

CENTRAL FLORIDA

More Than a Team.

A practical operating system that helps agents focus on the work that creates conversations, clients, and long-term growth.

Production

Daily standards, lead-generation habits, pipeline tracking, and focused Money Time.

Leverage

Transaction coordination, operational support, technology, and marketing resources.

Development

Live coaching, role play, accountability, playbooks, and a growth-minded community.

You bring the ambition. The platform helps turn it into consistent action.

People Behind the Platform

Leadership, coaching, transaction coordination, operations, and inside-sales support work together around the agent.

Jason Prieto
CEO

Clear roles.
Real support.
Shared standards.



Jason Prieto
CEO



Laurie Nock
Team Coach



Katie Ho Nguyen
Transaction Coordinator



Pauly Campanaro
Sales and Role Play Coach

Our Team



Nicole Capitolo
Operations & Executive
Admin Manager



Mauricio Perez
ISA



TEAM TPG



Build Success Together

Our mission is to empower real estate professionals through teamwork, development, technology, and exceptional client care.

01 Integrity

Do what is right and pursue win-win outcomes.

02 Collaboration

Know your role, share responsibility, and solve together.

03 Passion

Bring energy, ownership, and care to the work.

04 Community

Grow people and relationships—not only transactions.

A Recognized Central Florida Team

Industry visibility matters—but the platform behind the recognition is what agents experience every day.

REAL TRENDS

Top 10% of Florida mega teams

ZILLOW

Top 20% recognition

REDFIN

Preferred agents

MARKETVIP + REALTOR.COM

Active platform relationships

Recognition reflects positioning; results still depend on market conditions and individual activity.

What Agents Gain Here

Support is designed to reduce friction and keep agents closer to conversations, appointments, and clients.

01 Full team support

Operational backing around the business.

02 Transaction coordination

Contract-to-close support for each deal.

03 Buyers + sellers

A full-service platform across both sides.

04 SOI structure

A differentiated approach for self-sourced business.

05 Mentoring + coaching

Live guidance, feedback, and accountability.

06 Investment specialties

Exposure to rentals, flips, remodels, and new construction.

07 Qualified lead opportunities

Team opportunities supported by nurture systems.

08 Dedicated ISA

Follow-up support before handoff where applicable.

09 Floor duty opportunities

Additional ways to create exposure and activity.

The Infrastructure Around Your Business

Technology

Follow Up Boss
Ylopo / RealScout
LPT Connect
Skool Community

Marketing

Business cards
Buyer and listing presentations
Business-page setup
Campaign support

Playbooks

Open houses
Sphere and events
Social media
Prospecting conversations

Tools are useful when they support a clear process—and agents consistently use them.

Training That Turns Into Activity

Not a passive video library: recurring opportunities to practice, learn, implement, and review performance.

01 Weekly role play

Language, scripts, objections, and live practice.

02 Agent Excellence Program

Structured development for newer agents.

03 Lead-generation sessions

Protected time for conversations and follow-up.

04 Specialized workshops

Sellers, lending, credit, social media, and more.

THE PRIETO GROUP TRAININGS AND EVENTS

Interactive experience is designed to simulate real-world scenarios, providing a hands-on opportunity to enhance communication and overcome objections. Through collaborative practice, we will refine our strategies and techniques, equipping ourselves to handle various challenges with confidence and ease. This session is an excellent chance to learn, grow, and build your confidence for success!

EVERY WEEK (WEDNESDAY)
10:00 AM VIA ZOOM



Stay Closer to the Client

Support systems are designed to protect selling time—not replace the agent's responsibility to communicate and perform.

Inside sales

Lead nurture and follow-up support before handoff, where applicable.

Transaction management

Coordination from contract to close, helping reduce administrative drag.

Community

A private space for training, resources, calendars, wins, and peer connection.

WHO THRIVES HERE

A Platform for Agents Who Want More

01 Follow the standard

Commit to consistent daily activity.

02 Track the truth

Measure the full funnel—not feelings.

03 Use the support

Let systems carry the right work.

04 Raise the bar

Bring integrity, ownership, and coachability.

The promise is not “easy.” It is a clearer operating system for serious agents.

FROM ACTIVITY TO GROWTH

A Platform Built Around Production

Consistent activity becomes more sustainable when it sits inside coaching, support, systems, and accountability.

Create conversations

Protect prospecting and follow-up time every week.

Use the platform

Apply coaching, technology, and support to remove friction.

Review and improve

Measure the pipeline, diagnose gaps, and adjust the work.

A Clear Path Into Production

The Agent Excellence Program adds hands-on mentoring and structured support through an agent's first five transactions.

01

Learn

Training, scripts, systems, and standards.

02

Practice

Role play, live feedback, and supported activity.

03

Execute

Work real opportunities with mentor and team support.

04

Graduate

Move into the standard team structure after five transactions.

Program terms shown here are illustrative and subject to the team agreement in effect at onboarding.

Simple Structure. Transparent Examples.

Detailed sample calculations follow in the appendix. Actual compensation depends on lead source, program stage, agreement terms, and closing details.

Self-sourced business

Standard example: 60% agent side, less brokerage and transaction fees shown in the agreement.

Company opportunities

Standard example: the gross commission is split 50/50 between the agent and team.

AEP first five

40% student / 20% mentor / 40% team under the AEP program terms.

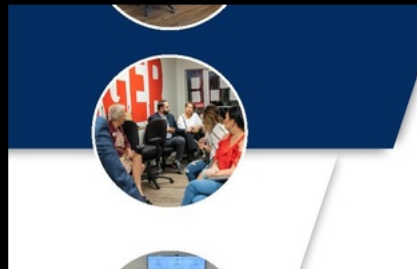
Examples are not guarantees of income. Review current written terms before joining.

What It Feels Like to Join

A culture is experienced in the day-to-day: how people welcome, organize, answer, coach, and support one another.

“ I am fairly new to the real estate world. I have never felt so welcomed as I have at The Prieto Group. The team is amazing—from helping each other with questions and concerns to welcoming you into your new career. Thank you for making me feel as family.

— Agent testimonial from the current team presentation



AEP Sample Commission Schedule

Sample sale price: \$319,000 • Commission at 3%: \$9,570

FIRST FIVE

Gross commission	\$9,570
Student 40%	\$3,828
Mentor 20%	\$1,914
Team 40%	\$3,828
TC fee	-\$200
Student net	\$3,628

AFTER FIVE

Gross commission	\$9,570
Agent 60%	\$5,742
LPT commission	-\$500
TC fee	-\$200
Agent net	\$5,042

Standard Agent Commission Examples

Sample sale price: \$319,000 • Commission at 3%: \$9,570

SELF-SOURCED	
Gross commission	\$9,570
Agent 60% side	\$5,742
LPT commission	-\$500
TC fee	-\$200
Agent net	\$5,042

COMPANY LEAD	
Gross commission	\$9,570
Agent 50% side	\$4,785
TC fee	-\$200
Agent net	\$4,585

YOUR NEXT STEP

Build Your Business. Build It With Us.

If this combination of standards, support, training, and opportunity fits the business you want to build, let's have a conversation.

JOIN THE TEAM DIRECTLY

unete.theprietogroup.com

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SCAN TO EXPLORE THE TEAM