



Global Marketing Agent (GMA)TM

Global Collaboration Infrastructure for Brokerages

The Industry Gap

Most brokerages offer **global exposure**.

Very few have **structured cross-border collaboration infrastructure**.

Exposure distributes listings.

Infrastructure activates **agent collaboration, recruiting leverage, and referral revenue**.



What GMA Is?

Global Marketing Agent (GMA) is a **brokerage-level collaboration infrastructure** that enables agents to:

- Legally co-market listings with trusted agents across multiple countries
- Position properties internationally through agent networks
- Collaborate directly with qualified agents abroad
- Generate structured cross-border referrals

GMA also includes **education developed since 2006**, helping agents learn how to **truly globalize their brand, listings, and cross-border business opportunities**.

GMA is **not a portal, advertising platform, or syndication tool**.

It is an infrastructure designed to give brokerages a **measurable global positioning advantage**.

Implementation

- Listing feed integrations available
- **No contracts or financial commitment required**
- No workflow disruption
- No operational lift

Brokerage Advantage

● Recruiting Advantage

Brokerages gain a recruiting edge by giving agents access to GMA's global collaboration infrastructure for international marketing and cross-border opportunities.

● Retention Advantage

Agents stay when they can grow. GMA provides the infrastructure and education for cross-border transactions, expanding agents' earning potential within the brokerage.

● Listing Presentation Advantage

Agents gain a powerful competitive edge by offering structured international co-marketing through GMA's global agent network — a compelling advantage for sellers, especially in the luxury market. "Your property will be marketed globally by agents, not just websites."

● Referral Revenue

Creates a structured cross-border referral pipeline.

Strategic Question?

Does your brokerage currently have structured cross-border collaboration infrastructure — or primarily global exposure?

Most brokerages have exposure. GMA provides the infrastructure that turns it into real collaboration and referral revenue.