

AGENT *ADVANTAGE*



HOW COULD YOUR LIFE CHANGE
WITH THE RIGHT TEAM AND TOOLS?

HOUSTON
PROPERTIES
TEAM



WHAT DO YOU VALUE?

Your priorities shape how we'll customize your journey.

	LESS CONCERN		MORE CONCERNED
	1	2	3
Commission Structure			
Training Programs			
Brand Reputation			
Marketing Support			
Technology Tools			
Administrative Support			
Lead Generation			
Work-Life Balance			
Mentorship Opportunities			
Company Culture			

PURPOSE

1

Empower people to make wise decisions in real estate.

2

Help clients build long term wealth and live the life they want.

3

Set the standard for excellence in Houston real estate.

CORE VALUES



ACCOUNTABLE



CARE



COACHABLE



KNOWLEDGE



TRANSPARENCY

#1 Real Estate Team *Houston Business Journal*

America's Top 100 Real Estate Teams *Wall Street Journal*

Top Real Estate Agents & Realtors *US News Real Estate*

#1 Real Estate Team *Keller Williams Memorial*

Top 25 Keller Williams Team *KW International*

America's Best Realtors *Newsweek*

America's Best Real Estate Teams *RealTrends*

YOUR NEW LEADS

Consistent leads every month: 525+ new opportunities
await you from HoustonProperties.com

525+

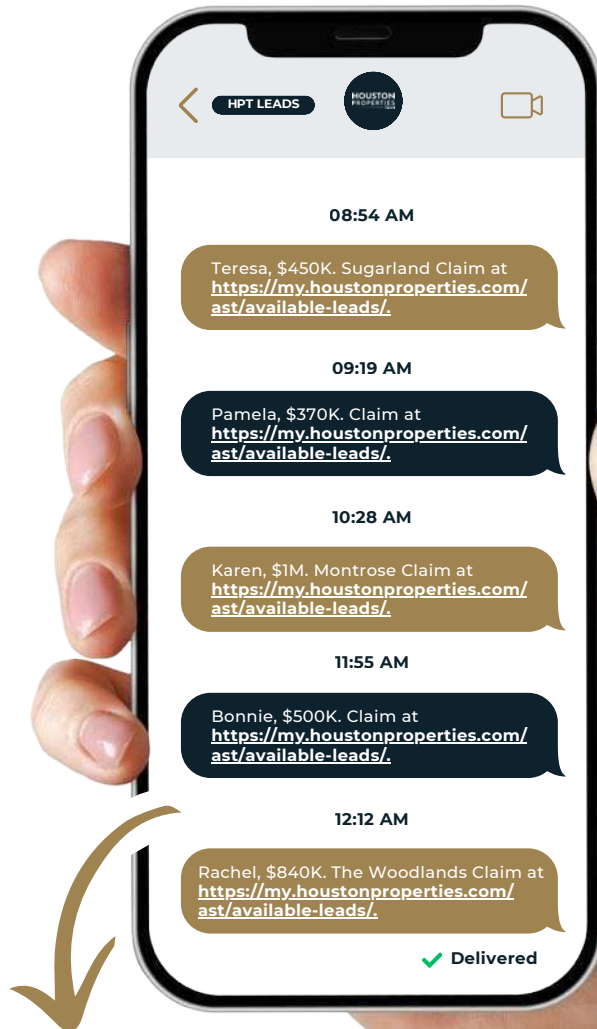
New Leads Monthly

2,100+

Past Clients

36K+

Current Database



AVAILABLE LEADS				
Full Name	Lead Score	Last Client Action	Search: Max Price	Search: Geo Market
Rachel Adler	100	Today	\$840,000	The Woodlands, Spring
Bonnie Jetter	100	Today	\$500,000	Montrose, River Oaks, Heights
Bob & Judy Dennis	89	Today	\$675,000	Cypress North, Cypress South, Fort Bend County North/Richmond

MORE APPOINTMENTS LESS PROSPECTING

Plug into our ISA team to supplement your calls.

They'll follow up with leads and **set qualified appointments directly on your calendar** - so you spend more time meeting clients and closing deals.

SUN	MON	TUE	WED	THU	FRI	SAT
		WORKOUT	WORKOUT	WORKOUT		
		SKILL BUILDING	SKILL BUILDING	SKILL BUILDING	COFFEE W/ FRIEND	SELLER STRATEGY SESSION
FAMILY TIME	CALL BLOCK	TEAM MEETING	BUYER STRATEGY SESSION		 CLOSING	
	BUYER STRATEGY SESSION			BROKER'S OPEN		OPEN HOUSE
		DATE NIGHT	CALL BLOCK			

YOUR SUPPORT TEAM

21 FULL TIME RESOURCES. 7 DAYS A WEEK. 9AM - 2AM

1

CLIENT MANAGEMENT & DATABASE SUPPORT

- Clean and update client databases
- Process "Home Valuation Request" alerts
- Streamline lead follow-up schedules
- Track client engagement activities
- Update contact information across platforms
- Organize drip campaign lists
- Oversee past client outreach programs
- Manage new client notes and feedback

2

LISTING PREPARATION & MANAGEMENT

- Coordinate professional photography sessions
- Draft and proofread property descriptions
- Set up listings for the MLS
- Prepare property brochures and flyers
- Schedule property staging and showings
- Track listing performance and engagement
- Manage virtual tours and video walkthroughs
- Update listings (ie price changes / new details)

3

CONTENT & MARKETING MANAGEMENT

- Research and draft neighborhood guides
- Develop property listing descriptions
- Design and post social media content
- Build e-mail marketing campaigns
- Organize client event promotions
- Create digital and print marketing materials
- Schedule and manage open house events
- Update website with new resources

4

E-MAIL & COMMUNICATION ASSISTANCE

- Draft custom client e-mails for agents
- Respond to client inquiries on behalf of agents
- Follow up on cold leads via e-mail
- Send out listing updates to clients
- Manage agent inboxes for quick response
- Schedule consultation calls with prospects
- Handle event invitation RSVPs
- Monitor client feedback and escalate issues

5

CLIENT ACQUISITION & LEAD CONVERSION

- Audit buyer and listing documents
- Draft contracts and renewal documents
- Send lead engagement e-mails and texts
- Monitor new leads for immediate follow-up
- Create personalized lead follow-up plans
- Track lead conversions and report progress
- Set appointments for property showings
- Prepare customized marketing pitches

6

TRANSACTION COORDINATION & COMPLIANCE

- Manage transaction timelines and deadlines
- Coordinate home inspections and appraisals
- Compile and submit closing documents
- Monitor contract compliance and updates
- Liaise with title companies and lenders
- Handle commission disbursement agreements
- Track transaction status and notify agents
- Prepare final closing statements

UNLOCK YOUR POTENTIAL

\$820K

Houston Agent
Average

\$1.6M

Keller Williams Agent
Average

\$14M

Houston Properties
Team Average

Every HPT Member Ranks in the Top 1% of Houston's 48,000 Realtors

HOUSTON
PROPERTIES
TEAM

\$14M

KELLER
WILLIAMS

\$1.6M

HOUSTON
REALTOR

\$820K

(Average one year sales volume)

"Agents who join the Houston Properties Team not only see their careers flourish but also experience financial growth and stability in their lives. "

- Stephen Schoppe, CPA & Tax Advisor

HOUSTON
PROPERTIES
TEAM

**REALTRENDS
VERIFIED**



REAL TRENDS 2025 RECOGNITION

The Houston Properties Team has been officially recognized as one of the top real estate teams in the country.

**HOUSTON
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YOUR TEAM EXPERIENCE



“

Since joining the Houston Properties Team, I've experienced incredible growth. I started as a \$2M producer, and with their support, training, and leads, I've grown my business to over \$15M. The tools and systems are unmatched, and the team's commitment to my success has transformed my career. I couldn't have done it without their guidance.

Brittney Coyle



“

There is no other elite group of professionals like the Houston Properties Team in all of Houston. It's a brain trust of knowledgeable, supportive team members who are constantly sharing invaluable strategies, insights, and guidance. The culture here is inspiring and unlike anything I've ever seen. Every single day, I'm surrounded by the best, and together we're working toward shared success and meaningful goals.

Aaron Dailey



“

One of the most unique aspects of the Houston Properties Team is the incredible opportunities we get to grow and excel. I've had the privilege of attending masterminds in places like Rome, New York, and Breckenridge. These experiences have broadened my perspective and pushed me to new heights. The network and knowledge I've gained here are truly unmatched.

Brad Evans



“

What stands out most to me about the Houston Properties Team is the intention behind everything we do. From the way we market homes to the way we prepare for each client conversation, there's a clear standard, and it's one we all take seriously. I've always approached real estate with a mindset rooted in care, preparation, and clear communication. Being part of a team that shares those same values has made a meaningful difference for me and for the clients who trust us.

Holly Hernandez

**HOUSTON
PROPERTIES**
TEAM

PATH TO \$160K/YEAR

UNLIMITED EARNINGS BASED ON YOUR EFFORTS & SKILLS

MONTHLY ACTIVITIES

CONTACTS

327

CONVERSATIONS

109

APPOINTMENTS

6

CONTRACTS

3

CLOSINGS

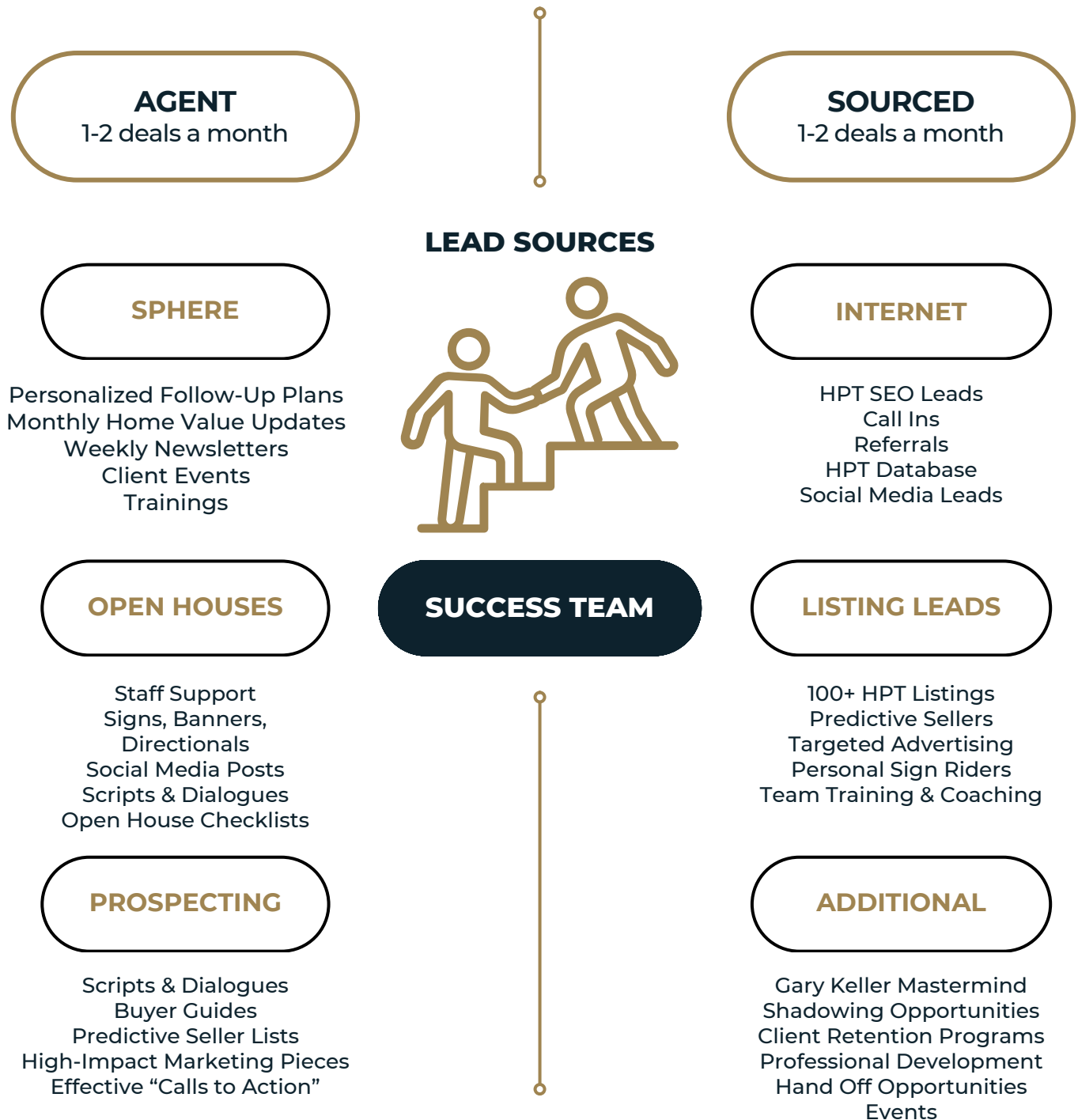
2

ASSUMPTIONS: CONTACTS / CALL: 3; CALLS / APPT: 18; APPTS / CLOSE: 3
AVG SALE PRICE (\$422K - HOUSTON'S AVG), AGENT SOURCED: 33%

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WHAT CAN YOU ACHIEVE?

PROVEN STRATEGIES USED BY TOP AGENTS TO SCALE QUICKLY



HOUSTON
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YOUR MENTOR

Real estate is challenging, but you don't have to figure it out alone. Agents with strong mentorship close more deals, ramp up faster, and stay in the industry longer.

At Houston Properties Team, every agent chooses a Designated Mentor - a top-producing expert who provides:



GUIDANCE & STRATEGY

Learn from someone who's been where you are.



HANDS-ON COACHING

Shadow live deals, get real-time feedback, and sharpen your skills.



SUPPORT & ACCOUNTABILITY

Stay focused, motivated, and on track toward your goals.

Meet the mentors who will guide your journey.
Explore their bios on the next pages.

AARON DAILEY

AARON@HOUSTONPROPERTIES.COM

832-819-7530



SENIOR PARTNER

“Aaron guided us with professionalism and care — he made every step clear, calm, and strategic, turning a stressful move into a smooth, confident experience.” - George & Sally

Aaron Dailey brings discipline, focus, and leadership to every client relationship, shaped by his service in the U.S. Air Force and years leading a successful retail division before entering real estate. Today, he applies that same commitment to excellence as a trusted Realtor® with the Houston Properties Team.

A Texas native, Aaron offers in-depth knowledge of the city’s most dynamic neighborhoods. Clients consistently praise his clear communication, steady guidance, and ability to make even complex transactions feel simple. Known for being proactive, he anticipates challenges before they arise — coordinating staging, inspections, and negotiations with precision.

Aaron’s business is built on referrals and repeat clients who value his professionalism and care-first approach. Backed by the \$2B+ track record of the Houston Properties Team, he provides the insight, advocacy, and strategy needed to help buyers and sellers make confident, well-informed decisions.

Learn more about Aaron & read what clients are saying about him now at HoustonProperties.com/Best-Realtor-Near-Me/Aaron-Dailey

RECENT AWARDS INCLUDE

Outstanding Customer Service
Triple Diamond Award
Gold Award

Top Negotiator Award
Ultimate Contributor
Culture Champion

HOUSTON
PROPERTIES
TEAM

BRAD EVANS

BRAD@HOUSTONPROPERTIES.COM

713-503-7022



BROKER ASSOCIATE

Brad believes buying or selling a home is a big decision—it's about making the process smooth, clear, and stress-free for families.

Brad is a trusted Houston Realtor® and an integral member of the Houston Properties Team, the #1 boutique real estate team in the Bayou City with over \$2 billion in property sales. He shows an unmatched devotion to his clients, always seeking to understand their needs and goals and achieve the best outcome in every transaction.

Born and raised in Houston, Brad brings decades of experience and insight into the city's growth and development to help clients make informed decisions.

Brad has a deep passion for real estate. He aims to make the process of buying or selling a home enjoyable and stress-free for clients.

His love of data enables him to build some of the best neighborhood and community trends guides, providing clients with valuable insight into the Houston market.

As an Eagle Scout, Brad has developed the habit of honesty, integrity, and trustworthiness, which he actively applies in his real estate approach and everyday life.

RECENT AWARDS INCLUDE

Home Seller: Designated Top Marketer
Outstanding Customer Service
Five-Star Service Professional
Team Top Producer

Diamond Neighborhood Professional
Outstanding Customer Service
Distinguished Listing Agent
Lead Residential Seller

HOUSTON
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BRITTNEY COYLE

BRITTNEY@HOUSTONPROPERTIES.COM

713-553-1808



SENIOR PARTNER

"Brittney made us feel like we were her only clients. Her calm, clear guidance and care-first approach turned buying our home into an stress-free, confident experience." - Julie

As a Senior Partner with the Houston Properties Team, Brittney blends market expertise with genuine care, helping clients move forward with clarity and confidence. A proud Houston native, she offers deep neighborhood knowledge across both established and fast-growing communities.

She is data-driven and focused on protecting resale value, guiding clients to make smart decisions when buying or selling.

Her reputation is built on repeat clients and referrals, a reflection of the trust she earns and the relationships she nurtures long after closing. Whether you're buying your first home, upgrading, or selling a longtime property, Brittney meets every client with empathy, experience, and a personalized plan.

"It's been 4 years since we closed on our home and Brittney continues to reach out, check in on us and plan quarterly dinners!" -Ron & Heather

Learn more about Brittney & read what clients are saying about her now at HoustonProperties.com/Best-Realtor-Near-Me/Brittney-Coyle

RECENT AWARDS INCLUDE

Outstanding Customer Service
Five-Star Service Professional
Team Top Producer
Chairman's Award

Diamond Neighborhood Professional
Home Seller: Designated Top Marketer
Home Seller: Neighborhood Highest
Sold Price Per Square Foot

HOUSTON
PROPERTIES
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HOLLY HERNANDEZ

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832-975-3300



SENIOR PARTNER

*"She was our calm in the chaos - she cared about every detail,
fought for us in negotiations, and made us feel like family."
- Jessica*

As a Senior Partner with the Houston Properties Team - Holly has built her reputation on treating every client's goals as if they were her own. Clients consistently describe her as warm, patient, and genuinely invested in their success.

Before real estate, Holly's career culminated in a Vice President role in business development within the oil and gas industry. That experience sharpened her ability to navigate complex negotiations, build lasting relationships, and lead with clarity under pressure. Today, she brings that same executive-level negotiation, marketing, and leadership skill set to every transaction.

With \$100+ million in personal sales and the support of the Houston Properties Team's \$2B+ track record, Holly has a proven ability to help clients achieve exceptional results while ensuring the process feels manageable, steady, and calm.

**Learn more about Holly & read what clients are saying about her now at
HoustonProperties.com/Best-Realtor-Near-Me/Holly-Hernandez**

RECENT AWARDS INCLUDE

Diamond Neighborhood Professional
Five Star Service Professional
Lead Residential Marketer
Centurion Circle

Distinguished Listing Specialist
Outstanding Customer Service
Elite Marketing Strategist
Team Top Producer

HOUSTON
PROPERTIES
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KIM VARGAS

KIM@HOUSTONPROPERTIES.COM

832-867-4953



SENIOR PARTNER

Kim believes selling a home is more than a transaction - it's about helping families transition smoothly with clarity and confidence

Kim is a top-producing Houston Realtor® with over a decade of residential real estate experience. She is a senior partner on the Houston Properties Team, the #1 boutique real estate team in the Bayou City with over \$2 billion in property sales. She is passionate about providing high quality service prioritizing the client's best interests.

Driven and dedicated, Kim strives to help clients make their real estate goals a reality. She works tirelessly to get them the most value and best deals in every transaction.

A Houston-area native, Kim is well versed in emerging neighborhoods, key value drivers, and upcoming developments in the city.

Her local perspective and deep understanding of the Houston real estate market prove to be advantageous for her clients.

Kim's keen eye for resale value, sharp negotiation skills, and attention to detail make her a great partner when buying or selling a home in Houston.

RECENT AWARDS INCLUDE

Five Star Service Professional
Chairman's Award Winner
Team Top Producer
Centurion Circle

Diamond Neighborhood Professional
Outstanding Customer Service
Distinguished Listing Agent
Lead Residential Seller

HOUSTON
PROPERTIES
TEAM

YOLANDA AMES

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832-452-7148



SENIOR PARTNER

"We expected an agent—what we got was family. She fought for us, guided us with care, made every step clear, and made the journey smoother and more unforgettable than we imagined possible."
- Dorothy

As a Senior Partner with the Houston Properties Team, Yolanda is a trusted Houston Realtor backed by a team with over \$2 billion in sales and 17 years of experience across the Houston market. She is known for refined guidance, strategic insight, and strong advocacy, helping clients navigate high-stakes decisions while maximizing value.

Before real estate, Yolanda spent a decade in customer service and management, including serving as Director of Operations for a financial education nonprofit. This background gives her a unique advantage in understanding the nuances behind each transaction & advising clients with clarity, discretion, and confidence.

Yolanda is known for being calm, responsive, and proactive. Sellers rely on her strategic positioning, while buyers value her steady guidance. She uses expert staging, targeted exposure, and data-driven pricing tailored to Houston's neighborhoods.

Guided by her strong Christian faith, shaping how she cares for clients, family, and community. Proud wife and mom with deep Houston roots, cherishing meaningful family memories.

RECENT AWARDS INCLUDE

Outstanding Customer Service
Five Star Service Professional
Team Top Producer

Diamond Neighborhood Professional
Distinguished Listing Specialist
Lead Residential Marketer

HOUSTON
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30/60/90 PLAN

NEW AGENTS

EXPERIENCED AGENTS

30

FOUNDATION

- Complete all tech + system setup
- Attend daily script practice
- Learn HPT buyer & seller scripts
- "Win the Day" 5 days per week
- Time-block 10 hours of calls per week
- Shadow 1-2 open houses and 2-4 appointments
- Integrate SOI and begin consistent nurturing
- Outcome: Understand systems, habits & standards**

30

INTEGRATION & LEVERAGE

- Complete all tech + system setup
- Review HPT buyer & seller USPs
- Integrate SOI and begin consistent nurturing
- Hold 2 buyer or seller appointments
- Learn how to fully activate the support team
- Attend 2-3 script practices to match HPT language
- Gain ISA appointment access after 30 days
- Outcome: Fully integrated into systems & leverage**

60

SKILLS & ACTIVITIES

- Maintain 25+ calls per week
- Hold 2-3 appointments per month
- Attend at least one weekly Power Hour
- "Win the Day" 5 days per week
- Shadow additional buyer & listing appointments
- Demonstrate skill in follow up, showing prep, and buyer process basics
- Outcome: Build pipeline and show consistent weekly activity**

60

PIPELINE & MOMENTUM

- Maintain 25+ conversations per week
- Hold 4-6 appointments per month
- Use HPT buyer & seller packets and tools in every strategy session
- Master the HPT 5-Star Appointment Standards
- Weekly Squad Leader & Success Team meetings to remove bottlenecks
- Outcome: Growing pipeline, steady appointment flow, and activity aligned with a \$6M-\$10M pace**

90

PRODUCTION RAMP

- Maintain 25 conversations per week
- Hold 4-5 appointments per month
- Demonstrate mastery of buyer rep, showing flow, follow up, and offer basics
- Achieve activity levels consistent with a \$5M+ annual producer's pace
- Outcome: Fully ramped, confident, and performing as a producing agent**

90

ACCELERATION & SCALE

- Hold 6-8 appointments per month
- Lead strong buyer & seller strategy sessions
- Fully leverage ISA support, Success Team & marketing resources
- Demonstrate mastery of showing, follow up, and offer process
- Outcome: Operating like a leveraged, high-volume agent pacing toward \$10M+**

APPLY NOW

(CLICK HERE)