



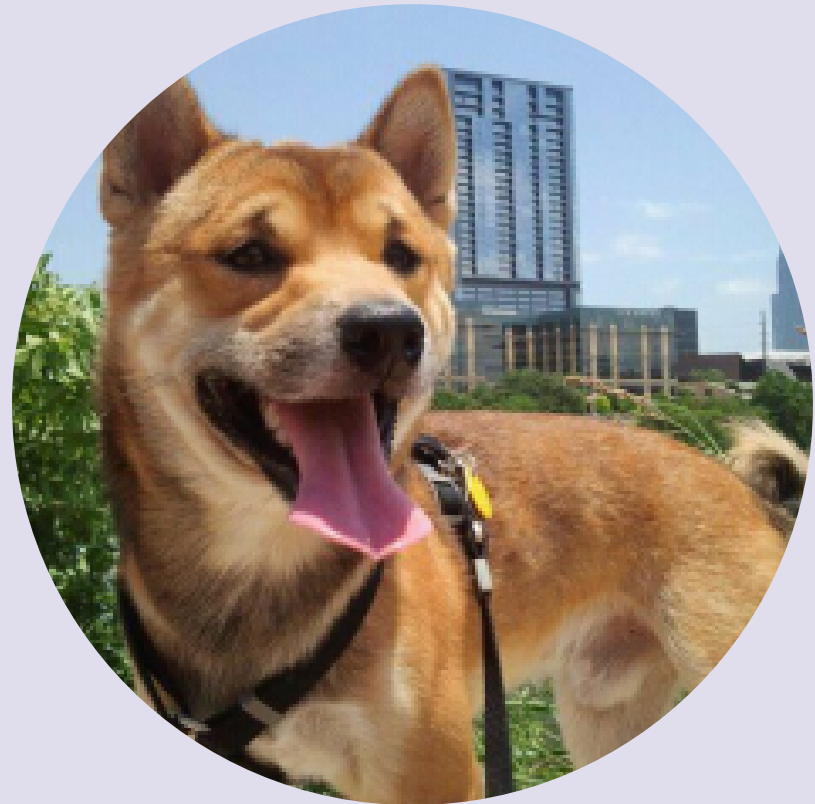
**NEW AGENT
ORIENTATION
PACKET**

WELCOME TO TEXAS ALLY REAL ESTATE GROUP!

We are the premier real estate solutions company dedicated to serving Texans with integrity, respect, and professionalism in the search for their next home. We look forward to working with you and helping you to develop your own career in this exciting and revolutionary time in our industry!

This packet includes information on the forms needed to make your transition to Texas Ally Real Estate seamless.

MEET KOOPA, OUR TEXAS ALLY MASCOT!



CONTAINED IN THIS PACKET:



About Us



Accessing the Real Estate Boards



Transaction Management



Texas Ally Associated Boards



How to Use Slack



Contact Us

ABOUT US

Texas Ally is the brainchild of a few broker professionals who asked themselves some very important questions. What if there was a real estate brokerage that honestly sought to align their interests with their agents and clients? A brokerage who, without hesitation, will tell you plainly what is wrong with the industry? A brokerage who realized the industry and market have moved in a new direction, who wants and expects more integrity from its professionals? A brokerage that brings those types of individuals under one roof? That is Texas Ally. Texas Ally understands that technology has forever changed the real estate industry, and intends to stay ahead of the curve by offering true value to both agents and clients.

Texas Ally was built on a strong foundation of experience, vision, and mentorship. The company's roots trace back to Broker **Joe Martinez**, whose career in investment real estate spanned over **25 years**. His work ranged from residential acquisitions to large-scale subdivision land development, with investments across all major Texas markets—including San Antonio, DFW, and Austin. Joe's deep knowledge and commitment to integrity left a lasting mark on those he worked with, including his clients and, most notably, his son.

Juston Martinez, Joe's son, is now the **Designated Broker and Managing Partner of Texas Ally**. Licensed since 2008, Juston carries forward his father's legacy, having been mentored from an early age in the complexities of real estate investing. Over the years, he has developed a wide-ranging skill set in investment acquisition strategies and residential exit planning. His leadership reflects the values and expertise passed down through generations, with a continued focus on innovation and service. Both Joe and Juston have shaped Texas Ally's strength in owner-finance transactions and creative investment solutions. Today, that foundation remains at the heart of the company's approach.

OUR STAFF



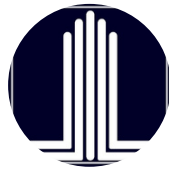
Juston Martinez
Managing Partner,
MLS Broker



Amanda York
Director of Operations



Christine Cruz
Office Manager

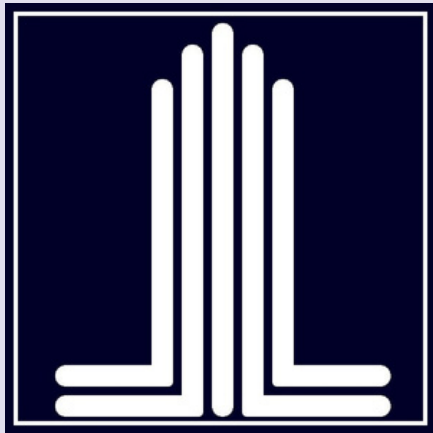


Yamila Gagliano
Executive Assistant



Micaela Gonzalez
Operations Assistant

INTRODUCING



YOUR NEW LOGO

OUR COMPANY WEBSITE

<http://www.texasally.com/>

ACCESSING THE REAL ESTATE BOARDS

Click the links below for instructions on how to access the various real estate boards Texas Ally is a part of.

Member REALTOR/MLS Board Info:

<https://www.texasally.com/boards/>

TREC Relationship Management Tool User Guide:

https://www.texasally.com/wp-content/uploads/2016/09/Getting-Switched-on-TREC_RelationshipUserGuide.pdf

One of the requirements of sponsorship by the Texas Ally Real Estate Group is holding REALTOR membership with one of our many REALTOR boards within 30 days of being sponsored.

TRANSACTION MANAGEMENT



Brokersumo is our backoffice software tool. All transactions and documents need to be uploaded in Brokersumo. You will also request your Commission Disbursement Approvals from there. For detailed information on Brokersumo Transaction Management please see resource attached.

<https://www.brokersumo.com/customer-login?p=texasally>

ASSOCIATED BOARDS



Windfall Group Saving Programs

HOW TO USE SLACK



A helpful guide to using the Slack application can be found here:

[Getting started for new users](#)

[Signing into Slack](#)

[Join Channels](#)

Some Channels you should join: #general #random #leads

You will also find the PDF guide in Brokersumo under Office Documents > SOPs, Resources, and Guides > Slack (Team Communication tools) Guide. You can view in your browser (eye icon) or download (down arrow) from the action fields.

CONTACT US

Please feel free to contact us anytime with questions, concerns, feedback, or suggestions you may have for us.



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Texas Ally Real Estate Group
texasally.slack.com

As a reminder, you can also see all this info & more in the Agent Portal from our website: <https://www.texasally.com/login/>