

MARCH 2020

WORKING SMART

The Official Company Newsletter of the Authorify and Smart Agents Teams



Team,

The last few years feel like they've flown by, don't they? It feels like we launched the books just a few months ago, even though it was actually in the Fall of 2015! Thinking back, it hasn't all been smooth sailing — improving the product nor growing the company. But companies can't consistently improve without great effort. There's an old adage that says, "Nothing worth doing is easy," and we can all vouch that it's definitely true.

One thing is certain — our hard work has been well worth it. We are helping more members than ever before to meet their goals and find fulfillment. It's exciting and rewarding to see them succeed with our products. Still, even though we



have come a long way, we have big goals on the horizon as a company.

I'm really thankful to have so many amazing people on our team who fight daily to help us improve and grow. My goal with this internal newsletter is to keep everyone in the company more informed of our "wins" and to celebrate the people on our team who make those wins possible. I'm extremely grateful for each and every person on our team. With this newsletter, I hope to share why I'm grateful — as well as tell our stories and share our successes and struggles — so we can mutually feel pride for what our team is achieving.

For example, I love hearing stories about people on our team who represent our four core values. Be on the lookout for those stories in this newsletter, as well as exciting news and updates. So, without further ado, let's dig in.

Calvin Curry
Authorify/Smart Agents CEO



TEAM UPDATE

We've made a lot of changes over the last few months as we continue to grow and expand our reach. Here are some of the big wins and updates our team has accomplished.

BIG WINS

- We continue to hit and exceed revenue goals. In January, we surpassed **\$100,000** for the first time, and in February, inside sales **increased 12%** to **\$115,700**.
- Our net promoter score **climbed to +18** (just a few short months ago, it was at -9).
- The Marketing Success Coaches **overachieved their sales goal by 50%** to hit **\$30,022**.

WHAT'S NEW?

- **Editable Content** on the Authorify Book App. The team has worked hard to ensure a more reliable application for all. The latest version of the app includes updates such as:
 - An app tour that guides members through the book-building process.
 - Extended logic to support digital books on the checkout page.



- Options to order digital only, print only, or digital + print.
- Updated order tickets, checkout workflows and email communication.
- Added support for additional font sizes for books in admin portal.
- Various bug fixes, including font sizes, table of contents, margins and more.
- New **General Seller DFY Guide Campaign** that allows members to select the speed at which they send their guides, depending on how likely the leads are to list.
- Authorify member training was launched in December. Training materials included the **Member Newsletter**, **Welcome Guide** and **Book Launch Guide**.
- The **Member Print Platform** with custom, direct-mail postcards was launched, offering our members even more resources.
- The introduction of **Marketing Success Coaches**, or MSCs, ensures that Authorify

members have one point of contact to address their concerns. Members also receive a 24-hour introductory call to welcome them.

- All billing is now transitioned from InfusionSoft to **LimeLight**.
- The company **KPI Dashboard** has been launched on Hubspot.

COMING SOON

- **40 new covers** across **6 books** staged for release, with new covers for all 14 of the standard books slated for release later this month.
- **3 new books** staged for release on the app, with several more planned for release later this month.
- **HR Updates:** Revised Company Handbook, PTO requests within Paychex, updated onboarding/offboarding procedures **SmartAgents.com** rebranding
- **Smart Agents Magazine** - Similar to the DFY campaigns, this publication will be sent to real estate agents on behalf of Lenders, Brokers, or Title Companies who want to partner with those agents. The goal is to start beta testing this product by the end of the month and launch sometime in April. trial sales.

MARCH BIRTHDAYS

3/11 - Princeton Yap
3/12 - Molly Silvers
3/14 - Leighann Bacher
3/17 - Calvin Curry
3/23 - Lana Hamzic
3/26 - Jessica Hablero
3/27 - Mia Aromin,
Guillermo Usi
3/28 - Jake Kirsch



OUR CORE VALUES

Here at Authorify/Smart Agents, we aim to follow four **Core Values**. They are:

1. Never Let Your Team Down.

Teamwork is crucial to our success. Without each other, we won't succeed. I like to compare our team to a chain — without each link in the chain holding it together, the chain would break apart. That's why we must treat each other as we would like to be treated ourselves and take care of each other. We need to watch each others' backs and help when someone needs it. If we hurt each other, we are only hurting ourselves. We are a team. We **MUST** act and function as one.

2. Make Decisions and Own Them.

When a decision needs to be made to move forward, make one, implement it, and own the results. In most cases, **YOU** are the one who knows how to do your job the best and therefore will make the best decision when issues arise. It should be noted, however, that when you work in collaboration with others or the decision is a large one with potentially wide-reaching consequences, it may help to seek council from someone higher up or seek input from your fellow team members. When



you make a bad decision, own it. We are humans, NOT robots, and humans make mistakes. When we make the wrong decisions, we **OWN** them and fix them the best we know how. We are here to help and support each other, so if you get stuck, don't be afraid to ask for help.

3. Always Be Improving

You may have heard of the saying, "Pride Cometh Before The Fall." If we ever feel like we have "arrived" or "know it all," we can't grow. People who "know everything" close themselves off from growth and learning new things. We believe it's better to be a "learn it all" than a "know it all." There is **ALWAYS** room for growth and improvement. Even the best teams, companies, and people in the world have room to improve and grow. As a team, we aim to "always be improving" by...

- 🔧 Improving our products
- 🔧 Improving our processes and systems
- 🔧 Growing as a team and as individuals
- 🔧 Continuing to sharpen our skills and learn new things
- 🔧 Becoming better team members, helpers, workers, supporters, family members

friends, coworkers, etc.

4. Put Others First

Our team truly cares about our customers and each other. We feel proud to see our customers' lives become easier with our tools and resources. We love seeing people smile when we help each other. Putting others before ourselves makes us feel good and makes our work more fulfilling. One of my favorite quotes is a quote by Zig Ziglar: "You will get all you want in life if you help enough other people get what they want."



CORE VALUES IN ACTION

Anna Nolan for Peachy Irinco

I would like to nominate Peachy for demonstrating our core value of "never letting your team down." She really stepped up and took over the support team after we made some changes. She is always happy to help and has a great attitude. We're already seeing major improvements and growth. Thank you for all your hard work Peachy! You are much appreciated!

Princeton Yap for Leighann Bacher

I want to give a big shoutout to Leighann for being awesome and putting others first. I know she has loads of tasks on her shoulders, but she always makes time to remind me in detail and create Trello cards, which is really a life saver. I mean, my workload feels lighter when she comes in because she always has these detailed notes and is always fun to work with!

Megan Robinson for Bernard Molleno

All of my team members are **TRULY** amazing, but I would like to mention Bernard. He **ALWAYS** puts his team first! Very reliable, quality work, very kind, and he never complains when there is craziness. He is also always eager to jump in to help others when they need an extra hand. Thanks for all that you do Bernard — we **ALL** appreciate you and are lucky to have you on the team.



**Denise K. James for
Michael Walter**

Michael is always looking for the most efficient way to do things. I appreciate how he's consistently patient and thorough in his explanations, even though he's multitasking like everyone else. His work ethic is inspiring, and his videos always look great. Plus, he never wastes money on fancy cocktail lunches. #goals

**Leighann Bacher for
Denise K. James**

I was having a stressful week, and Denise surprised me by having muffins delivered to my house for me and my kids! She is a very supportive coworker who always lifts me up and empowers me to keep working hard. Plus, I love that I can trust her to deliver high-quality work and take some of the weight off my shoulders!

**Leighann Bacher for
Raymond Macapugay**

Just wanted to give a shout out to Raymond Macapugay! I have thrown a lot of work at him lately, and he always turns things around super quickly and delivers awesome high-quality work. Just wanted to let you know I appreciate you and your talent!

Carrie Amundson for Zakk Sykes

I would like to nominate Zakk! I see him personify each of our core values DAILY. No matter how busy he might be at the time, he doesn't ever let it show. He is always more than happy to help, and with the most positive attitude. He intuitively stops what he's doing to help with what others need at the time. He is constantly looking for new ways to improve our processes for the betterment of the company, and to make everyone's job a little easier. We could use a few more Zakks around, but he really does an impressive job doing all that he does on his own!

Melissa Banda for Heather Buchs

Heather has demonstrated the core value of "always be improving." She has demonstrated hard work, and it moves people to follow her lead. Even though she is leaving our team, she has always been an amazing leader, with a strong connection to the whole team. She is taking full responsibility, and deciding to improve her career. Heather has repeatedly said she will always be available for any questions or concerns we may have. It's really hard to say goodbye, but we are happy for her and wish her well!!

Amanda Harder for Jessica Hablero

I've been thinking on what to say
No words can express how I feel
everyday.
"Thank you" is not enough,
for what you've done to us.

Shout out to Miss Jess,
for I am so blessed;
For having a good manager,
a friend and a mother.

She's a person who is tremendous,
a friend who is fabulous;
A manager who is efficient
and a leader who is proficient.

She handles the team fairly,
and treats us like a family.
Makes our environment lively,
that's why we go to work happy.

We are motivated and inspired,
that's why we never get tired.
As long as we have one another,
We can reach our goals together.

I'll forever be grateful to you Miss Jess
and cheers to more success!

Anna Nolan for Meeko Nackorda

Want to give a shout out to Meeko for taking such great care of one of our members! Kathryn O'Brien and I just had a wonderful talk about how great he is and how much she loves the DFY campaign. She hasn't had a lot of time to do her follow ups but still got a listing from the program. She is very happy with us and open to talking with prospects if needed. Great job keeping her motivated and taking such good care of her, Meeko!

Brayan Isip for Jessica Hablero

I would like to commend Jessica for being a good leader to the SDR TEAM. Despite her workload every day, she always finds time to check on each one of us and make sure that we are always okay. She always goes the extra mile to help us. I have proven this when I got hospitalized, and I have seen her doing the same thing to help my teammates as well when they needed her. We are always thankful to have her as our leader. She is one of a kind.

WHAT DOES EACH TEAM DO?



There are many people who do a variety of different things for our company. We're all a bunch of separately moving parts who work together with a common goal. Let's learn more about what each of our departments do on a day-to-day basis.

HR/Accounting Team -

The HR/accounting team handles all things related to bookkeeping, from new hire paperwork to the company's master budget. Regular tasks include:

- Reconciling bank accounts
- Processing payroll
- Onboarding all new employees and contractors

Editorial Team - The editorial team plans and creates all of the products and content, both print and digital, distributed to members and their leads. This includes:

- Book products
- Other print products - DFY guides, newsletters, marketing materials and templates
- Blog and video content

Sales Team - The sales team handles all sales within the company and helps new members find their ideal products. On a daily basis, they:

- Connect with qualified leads
- Consult leads on the best product for their business
- Close sales, creating growth in the client's business and ours!

Marketing Team - The marketing team's role is to strategize ways to bring in new leads who will want to become members. They do this by:

- Creating sales offers through webinars and tripwires
- Driving traffic from sources like Facebook, YouTube and email to sales offers
- Ensuring sales offers convert traffic into leads and customers.

Support Team - The support team works in tandem with the success team to ensure

members are happy and processes are seamless. This includes:

- Answering incoming calls regarding billing, logins, product concerns and general inquiries
- Communicating with members through channels such as email and live chat
- Working with other departments on member requests

Success Team - The success team is responsible for a variety of items such as onboarding new members, customer service and retention. Tasks include:

- Onboarding members and welcoming them to Authorify
- Assisting members with success strategies
- Retaining satisfied members and ensuring satisfaction

Setup Team - The setup team is responsible for helping members get completed products and websites. This includes:

- Setting up and designing books
- Setting up and designing marketing materials and business cards
- Creating members' websites

Print Team - The print team is in charge of all printed products for members, from book orders and DFY guides to custom postcards. Their daily tasks include:

- Printing all guides, books, postcards,

business cards and other marketing materials

- Shipping internationally to fulfill our commitments to members
- Developing new processes and technologies to improve the member experience.

Technology Team - The technology team is responsible for developing all applications, including the custom book builder and company websites. This job entails:

- Designing, developing and maintaining proprietary software, such as Book Builder App and Authorify Hub
- Designing and developing user-facing sales and marketing web properties like Authorify.com and Smartagents.com
- Building and maintaining multiple third party integrations for ecommerce, data analysis and reporting.

FEATURED TEAM MEMBERS

Each issue, we'll feature three members of our team so you can learn a little more about the people you work with!



SHAWN
ADAMSON
Marketing Consultant
Since 2020

Shawn Adamson is a new member of the Authorify family, coming on board in 2020 as a Marketing Consultant who closes product sales. A resident of Jacksonville since he was just 9 years old, Shawn cherishes the summertime and the opportunity to ride his motorcycle on the beach.

Prior to his role, Shawn earned a double major in Philosophy and Interdisciplinary Studies, then worked as a substitute teacher and customer service associate at WalMart where he says he "learned about caring sincerely for his customers and being polite." In his position as a Marketing Consultant, Shawn discerns which product is best for the customer based on their unique business story. He values being genuine, which he claims makes everything "simpler and better."



SHAWN'S FAVORITES

Food: Sauteed mushrooms
Music: Glam rock
Vacation Spot: North Carolina mountains
Movie: Interstellar
Color: Burgundy
Book: The Prince
Thing About Authorify: Helping people grow their business!



CARRIE
AMUNDSON
Marketing Success
Coach since 2019

A native of Savannah, Georgia, Carrie Amundson moved to the Jacksonville area and realized what she'd been missing: the chance to live just a few steps from the beach. She's now a happy Jax resident for six years running. Prior to coming onboard with Authorify, Carrie worked in multiple customer service roles, including Total Military Management (TMM) where she served as move coordinator,

and One Ocean Resort & Spa, where she enjoyed sharing travel tips as a concierge. These roles gave her the opportunity to solve customer issues, facilitate satisfaction surveys and other tasks that would come to influence her current role.

Today, Carrie assists Authorify members as a Marketing Success Coach (MSC). She enjoys welcoming members into the company and serving as their main point of contact for whatever they need.

CARRIE'S FAVORITES

Food: Costa Rican cuisine
Music: Soul
Vacation Spot: The Mountains
Movie: Eternal Sunshine of the Spotless Mind
Color: Yellow
Book: Gift from the Sea by Anne Morrow Lindbergh
Thing About Authorify: "My position is flexible. I can be a lot of different things to members, which helps build relationships."



PEARL
ANGLO
Outbound Sales
Since 2019

Pearl Anglo, a native of Manila, Philippines, has a diversified background that has given her great insight in her role as Outbound Sales at Authorify. With a bachelor's degree in

Marketing, as well as one year of study in the Culinary Arts and two years in nursing, Pearl's education inspired her to take on challenging roles, including financial advising at a United States bank, human resource management, operations management and career recruiting.

Eventually, Pearl sought a work-from-home position that would offer a flexible schedule and time with her son. She currently excels as an Outbound Sales Appointment Setter for the DFY Campaign. She says the necessity for critical thinking and making tough decisions in her previous positions prepared her to have a high level of autonomy in completing day-to-day tasks for her team.

PEARL'S FAVORITES

Food: "I could live on pastries and coffee."
Music: All genres
Vacation Spot: Anywhere with sand, salt water, sun and nature
Color: "I love all colors!"
Book: Don't Sweat the Small Stuff...and It's All Small Stuff
Thing About Authorify: The supportive company culture and working with everyone.

