

FROM THE DESK OF NATHAN KLUTZNICK

Q1 2025 QUARTERLY UPDATE

To all LoKation agents,

What an incredible start to 2025! The energy across our markets has been electric, and I'm proud to share just how much momentum we've built in Q1.

First and foremost, I had the honor of roasting, and installing our very own Chief Operating Officer, Jonathan Lickstein, as the President of the Broward, Palm Beach, and St. Lucie Realtors Association—the third largest Realtor association in the entire country. This is a massive milestone and a testament to the leadership LoKation® continues to bring to the real estate industry.



WE PROUDLY LAUNCHED ACE

Our Agent Coaching & Education platform — designed to elevate agent performance through training, support, and accountability. Agents already using ACE are reporting real results and business growth.

And speaking of growth, over 350 new agents have joined LoKation® since the start of the year, and our momentum keeps building. I'm thrilled to share that we've gained market share in every market we serve — a direct result of your hard work and dedication.

That effort is being recognized:

TOP 35

Power Broker out of 110,000+ nationwide — putting us in the top 1% of the top 1%

#1

in Broward County and proud of it

#3

in the entire state of Florida

Our online platform has seen major upgrades, driving efficiency and boosting agent productivity. Sphere activity is up, and agent-to-agent referrals are rising across all six states. Many of you are now expanding your reach across state lines — and with LoKation®, becoming dual-licensed to operate in multiple states has never been easier.

My commitment remains strong: to increase agent performance and profitability. Our leadership team is executing the 2025 roadmap to save time, streamline workflows, and enhance daily operations. You're already seeing the benefits through faster support, improved Broker communication, and smarter systems that reduce friction.

We're staying laser-focused on the rapid changes in our industry — from compliance updates to advancements in property technology. Every week, we're vetting and adding new tools to ensure LoKation® stays on the cutting edge.

The Closing Team has once again been recognized as one of Florida's top Title Agencies, and agents are actively taking advantage of our included transaction coordinator service to streamline deals. In Q2, we'll be rolling out a new collaborative marketing and social media program to help you drive more targeted attention and grow your business.



LOKATION MORTGAGE

We also had a phenomenal launch of LoKation® Mortgage. Early adoption has been strong, and our Second Look Program is already saving 9 out of 10 clients from higher rates — with several one-day approvals and fast closings becoming the norm. In June, 40 of us will head to UWM headquarters for elite training, team-building, and an unforgettable experience. This is just the beginning.

Be sure to log in to Sphere regularly for the latest updates — and sync your calendar so you never miss an upcoming training or event. 2025 is shaping up to be a landmark year for us—and it's all because of the drive, professionalism, and collaboration that you bring to LoKation® every day.

Let's keep pushing forward.

Nathan Klutznick

CEO, LOKATION REAL ESTATE

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**BUILT BY AGENTS
FOR AGENTS**

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