Agent FAQs

General

What is homegenius™ connect?
homegenius connect is composed of experienced, vetted real estate professionals who are looking to expand their reach by connecting with high intent customers. Our team identifies, engages and leverages agents to provide home buyers and sellers the best experience when buying or selling their home. Being a member of homegenius connect gives you access to high quality leads to maximize conversion rates and expand your existing portfolio.

How is homegenius connect different than other lead networks?
The homegenius connect program matches home buyers and sellers to licensed real estate professionals through qualification questions, to optimize conversion. Once the prospect completes the qualification process, we provide the consumer with up to 3 real estate professionals' contact information from our homegenius connect network.

How will I know if I am selected to participate in the homegenius connect referral program?
You will be notified via email on next steps.

Program Eligibility Requirements

How do I qualify for homegenius connect leads?
In order to qualify, Agent must adhere to the following minimum program eligibility guidelines:

1. have a minimum of 24 months experience working full time as an agent;
2. have closed a minimum of 8 transactions in the past 12 months;
3. maintain an active real estate license with no pending disciplinary actions;
4. maintain a 4+ star customer satisfaction rating;
5. complete an on-boarding program and follow strict feedback on the buyer process; and
6. must adhere to minimum content and disclosure requirements, including but not limited to, termination provisions permitted consumers to terminate their relationship with the agent for any reason at any time, prior to the execution of an agreement of sale, without financial penalties.

Is there an on-going certification process needed to get leads?
No, although you need to provide a high-level of customer service to remain eligible.

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Leads

How do I get leads?
You will receive an email notification when a home buyer selects you as their agent.

How are agents picked to represent a lead?
Buyers are provided with a list of up to three (3) qualified agents to pick from. The buyer will select the agent to work with and will notify the homegenius connect concierge.

Fees

What fees or costs are associated with getting homegenius connect leads?
There is no cost to join our agent network! You pay a referral fee equal to 30% of the gross commission income, a portion of which you you pay to the home buyer/seller as a rebate or credit towards closing costs, where permitted by law and subject to lender approval.

When do I pay the referral fee?
At closing - you will be provided with our closing instructions.

Are there any other fees a homegenius connect agentwould pay?
Only those real estate transactions fees implemented from your brokerage.

How is the referral fee calculated?
The referral fee is 30% of the gross commission income reduced by the amount paid to the consumer as a rebate, where permitted.

Am I the agent responsible for the rebate fee?
Yes, the rebate is paid from the referral fee of 30%. 15% of the referral fee will be paid towards the home buyer and 15% will be paid to homegenius Real Estate.

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Rebates

How is the rebate calculated?

The rebate is calculated from the final sales price and is paid out of the agent's commission as a 30% referral fee. For example, on a home that sells for $500,000 and the buyer side commission paid is 1%, the total buyer agent commission would be $5,000 ($500,000 x 0.01 = $5,000). If the Broker offers a 15% Buyer Rebate, this would result in a Buyer Rebate of $750 (15% x $5,000). In this example, the Broker would pay homegenius Real Estate a referral fee equal to 30% reduced by the dollar amount paid to the Buyer as the Buyer Rebate ($750) which would be $750 paid to homegenius connect.

How much is the rebate?

The final rebate amount is subject to lender approval. The borrower must utilize a homegenius connect agent to complete the real estate purchase transaction. In some states, the rebate is not available where prohibited by state law. The following states are not eligible: Alabama, Alaska, Hawaii, Iowa, Kansas, Michigan, Mississippi, New Hampshire, North Dakota, Oklahoma, Oregon and Tennessee.

What happens with the rebate that would normally be paid to the consumer if state law or lender restrictions do not allow a rebate to be paid to a consumer?

If the rebate is not allowed to be paid to a consumer, then the full 30% referral fee will be paid to homegenius Real Estate LLC dba homegenius Real Estate instead of being split (15%/15%) with the consumer.

How does a buyer receive their rebate?

A prospective home buyer would need to register for the homegenius connect program and work with one of our third-party agents in our homegenius network. The rebate is typically paid at closing to eligible buyers.

When is the rebate paid?

The rebate will be issued either at closing or within 30 days after the transaction has closed. It's typically paid at closing, although can be paid after closing if it's preferred by the lender.

Is the rebate a taxable event to the buyer?

We recommend that you consult your accountant or a tax professional about the rebate tax liability, both for federal and state tax purposes. At least one IRS revenue ruling suggests that a commission rebate may represent an adjustment to the home purchase price and not immediately taxable income for federal tax purposes.

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Support

Who do I call if I need assistance?
Contact the Concierge Help Desk, 866-626-2381. The Concierge Help Desk's hours are Monday through Friday, 9am-5pm Eastern.

Is there an email that I can use to contact Concierge Support?
connect@homegenius.com

Technology

Are there any special technology platforms I am required to use?
None today.

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