



FOR REALTORS CONSIDERING THEIR NEXT HOME

Why MaxLife

Boutique Brokerage. Broker-Level Resources.

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A NOTE FROM THE BROKER

You've Already Built the Hard Part.

You've earned your license. Closed deals. Built a sphere. Learned which hills are worth dying on at the negotiation table and which aren't.

The question now isn't whether you can do this work. It's whether the company behind your name is helping you or getting in your way.

MaxLife Realty is a boutique Florida brokerage built around one idea: give a small number of serious agents the marketing firepower of a big brand, the income economics of the best modern splits, and a broker who actually answers the phone. We run lean on purpose — no office lease, no sprawling staff eating the bottom line — which is exactly why the splits stay generous and the company stays healthy in every market. You don't have to wonder whether the shop will still be open next year.

If that sounds like the next chapter of your career, let's talk.

Ryan Solberg

Broker / Owner · MaxLife Realty

What You Actually Keep.

No wizardry. No monthly fees. No franchise royalty. MaxLife’s split is graduated with your production — the more you sell in a year, the more of each commission stays in your pocket. Here’s the ladder in plain numbers.

Annual Sales Volume	Agent Split
\$0 – \$2,500,000	50%
\$2,500,000 – \$4,000,000	70%
\$4,000,000 – \$5,000,000	75%
\$5,000,000 – \$6,000,000	80%
\$6,000,000 – \$7,000,000	90%
\$7,000,000 – \$10,000,000+	95%

No monthly fees. No desk fees. No franchise royalty. Leads from the MaxLife call center come at a 50% broker split that does not count against your split calculation.

HOW WE STACK UP

MaxLife vs. The Shops Recruiting You.

The brokerages you’re hearing from likely fall into one of these buckets. The numbers below are publicly disclosed by each brand; confirm with any recruiter who tells you different.

	MaxLife	Brokerage A	Brokerage B	Brokerage C	Traditional Brokerage
Split (start)	50–95% graduated	80 / 20	Flat-fee option	85 / 15	~64 / 36
Annual cap	None — tiered	\$16,000	\$15,000	\$12,000	~\$21K MC + royalty
Monthly fee	\$0	\$85	\$0	\$0	Varies by MC
Franchise royalty	\$0	\$0	\$0	\$0	6% off top (\$3K cap)
Rev-share downline	No	Yes	Yes	Yes	Profit share
In-house marketing	In-house team (à la carte)	DIY	DIY	DIY	Varies by MC
Off-cap lead program	Yes, ~20/mo	No	No	No	Varies by MC
Broker access	Weekly 1:1s	Online / voice	Online	Online	Market-center

The cloud brokerages solved the “no office” problem by moving everything online and funding it with a cap, a monthly fee, and pressure to recruit a downline. MaxLife solved the same problem differently: no office, no cap fee, no downline — just a local broker who answers the phone and an in-house team that builds your marketing.

RUN YOUR OWN NUMBERS

Send Us Your Last Four Closings.

Anonymize them and email them over. We will rebuild each transaction at MaxLife’s split and show you — line by line — what you would have taken home here. No pitch, no obligation, no follow-up emails you did not ask for.

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WHY AGENTS CHOOSE MAXLIFE

Five Reasons You'll Stay.

01 • In-House Marketing

A full-service in-house marketing team is available to every agent — brochures, postcards, open-house packages, social graphics, and, for luxury inventory, hardbound property books. Services are à la carte, priced per project. You sell. We help produce.

02 • Broker-Level Lead Flow

Our in-house telemarketing center feeds qualified listing leads to working agents. Up to 20 leads per month based on production. Leads come at a 50% broker split that does not count against your cap. Only if you want them and actively work them these are leads you turn into clients.

03 · A Brand People Recognize

Navy-and-white signs on every street. A published brand standard so every card, sign, and flyer reads MaxLife at a glance. You inherit the credibility — not the fees of a national franchise.

04 · Actual Mentorship

Weekly 1:1s with the broker for your first 90 days. A 90-day ramp plan that tells you exactly what success looks like at day 30, 60, and 90. Listing presentations, CMAs, and offer reviews on demand.

05 · Tools That Actually Work

AppFiles for transaction management. Electronic lockboxes. Partnerships with Nexa Mortgage, On Point Title, Prestige, and Alliance.

Your Investor Clients Never Have to Leave.

Most residential brokerages send their agents' commercial referrals out the door — to a CRE broker the client may never return from. MaxLife is the only residential brokerage in Central Florida with a full commercial and development arm (MaxLife Development, maxlifedevelopment.com) under the same roof, run by the same broker. Every investor inquiry, every 1031 call, every land question becomes a potential second transaction instead of a lead you hand to a competitor. Your client stays your client. You still get paid. And you close more transactions per year than you ever could at a residential-only shop.

01 · Referral fees on commercial deals you pass inside

When your residential client asks about a NNN property, a retail strip, a land parcel, or a 1031 replacement, you refer it to the MaxLife commercial desk and collect a referral — paid at closing, no chasing an outside broker for a check that never comes.

02 · Co-brokerage if you want to stay on the deal

Want to learn commercial by doing? Co-list with the commercial team. You keep the client relationship and split the commission; the commercial side handles underwriting, cap-rate analysis, and investor outreach. Terms agreed up front, in writing.

03 · 1031 exchange support for your investor sellers

When a residential rental seller needs a replacement property inside 45 days, we source it — NNN, multifamily, value-add retail — from our off-market pipeline. You keep the sell side; we quarterback the buy side.

04 · A real answer when a teardown or land deal walks in

Every residential agent eventually gets a call about a commercial lot, a mixed-use building, or a development site. You don't have to guess or punt — loop in the commercial desk and give the client a real answer same day.

05 · Tools you can borrow

Deal Analyzer (cap-rate + DSCR underwriting), commercial net-sheet calculator, and the 20-course CRE Academy are available to every MaxLife agent. Use them to sound credible in front of investor clients even if you never close a commercial deal yourself.

What MaxLife Development handles.

Retail · Office · Industrial · Multifamily · NNN single-tenant · Land and raw-land assemblage · Shovel-ready development sites · 1031 exchange replacements · Value-add acquisitions · Development services end-to-end (site selection through investor partnerships). Deal sizes \$100K to \$5M+. Markets: Orange, Brevard, Lake, Seminole, Osceola, Volusia, Polk — Orlando, Lake Nona, I-Drive, Downtown, Space Coast.

Track record, recent.

Value-add retail acquisition in Orlando — negotiated 8% below ask, stabilized in 12 months, 15% value lift. Case studies and cap-rate guides on maxlifedevelopment.com.

The short version: every agent eventually runs into investor clients, 1031 sellers, and commercial inquiries — the kind a residential-only shop has no answer for. At a big-box brokerage you refer out, hope the client comes back, and usually they don't. At MaxLife those same calls turn into transactions. Add two or three commercial referrals or co-brokerages on top of your residential production and you're looking at a materially different income year. No other residential

brokerage in this market gives you that path. You keep the client, learn the business if you want to, and get paid either way — at a shop built to close both sides.

Built For You.

Everything a MaxLife agent has access to — from signs and lockboxes to broker supervision and the full marketing department. Some items are included in your split. Others (like per-listing marketing production) are à la carte, priced per project. Your broker reviews the menu with you before you commit to anything.

MARKETING (À LA CARTE)	TECH & WORKFLOW
✓ Full-color property brochures	■ AppFiles transaction software
✓ Postcards, mailers, farm campaigns	■ Electronic lockbox access
✓ Hardbound property books for luxury	■ Printer + office supplies
✓ Listing presentations (premade)	■ Zoom + phone meeting support on demand
✓ Co-op local print & digital ads	■ Nexa Mortgage in-house lending
✓ Facebook & Instagram campaigns	■ Broker supervision & compliance
✓ Open-house packages (signs, flyers, sheets)	■ Weekly training sessions
✓ Social & email graphic templates	■ 1:1 broker mentorship (first 90 days)

Commission split	Graduated: 50% → 95% based on annual sales volume. See tier table on page 1.
Annual cap	None — split increases by tier instead of capping.
Post-cap split	N/A. Top tier is 95% at \$7M+ annual sales volume.
Monthly tech fee	\$0 — no monthly fee.
Transaction fee	Reviewed with the broker before you sign.
E&O insurance	Agent-responsible — standard Florida practice.
Leads program split	50% on company-fed leads · does NOT count toward cap
Desk fee	None.
Franchise fee	None.

Boutique Means We Pick Carefully.

MaxLife isn't the biggest brokerage in our market. That's on purpose. A small roster means every agent gets broker attention, every listing gets full marketing, and our reputation stays close to the work.

Agents who thrive here

- Are professional in dress, communication, and follow-up.
- Understand that listings — not buyers — build a career.
- Prospect every business day and track activity honestly.
- Respect compliance. No shortcuts on FREC, fair housing, or wire fraud.
- Return calls the same day. Texts within the hour.
- Treat every other MaxLife agent like a teammate, not a competitor.

What we won't ask of you

- To wear a costume or a cheesy slogan.
- To recruit downline agents for a pyramid.
- To hit arbitrary volume quotas that don't serve your clients.
- To pay for "coaching" or "certification" programs disguised as training.

HONEST DISQUALIFIERS

MaxLife Is Not For You If:

We would rather lose you to the right brokerage now than waste your first year here. If any of these is a dealbreaker, we will happily refer you elsewhere.

- You want to build wealth primarily by recruiting other agents into a revenue-share downline. We do not run a pyramid.
- You want a physical office, a bullpen, or a desk to sit at during business hours. We do not maintain one.
- You want a team lead to hand you buyer leads in exchange for 50% of your side. Our broker lead program is a brokerage service, not a team.
- You plan to part-time the business. Our graduated split rewards consistent production; a capped brokerage may fit better until your volume picks up.
- You would rather fight compliance than follow it. FREC, fair housing, and wire-fraud protocols are not negotiable.

WHAT THE WORK LOOKS LIKE

A Week at MaxLife.

Real estate is mostly discipline. Here is what a producing MaxLife agent's week actually looks like — not the highlight reel, the cadence.

Monday — Reset and Set the Week.

90-minute prospecting block first thing: sphere calls, past-client check-ins, online-lead follow-up, expired listings. Confirm every appointment on the calendar for the week. Submit any marketing requests for new listings to the MaxLife marketing intake so the team can have brochures and postcards ready by Thursday. Mid-afternoon: one showing or one listing presentation.

Tuesday — In Front of People.

Block of buyer showings or a listing consultation. Between appointments: return calls within the hour, log every conversation in AppFiles. Evening: write any offers that came in today. First-year agents have the broker review the offer before it goes out; experienced agents send and copy the broker.

Wednesday — Production and Practice.

Morning prospecting block. Mid-morning: call-center leads for the day are delivered — qualified listing leads fed from the MaxLife telemarketing center. Work them immediately while they are warm. Afternoon: scripts practice block with a partner agent (30 minutes) on whichever dialogue you chose for the month. Evening: transaction paperwork, MLS updates, signed-document uploads.

Thursday — Listings and Leverage.

Any new-listing photography happens today if possible, scheduled through the MaxLife marketing team. Inspections, appraisal walks, and repair negotiations are handled between appointments. If you have an open house Sunday, sign-placement and door-knock prep happen Thursday so the weekend is executed, not scrambled.

Friday — Broker 1:1 and Pipeline Review.

30-minute Friday 1:1 with the broker during your first 90 days, longer if you have a deal sideways. Review this week's activity — contacts, appointments, signed clients, offers written, under-contract — against the targets. Diagnose any leak in the pipeline and pick the script to practice next week. Confirm weekend open houses and showing appointments.

Saturday / Sunday — Appointments Over Admin.

Weekends are for in-person appointments — open houses, showings, consultations. Almost no admin, almost no prospecting calls (nobody wants them Sunday). Evening Sunday: 20 minutes to sketch Monday's plan so you hit the ground running.

The week sounds full because it is. MaxLife is not a brokerage for agents who want real estate to be a hobby. It is built for the agents who treat it as a business — and who want a broker, a marketing team, and a lead flow that respects that effort.

QUESTIONS AGENTS ACTUALLY ASK

Before You Switch.

If you are serious about changing brokerages, these are the questions that matter. Honest answers below. If you have one that is not here, ask on the confidential conversation — we will not dodge.

Q. What happens to my current listings when I switch?

Active listings can usually be transferred by a signed release letter from your current broker — we help you draft it. Pending deals already under contract stay at your prior brokerage through closing. Off-market clients, your sphere, and your unsigned buyer pipeline all come with you.

Q. How long does the actual switch take?

Typically 7–14 days. DBPR processes the employing-broker change in a few business days. MaxLife business cards, signs, email, AppFiles access, and your agent-profile announcement are live within your first week.

Q. Do I keep my phone number, website, and social handles?

Yes. All of it. Your personal brand is yours — we only add the MaxLife brokerage lockup where Florida law requires it (signs, print ads, business cards, email signature). Your URL, Instagram, YouTube, and database all stay intact.

Q. Is there a contract? Am I locked in?

You sign an Independent Contractor Agreement — Florida-standard. No term length. No non-compete. No non-solicit on your own sphere. You leave when you want; we ask only that pending deals close at MaxLife (same rule we live by when an agent joins us).

Q. What fees am I actually on the hook for?

On MaxLife's side: \$0 monthly fee, \$0 desk fee, \$0 franchise royalty, \$0 technology fee. You pay for your own MLS dues, REALTOR® association dues, E&O insurance (agent-responsible in Florida), your own business cards and yard signs/posts, and any à la carte marketing production you order from our in-house team.

Q. How fast do I get paid after a closing?

Direct deposit, usually within one to two business days of title wiring the commission to MaxLife. No held funds, no monthly batching, no “we will cut a check on the 15th.”

Q. Do I get equity, stock, or revenue share?

No. MaxLife is privately held and does not run a downline. You are paid on the work you do, not on agents you recruit. If stock or rev-share is central to your plan, a rev-share brokerage is probably the better fit — and we will tell you so.

Q. Is there a minimum production requirement?

No hard minimum. Our graduated split rewards consistent production — if you plan to close two deals a year, a capped brokerage with a 100%-after-cap structure may net you more. We will run the comparison honestly.

Q. How accessible is the broker?

Direct. Same-day response during business hours, within twelve hours evenings and weekends for anything non-emergency. Sitting on a signing at 8 p.m. Saturday? You call — we pick up.

Q. Where is the office? Where do we meet?

There is no physical office — and that is exactly why the splits stay generous. We meet on Zoom, on the phone, at a coffee spot, or at your listing. Our legal address handles mail only. Clients never need to come to us.

Q. What about health insurance, 401(k), and benefits?

Independent contractors in Florida handle their own. We can refer you to the brokers, health-share plans, and SEP-IRA providers used by other MaxLife agents, but MaxLife does not sponsor group benefits.

Q. Can I bring my assistant or teammate agents with me?

Your assistant stays yours — they are your hire, your payroll. Teammate agents each make their own decision; we do not recruit teams as units. MaxLife does not run formal teams under the brokerage.

Q. What happens to my deal if I leave MaxLife?

Pending transactions stay at MaxLife through closing — standard industry practice and the same rule we asked of you coming in. Your phone, brand, sphere, database, and personal marketing leave with you. No drama, no withheld commissions.

Q. What training and onboarding do you actually provide?

A 90-Day Roadmap, a full Scripts Library, the MaxLife Operating Procedures and Brand Standards booklets, weekly 1:1s with the broker for your first 90 days, and on-demand shadowing on your first listing appointment, first three offers, and first difficult seller call. No paid “coaching program” upsells.

Q. What if I am already producing well — why would I move?

Because your current shop is quietly costing you money. Send us anonymized copies of your last four closings and we will show you, in writing, what each transaction would have netted at MaxLife. If the answer is “about the same,” we will tell you that too — and you stay where you are with a clear conscience.

Q. What if my client asks about commercial or a 1031 — do I lose them?

No — and this is one of the biggest deal-volume advantages MaxLife agents have over agents at every other residential brokerage in this market. Refer the deal to the MaxLife commercial desk (MaxLife Development) and collect a referral fee at closing, or co-broker if you want to stay on the file. Either way you get paid, and your client stays yours. Most residential agents quietly lose two to four potential transactions per year to outside commercial brokers. At MaxLife, those become income.

Q. Can I actually learn commercial at MaxLife, or is it just marketing?

You can learn it. The broker is an active commercial broker, not a residential-only owner who labels a page “commercial.” Twenty CRE Academy courses, Deal Analyzer access, and co-brokerage shadowing on real deals. Close one commercial transaction a year on top of residential and you have paid for your entire year in a single wire.

NEXT STEPS

Three Ways Forward.

01 · A Confidential Conversation

Coffee or a Zoom, whichever's easier. 30 minutes. No pitch deck, no pressure. We talk about your business and whether MaxLife is the right next move.

02 · A Look Under the Hood

Let's jump on a call. Meet the marketing team. Walk through the signs, the lockboxes, and the AppFiles workflow. Bring every question you have.

03 · A Sample Economics Review

Send us your last four closings (anonymized). We'll run the math on what those same transactions would have paid at MaxLife — no obligation either way.

REACH OUT

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LIVE THE MAXLIFE.

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