

Industry Overview

Real estate was one of the hottest markets over the past decade. In 2023, inflation, supply chain issues, and increased interest rates house are selling in 35-40 days. The economic impact is being felt but realtors are largely remaining on tightened budgets.

The number of realtors and mortgage lenders in the US is massive. Combined, they represent almost 2 million lives. Real estate professionals are almost exclusively independent contractors whose employers don't provide benefits.

Core Problem

Limited access to benefits. 1099 contractors don't qualify for most benefits. The benefits they do qualify for expensive. The average cost of entry health insurance is \$502 per person and \$1,403 per family. The high cost of health insurance is difficult for new or part-time realtors and challenging for all realtors during economic recessions.

Total US Realtors
1,564,000

Total US Mortgage Brokers and Loan Officers
241,000

Client Testimonials

"LifeExec Benefits are a no brainer for realtors."
Amy M. Red Door Realty

"I've been in real estate for 30 years and literally never had benefits."
Shannon M. Sotheby's

Top 3 Reasons Realtors Choose LifeExec

Affordable Benefits
LifeExec offers +26 benefits programs starting at just \$24.95/month

Family Friendly
LifeExec benefits cover members, their spouse, and all dependents up to 26 years old.

No Restrictions
Members can enroll in LifeExec Benefits at any time. Benefits operate on a month-to-month bases with no cancellation fees or long-term commitments.

Case Study of Red Door Realty

Red Door Realty is a successful realtor agency serving central Oregon. The owner, Christine Browning is an industry leader with a deep commitment to her dedicated team. Together, they've sold over 2,000 homes.

One of Christine's biggest issues with the realtor market is the lack of employee benefits. "Traditionally owners are in a difficult position because this is a transient employment market of 1099 employees. We don't have access to a lot of benefits and benefit management can be a managerial nightmare for a single owner. That said, everyone needs benefits. It's one of the biggest concerns to every realtor nationwide."

Christine offered access to LifeExec Benefits to her employees and was met with immediate gratitude and applause. The reaction was so overwhelming that her team posted LifeExec Benefits on a realtor community on Facebook. "The response was overwhelming. We received so many responses (questions and inquiries) that we had to delete the post in less than 24 hours."

Red Door's team became inspired to do something good for their community. The opportunity to help so many people and solve a legacy issue inspired Red Door to create LifeExec awareness campaign to all the real estate professionals in Oregon and Arizona that results in 10,000 professionals onboarding with LifeExec Benefits.