broker. If you have a leadership or general question, you will go to your mentor, then your Circle Leader, then your Managing Partner and lastly your sponsor. They are all there to help answer all your questions to make sure you have a successful career at CanZell Realty.

Transaction Management

CanZell Realty provides dedicated transaction support specialists to ensure agents files are complete and accurate! With the use of Brokermint, agents can turn in documents for review and receive any feedback instantly. Once these documents are reviewed and accepted, the transaction coordination team will create the commission disbursement authorization form to ensure that the agents will receive their commissions soon after closing!





Agent Collaboratio

In addition to CanZell Realty staff, brokers, and circle leaders, agents will find tons of support from other agents! Workplace and Slack are great tools that agents communicate with; agents have questions answered within minutes!

Are there In-Person Trainings?

Yes! Our Circles get together on a regular basis to do everything from training and mastermind events, to fun outings and team bonding!

Commission Splits + Fees

Only \$100 Broker Review and Risk Management Fee on each file.

No franchise fees.



Agents selling personal real estate only pay a \$395 transaction management fee when buying or selling property in which they are on the title. They can do this up to 4 transactions each year in which they keep 100% of the ENTIRE commission.

personal real estate



80/20
commission split

\$14k
annual cap

Commission Splits

Agents and Teams



 <p>AGENTS →</p>	<ul style="list-style-type: none">• 80/20 commission split• \$14,000 annual cap, then 100% commission split• No annual fees	<ul style="list-style-type: none">• \$50/mo tech fee• \$50/mo E&O Insurance• \$100 one time onboarding fee to join
 <p>TEAMS →</p>	<ul style="list-style-type: none">• 80/20 commission split• \$14,000 annual cap, then 100% commission split• Team members pay quarter-cap (\$3500)	<ul style="list-style-type: none">• Spouses share one cap!• \$50/mo tech fee• \$50/mo E&O Insurance• \$100 one time onboarding fee to join

\$100 Broker Review and Risk Management Fee
\$195 Quality Control Fee

Ownership Stock

Earn Rewards



Pay as little as \$0 in net commission

Ownership Stock

Earn Rewards







QUALIFY FOR REWARDS:	\$ IN OWNERSHIP STOCKS
When you join the company, after your first closing...	\$250
Every time you sponsor an agent, after their first closing...	\$250
When you cap...	\$4,000
When you cap and become an Influencer*...	\$14,000

**To become an Influencer an agent must cap, sell 30+ homes and teach 1 class/mo.*

Revenue Share

5 Levels

At CanZell Realty, you have an opportunity to unlock up to **85% of company dollar** in additional revenue just by attracting producing agents to the company.

	1+ AGENTS	5+ AGENTS	15+ AGENTS	25+ AGENTS
LEVEL 1	10%	15% 	15%	25% 
LEVEL 2	10%	10%	10%	10%
LEVEL 3	10%	10%	10%	10%
LEVEL 4	—	—	15% 	15%
LEVEL 5	—	—	—	25% 



REVENUE SHARE

25% Level 1
10% Levels 2 & 3
15% Level 4
25% Level 5

Feedback from Real Agents

Here are 5 reasons why people made the switch and decided to JOIN CANZELL from other Brokerages:

- **3 Levels are open immediately** (vs. 5 agents required to open the 2nd level & 10 agents required to open the 3rd)
- **\$14k cap** (vs. \$16k cap)
- **\$4000 stock award for capping** (vs. \$400 at other company)
- **More Agent Support** (vs. limited brokers that are spread too thin often 1 or 2 for the entire state & no company assigned guide/trainer)
- **Culture!** it feels like family w/ lots of heart instead of a very corporate and cold environment



20 States

and counting!

Tech Focus



Is CanZell Realty Sustainable?

CanZell Realty gives so much back to agents with Revenue Share, stock compensation, and lead generation tools, many agents wonder if the CanZell Realty business model can last into the future?

Our revenue share model pays out up to 85% of the company dollar back to agents, 11% to leadership and 10% to the charity of the client's choice, allowing for the other 14% to go towards overhead, technology and profit. Because CanZell Realty has no physical brick and mortar offices, the overhead is substantially less than comparable brokerages.

Growth Strategy

1. Agent referrals

CanZell agents earn revenue share through five tiers of referrals, creating a network growth effect.

2. Geographic expansion

CanZell is rapidly adding new states based on demand from productive agents. As territories grow, CanZell will invest to expand our Customer Referral Network allowing our agent to capitalize on highly-qualified leads and earn more money.

3. Retention

Equity plan, vested over years helps to retain agents. Providing top-notch technology and services, training and coaching promote agent retention.



Tech Focus

1. Operating system for agents
2. Automation of brokerage operations
3. Improve the experience for agents' clients



Low Agent Acquisition Cost



\$3000

\$1140

On
First Sale

-\$1860

Cost



Recruitment

Goal to reach 2,000 agents

x2 = 2,000,000

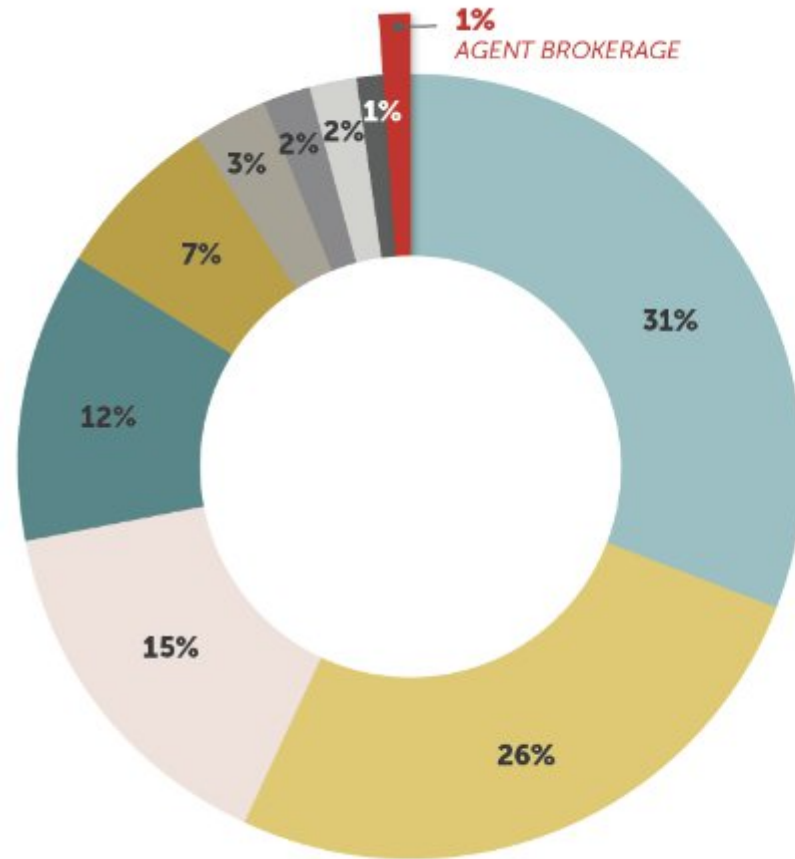
Raise those items for the next 2 years.



Agents Win Business, NOT Brands

Over 95% of clients choose an agent based on their abilities.

Only 1% of clients choose an agent due to what brokerage they are with.



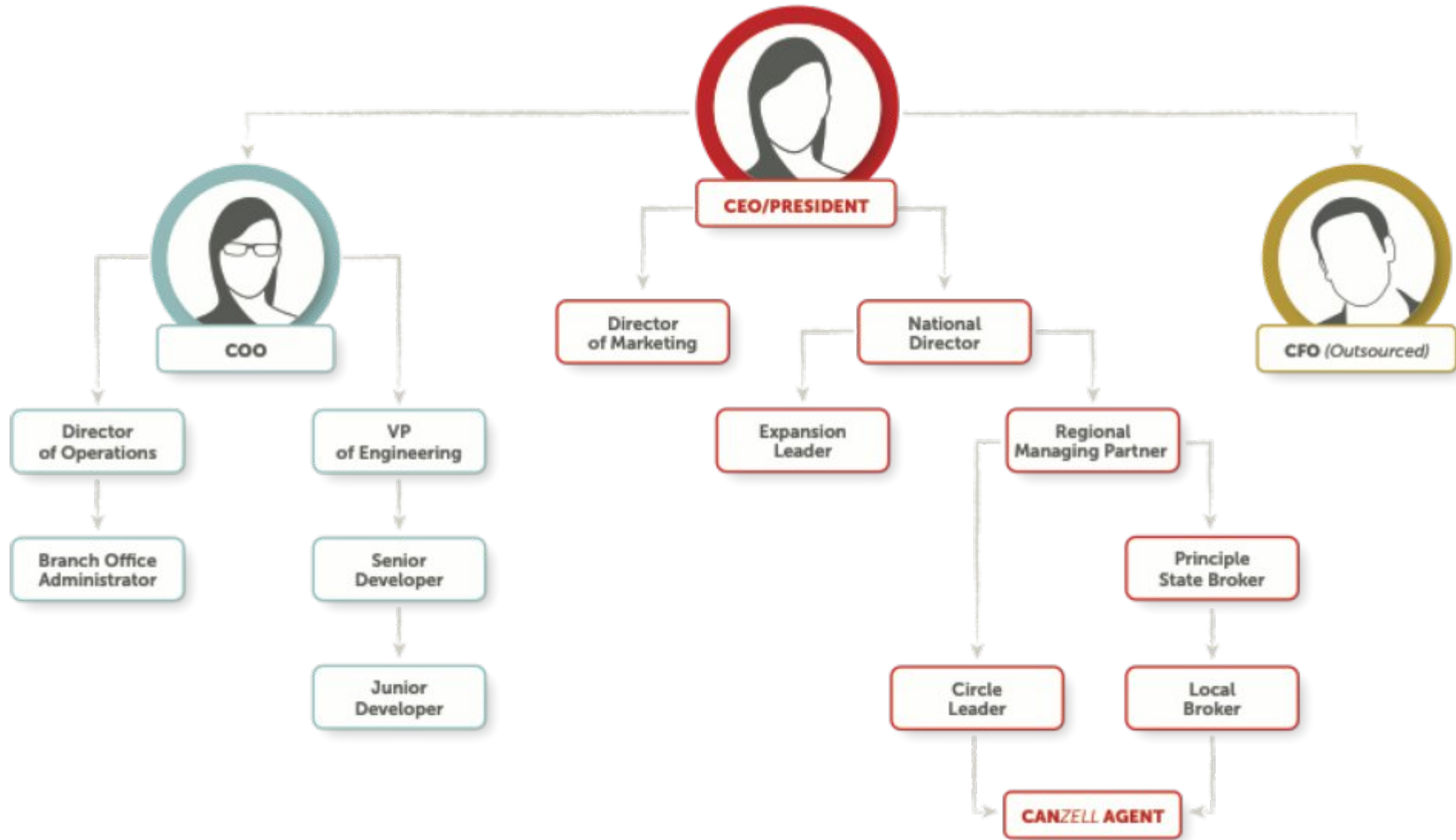
Why Clients Choose Their Agent

- AGENT'S BROKERAGE 1%
- AGENT'S PRO DESIGNATION 1%
- AGENT ACCESSIBILITY 2%
- AGENT IS CARING 2%
- AGENT'S COMMISSION 3%
- OTHER 7%
- AGENT'S KNOWLEDGE OF AREA 12%
- AGENT IS FRIEND/FAMILY 15%
- AGENT IS HONEST 26%
- AGENT REPUTATION 31%

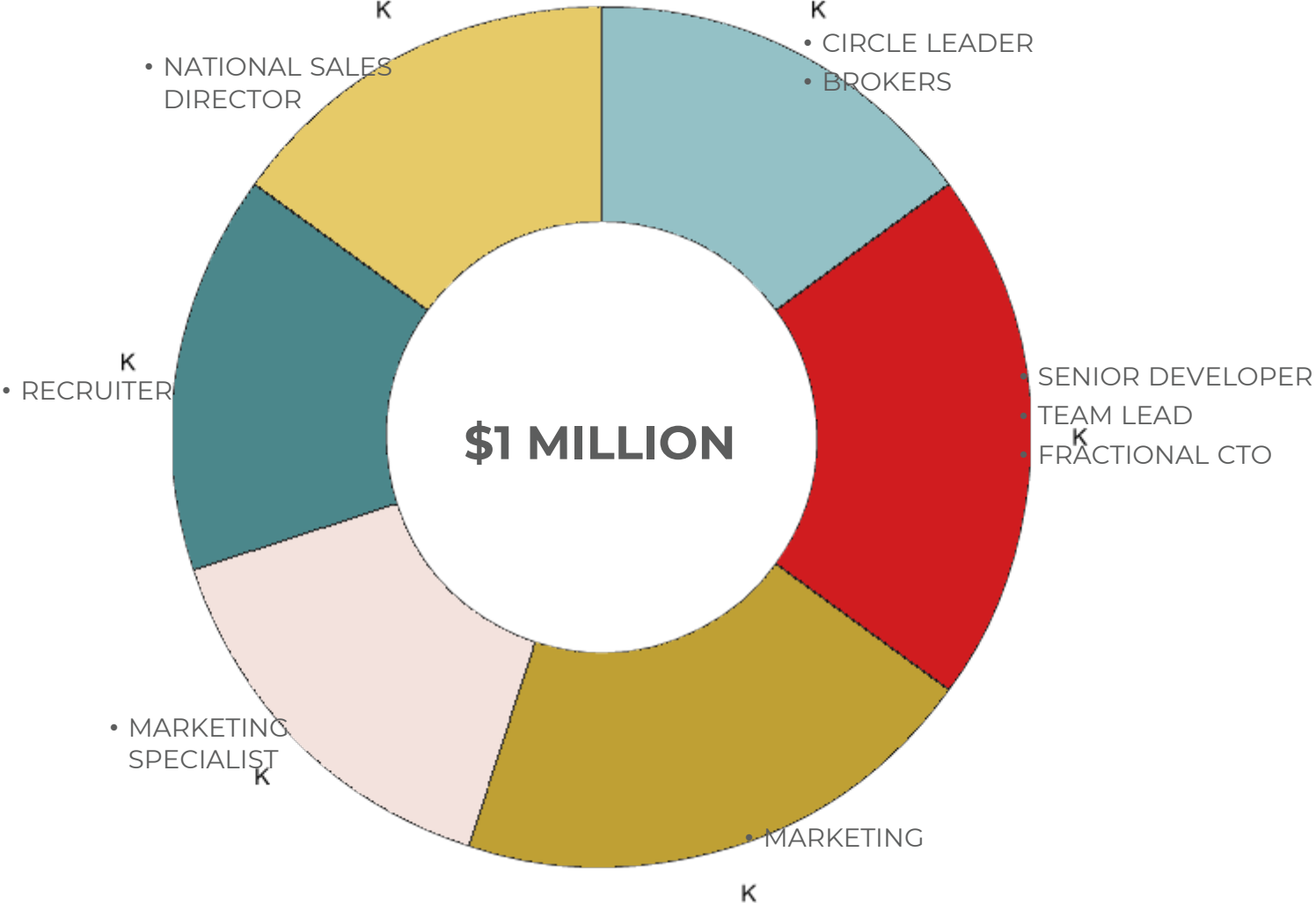
Hypothetical Revenue Model



	Real Estate	Lead Gen	Mortgage	Title
Gross Revenue	\$9,000	\$9,000	\$10,000	\$2,000
Gross Profit	\$1,900	\$5,050	\$8,000	\$1,200
Gross Profit Margin	21%	56%	80%	60%
Operating Profit	\$1,140	\$2,020	\$2,500	\$650
Operating Profit Margin	60%	40%	25%	32.5%



How We Distribute Money Within the Organization



Contact Us:

BOA:

boaall@canzell.com

Technical Help:

help@canzell.com

Transactions:

transactions@canzell.com

**Billing, Commissions, and
Accounting Help:**

accounting@canzell.com

Revenue Share:

revshare@canzell.com





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