HOMETOWN TC
moving your business forward



2027 · FLORIDA REAL ESTATE SUPPORT GUIDE

Smooth Closings. *Period.*

Close More.
Carry Less.

2027 | FLORIDA REAL ESTATE SUPPORT GUIDE

HOMETOWNTC.COM

Your clients need their Realtor®. Your transaction needs a system.

HTC is a Florida transaction support agency for Realtors®, teams and brokerages. You stay the licensed advisor and the face of the relationship. We run the administrative workflow that keeps the file moving.

PROTECT
your time

PROTECT
the process

PROTECT
your client experience

What do you need off your plate?

“I have a new listing.” LISTING LAUNCH 07

“I’m under contract.” THE HOMETOWN SIGNATURE 05

“I handled the deal. I just need my brokerage file cleared.” BROKER COMPLIANCE 08

“I need help beyond my contracts.” SCALE 09

“I run a team or brokerage.” TEAMS + BROKERAGES 10

Why Florida agents choose HTC

You're not hiring support because you hate paperwork. You're hiring support because your time is valuable, your reputation matters, and every client expects you to look organized, informed and in control.

01

More client-facing time

Administrative follow-up stops eating your workday.

02

Deadlines with extra eyes

Contract dates, open items and milestones are tracked and escalated to you before they become problems.

03

Clean, defensible files

Documents organized and brokerage compliance monitored for a clear transaction record.

04

Clients feel cared for

Updates go out on purpose, not only when someone asks, "What's happening?"

05

A partner, not a processor

We support the process, the communication and the details that keep the deal moving.

Smart systems. *Human judgment.*

Automation organizes information and triggers reminders. Experienced transaction professionals provide oversight, context and escalation.

SYSTEMS FOR CONSISTENCY. HUMANS FOR JUDGMENT.

Set up once. Submit anytime.

01
Register
Tell us how you work.

02
Setup
We configure your brokerage, workflow and preferences.

03
Submit
Send your listing, contract or compliance file through Home Base.

04
We coordinate
Your Lead TC and the HTC team run the right workflow.

05
Close + continue
We support the finish, compliance and post-close follow-up.

NEW CLIENT REGISTRATION

Agent Setup & Systems Integration

$399
ONE-TIME · PER AGENT

We don't just ask for your contract and hope for the best. We learn how your business works first.

- Brokerage portal mapping
- Custom brokerage compliance checklist
- Communication + VIP client preferences
- Introductory email workflow + templates
- File intake setup
- Your Lead TC assignment

Required once per agent, whichever service you start with. Due at registration, before your Setup Call. SCALE and LAMP are separate monthly fees.

Part of an HTC brokerage partner program? Ask your broker for your partner code: it takes 50% off setup. Not yet? We'd value an introduction to your broker so we can bring these savings to your office.

HOME BASE

Your transactions. One Home Base.

Register, submit listings and transactions, request services, see your open files and get coordinated updates, all in one place.

Technology supports the process. People protect the experience.

- Register as a new client
- Submit listings + transactions
- Request services
- See your open files

SCAN TO REGISTER
team.hometowntc.com/homebase/register

CONTRACT-TO-CLOSE

The Hometown *Signature*

$495

PER CLOSED SIDE

You Sell. You Lead. We Handle the Details.

You didn't become a Realtor® to chase deposits, track down paperwork or wonder whether your brokerage file is ready.

YOU OWN

The Relationship
Win clients, build trust and stay their trusted advisor.

The Decisions
Negotiate, advise and make the calls that require your license.

The Next Deal
Prospect, show homes and grow your pipeline.

WE OWN

The Deadlines	Calculate, track and monitor contract milestones.
The Follow-Up	Deposits, inspections, lender, title, appraisal and association approvals, until each item is resolved or escalated to you.
The Communication	Parties kept informed; buyers or sellers updated under your brand.
The Paperwork	Documents organized, missing items monitored, brokerage compliance submitted, commission authorization tracked.
Closing Preparation	Walk-through reminders, settlement statement checks for discrepancies to escalate, closing logistics.
The Finish	Final documentation and review requests, so care doesn't stop at the closing table.

Your Business. Your Clients. Our Signature Care.

Clear pricing. No surprises.

Residential timing — +$100

Priced on a typical 45-day file. Files extending past 60 days add a $100 timing fee.

Cancellation — $0 / $75

Cancels during the inspection period: no fee. After it: a $75 administrative support fee for work completed.

Both sides — +$200

Coordination of both sides of the transaction through closing and brokerage compliance.

Commercial — from $595

Commercial Contract-to-Close. Files extending past 90 days require a $200 deposit.

OPTIONAL ADD-ON

NEST Post-Closing Care

Nurture · Engage · Stay Top-of-Mind. Touches at 30, 60, 90, 180 and 365 days after closing, so your client keeps hearing from you long after the closing table. $29 per closing; included with SCALE.

$29
PER CLOSING

WHO DOES WHAT

01

You

The licensed advisor and the face of the relationship.

02

Your Lead TC

Your main point of contact on every file.

03

HTC Team + Systems

Backup, tracking and quality control behind the scenes.

CHOOSE THE HOMETOWN SIGNATURE →

LISTING LAUNCH

Get the listing organized before it ever hits the MLS.

INCLUDED IN EVERY LISTING LAUNCH

- Public records + deed verification
- Seller disclosure preparation, tracking and completion checks
- Full MLS draft entry with photo sequencing and virtual-tour links
- Required disclosures, lead-based paint and HOA forms when applicable
- Document packaging + brokerage portal upload

Standard

3 BUSINESS DAYS

$125

Priority

1 BUSINESS DAY

$225

OPTIONAL ADD-ONS

Condo / HOA Research

$100

Association rules, contact verification and buyer packet setup.

5-Photo Virtual Staging

$50

Professional virtual staging for up to five listing photos.

LAMP Weekly Seller Reports

$99/mo

Every showing, buyer feedback word for word, and the plan for next week. We prepare it; you approve it before it goes to your sellers. For listings HTC launched.

> *Launching the listing is one job. Keeping the seller informed is another. LAMP helps you do both.*

BROKER COMPLIANCE

Already handled the deal? Let's get your file approved.

For agents who managed the lease or sale themselves and need the brokerage file complete, so the CDA/DA can be issued and you can get paid.

WE HANDLE

- Review against your brokerage's requirements
- Identify missing documents and signatures
- Circulate approved documents for signature when you instruct
- Organize and upload the file
- Follow the brokerage review through to approval

YOU PROVIDE

- Executed contract or lease with all exhibits
- Brokerage portal access or upload instructions
- Commission disbursement details and brokerage file ID

RENTAL / LEASE FILE

$100

SALE / PURCHASE CONTRACT

$195

PAYMENT DUE WHEN THE FILE IS SUBMITTED.

What Broker Compliance is — and isn't

Broker Compliance is for brokerage file approval only. It does not include client communication, buyer/seller milestone updates, lender or inspection coordination, or full Contract-to-Close service. For that, choose The Hometown Signature.

SCALE

Everything handled. One monthly price.

SCALE is administrative support for your whole business, not just your contracts. You don't need to use HTC for Contract-to-Close to join.

3 Listing Launches a month	In the MLS within 1 business day once we have your photos, supplements and showing instructions. Each includes Condo/HOA research, 5 virtually staged photos on request and LAMP weekly seller reports.
Document drafting	Listing agreements, offers, buyer broker and showing agreements, drafted from your written instructions for your and your broker's approval, then sent through DocuSign.
Referral management	Monthly check-ins with your client and referral partner. W-9s and referral agreements tracked.
NEST post-closing care	Touches at 30, 60, 90, 180 and 365 days, plus your monthly PORCH Report.
Night + weekend support	Extended access for SCALE members.

MOST FLEXIBLE

Monthly

$397

/month

3-month (90-day) minimum

3 months

$1,071.90

up front

Save 10% · $119.10

6 months

$2,024.70

up front

Save 15% · $357.30

BEST VALUE

1 year

$3,811.20

up front

Save 20% · $952.80

Up-front plans are charged once and do not renew automatically.

PER AGENT

Each membership covers one agent's own business. Teams: ask about group rates.

NEED MORE?

Listing Launches beyond your three are 25% off for members.

OUR ROLE

HTC drafts from your instructions. We don't negotiate or make licensed decisions.

JOIN SCALE →

TEAMS + BROKERAGES

Florida transaction workflows built around your production.

No forced packages. We start with a short conversation about your volume, your people and your process, then build support that fits.

01

Transaction + compliance support

Dedicated coordination pipelines, custom escalation paths and file support tailored to your volume.

02

Systems + operations setup

Transaction platform setup, standardized task templates, intake pipelines and brokerage compliance workflows.

03

Admin, staff + VA training

Practical training on Florida transaction workflow for your assistants, coordinators and virtual assistants.

Custom scope. Custom pricing.

hometowntc.com · (954) 377-8330

BOOK A 15-MINUTE FIT CALL →

EXPLORE THE FLORIDA TC WORKSHOP →



MEET THE FOUNDER

Built by someone who knows the file.

> *"Your clients hired you to be their Realtor®, not their paperwork department. HTC exists so you can stay where your expertise matters most while we keep the administrative process moving."*

Michelle Martinez

FOUNDER & SENIOR TRANSACTION COORDINATOR

1995	20,000+	EN · ES
Serving Florida Realtors® since	Transactions	English + Spanish support

The H.O.M.E. Values™

H
HONOR
We honor people, processes and promises.

O
ORDER
We believe peace lives in structure.

M
MASTERY
Excellence through growth, experience and precision.

E
EASE
Business should feel calmer, clearer and easier to carry.

In their words

"*It took a bear off my back and freed me up to focus on what I do best — sell real estate.*"

HEATHER LEFEBVRE
HTC client since 2018

"*Michelle takes so much weight off my shoulders and keeps everything running smoothly at all times.*"

CINDY RIOS
Florida Realtor®

"*Michelle and her powerhouse team at Hometown TC are a game-changer for real estate agents.*"

JILL COX
Florida Realtor®

HOME TOWN
TRANSACTION COORDINATORS

Ready to carry less?

Let's build your HTC workflow.

SCAN TO REGISTER

REGISTER WITH HOMETOWN →

team.hometowntc.com/homebase/register

Not ready yet? Book a 15-minute Fit Call at hometowntc.com, or call or text (954) 377-8330.

2027 PRICING AT A GLANCE

Agent Setup ONE-TIME, PER AGENT	$399	The Hometown Signature PER CLOSED SIDE	$495
Listing Launch FROM	$125	Broker Compliance FROM	$100
LAMP PER MONTH	$99	NEST PER CLOSING	$29
SCALE PER MONTH, FROM	$397	Teams + Brokerages CONSULTATION	Custom

Smooth Closings. Period.

(954) 377-8330 · hello@hometowntc.com · hometowntc.com · Mon–Fri 9 AM–6 PM ET

Hometown Transaction Coordinators provides administrative transaction support. HTC is not a law firm or real estate brokerage, does not negotiate or provide legal advice, and does not guarantee transaction outcomes. Licensed decisions remain with the agent, broker or attorney. HTC will never send or change wire instructions; always verify by phone with your title or closing agent at a known number. Prices effective 2027 and subject to change.