



NATIONWIDE MODULAR HOME BUILDER

Independent Sales Representative Program

Candidate FAQ

What realtors and agents ask most about our ISR opportunity

Please read before your interview

Corporate Office · 204 Lutz Avenue, Martinsburg, WV 25404
800-275-7532 · impresamodular.com

The ISR Role and How It Works

What exactly is the ISR / Sales Consultant opportunity?

Our ISRs are licensed real estate professionals who wish to add modular home sales to their existing business. Impresa assigns inbound homebuyer leads by zip code. The ISR follows up, qualifies the buyer, guides them through plan selection, land feasibility, financing options, and the estimate, and closes the home sale. This is not a franchise purchase, and the ISR does not become the builder. Impresa and the local site team handle the build. ISRs are not required to be a licensed real estate agent.

Is this a W-2 employee role or a 1099 contractor role?

1099 independent contractor. If you were offered the role, you would keep your existing brokerage affiliation and your own real estate business exactly as they are. The agreement can be signed individually or through an LLC, whichever the ISR prefers.

Is this full commission, or is there a base salary?

Full commission. There is no base salary and no draw.

Is there any cost to become an ISR?

There is no charge for the leads Impresa provides, no charge for the CRM, and no cost for training. The only ongoing expense is a nominal \$25 per month to acquire an Impresa Modular email address and a dedicated local phone number. That phone number lets our ISRs instantly distinguish a real Impresa Modular lead from a spam call coming into their personal cell. When the phone rings, it identifies as Impresa Modular, so they know to pick it up like a buyer is on the line.

How much of this role is in-person versus remote?

Roughly 80-90% remote. Our ISRs meet homebuyers on Zoom and by phone. There are no home showings. The one in-person moment most ISRs choose to attend is set day, when the home is delivered and craned onto the foundation — and even that is optional. Some ISRs work leads eight hours away and never travel. When it comes to doing a feasibility study some ISRs prefer to drive to the land to make sure we can get a crane and carrier there while others rely on Google Earth.

How is this different from traditional real estate?

Our ISRs are not spending 15 to 20 hours a week running endless showings, or writing offer after offer that gets outbid or having to self-generate every lead. The lead arrives already interested in building modular. The work is consultative rather than competitive. It is meaningfully less heavy lifting per transaction, and the commission is paid faster.

How is this different from the Impresa Realtor Network subscription?

They are two separate lanes. The Realtor Network is a paid profile listing that gives agents visibility so Impresa can refer land and listing work to them. The ISR role is different: Impresa assigns the leads, the ISR sells modular homes, and Impresa pays commission. There is also a separate, much smaller referral program

for people who only want to pass along a name. If you are already in the Network, that stays in place; it does not conflict with the ISR role.

What is the difference between this and buying a franchise?

Franchisees purchase and own a defined territory, run the full build side of the business, and pay Impresa a royalty. Territory pricing varies by market. ISRs own no territory, pay no franchise fee, and are assigned zip codes that can be adjusted as they grow.

Commissions and Getting Paid

What is the commission structure?

A tiered, volume-based structure on the modular home sale: 3% on homes 1 through 10 in a calendar year, 4% on homes 11 through 20, and 6% on home 21 and beyond. The tiers reset every January 1.

Is there a broker split on the modular home sale?

No. Our ISRs earn the full commission on the modular home sale. There is no broker split and no referral fee on that transaction. This is the single biggest financial difference between selling an Impresa home and closing a traditional listing.

When does commission get paid?

Our ISRs receive 20% of their commission when the customer's deposit processes. The balance is paid when the customer pays their final invoice, which happens before the home is delivered. Compare that to waiting much longer on a traditional transaction.

Can ISRs earn on the land sale too?

Yes, and this is where the role compounds. A large share of our leads want to build modular but do not yet own land. If you were offered the role, you could represent that buyer on the land purchase as a licensed agent and earn that commission in addition to the modular home commission. See the next question for how that transaction is structured.

What if a lead Impresa provided also needs to sell their current home?

Our ISRs can apply to be the listing agent on that home. This is the third revenue stream — many of our leads want to also sell their existing home, so ISRs who are licensed agents can apply to be their listing agent through Impresa Realty for leads that we provide.

How are land sales and home listings structured?

Both work the same way, and both differ from the modular home sale. When an ISR sells land to a lead Impresa provided, or lists that lead's existing home, two things apply. First, the transaction is handled as a standard broker split with the ISR's managing broker, exactly like any other real estate transaction. Second, because Impresa supplied the customer, a referral fee of 30% of the agent's commission goes back to Impresa Realty. To be clear on the contrast: the modular home sale carries no broker split and no referral fee. Land sales and home listings carry both.

Can ISRs also sell multi family homes?

Yes, this ISR opportunity includes single homes, duplexes, triplexes and quadplexes. While Impresa also does modular build townhome and apartment complexes those sales are run through Impresa Modular Pro and not apart of our ISR home buyer training program.

Leads, Zip Codes, and Territory

Do ISRs pay for leads?

No. Leads are provided at no cost. This is part of the opportunity, not a lead-purchase program.

How many leads would I get?

It depends on how many zip codes are unlocked and the density of specific zip codes, and that is calibrated to stated availability. A new ISR available only 15 hours a week would start with a smaller set of zip codes. As they demonstrate fast response and comfortable volume handling, more zip codes can be unlocked. For context on the scale: several current ISRs are carrying thousands of unworked leads and have asked us to stop sending more. That backlog is exactly why we are expanding our ISR team across the country.

How are zip codes assigned? Do ISRs own a territory?

No territory ownership. If you were offered the role, you we check your local radius to where you live and are licensed to those zip codes available against existing franchisee territories and other ISRs to avoid overlap, then we unlock them once a new ISR completes their training and onboarding. Assignments expand as an ISR grows — and get reassigned if leads consistently go unanswered.

Can I work outside the state I am licensed in?

Yes - it's handled case by case. A real estate license is not required to sell a modular home. The license matters for the land transaction. Many of our ISRs work a much wider radius than they could in traditional real estate precisely because the role is largely remote. Others prefer to stay local, which is equally fine.

Is the zip code based on where the buyer lives or where they want to build?

Leads are routed by zip codes of where the buyer plans to build.

Do buyers get to choose their ISR?

NO: Leads we provide are assigned by zip code. The only exception is when we see consistent complaints from potential buyers they cannot get a response, at which point we reassign.

YES: For self generated leads it does not matter if the build zip code falls outside the assigned zip code. Our ISRs simply meet with their manager to search and confirm self generated leads are not already in our CRM system.

What are 'A-leads'?

A-leads already own their land, do not need to sell an existing house, and are looking to build within three to six months. They close fastest and are expected to get same-day responses.

How fast are ISRs expected to respond?

Same day is the standard, especially for A-leads and live chat inquiries. For early-stage research leads, within a day or two is acceptable. The CRM tracks response speed.

Can ISRs generate their own leads too?

Yes, absolutely! We encourage our ISRs to build their personal brand to include modular home sales. We also provide social media content our ISRs can swipe and publish on their own social channels, email to their existing lists and referral partner network.

Can ISRs export Impresa leads into their own CRM?

No. This is expressly prohibited. Impresa owns the leads and they stay in the Impresa CRM. If an ISR has their own drip sequences they want to run, we can add those into our CRM system so they run in parallel.

Broker, License, and Conflict of Interest

Does my broker have to approve this?

We send the broker an acknowledgment agreement as a professional courtesy, confirming there is no conflict of interest. It clarifies that land sales and home listings split with the brokerage as normal, and that the modular home sale does not. It is not a bottleneck. If you were offered the role, you could begin training before it comes back. Most all the brokers we have worked with welcome it, because it creates new revenue for the brokerage on the land and listing side.

Can the agreement be in my LLC's name?

Yes. We issue either an individual 1099 agreement or an LLC agreement. Our ISRs simply tell us which they prefer.

The Product: What Modular Actually Is

Is a modular home the same as a manufactured or mobile home?

No, and this is the single most important distinction our ISRs explain to buyers. A modular home is built to state and local building codes (IRC), delivered in modules, and permanently affixed to a foundation. It is real property. A manufactured or mobile home is built to HUD code and treated differently. Modular is a construction technique, not a category of house.

Does a modular home appraise differently? Could it come in lower?

No. Because it is code-built real property permanently affixed to a foundation, it appraises like a stick-built home. The appraiser looks at size, quality, location, condition, and comparable real property sales.

Inspections and quality checks on modular are actually more numerous than on site-built construction, because every module is inspected at multiple stations in the factory.

Is it hard to find comparables for a modular home?

Usually not, because appraisers can use comparable site-built new construction. The more useful reframe for the buyer is this: they are not reselling a modular home, they are building new. Their alternative is overpaying for scarce resale inventory that still needs expensive renovation.

What can Impresa build?

Single-family homes, ADUs, duplexes, triplexes, quadplexes is what our ISR team is focused on. As noted earlier apartment buildings, townhomes, condo developments, hotels, and commercial buildings are handled through our Impresa Modular PRO division. Our inbound leads are predominantly home buyers looking to purchase a single home.

How many home plans are there?

Hundreds. This is the primary reason homebuyers come to Impresa over other modular builders, and a large part of why we generate the lead volume we do. ISR candidates should familiarize themselves on the various home plans on our website: <https://impresamodular.com/>

Can plans be modified?

Yes. Plans are starting points. Modifications are constrained by what the factory system can build, module width and length limits, transport requirements, local code, engineering, budget, and timeline. Our ISRs help buyers understand which changes are realistic and what each one does to cost and schedule. Once the buyer approves changes, the internal team works with the factory for an updated estimate. Of course the fastest sales are ones where buyers order the standard plans with no structural modifications.

Can a buyer bring their own architect's plans?

Often yes — we can modularize an existing plan, adjusting it to fit within module width and length restrictions. Factory capabilities vary; some can build a 70-foot module length, others cap closer to 61 feet. Roof pitches are engineered to fold for transport and open on set day. Whether a specific plan works depends on the design choices the architect made.

Where are the factories?

While our corporate headquarters is in Martinsburg, West Virginia. Impresa works with a network of 35+ factories across the country. Importantly, the closest factory is not always the best price for a given plan. We not only provide this all in training, but we also provide an internal sales support team to assist with estimates.

Is there a showroom or model home to walk buyers through?

Not in the traditional sense, and for good reason. A new construction development has three models to tour; we have hundreds of plans, which makes physical models impractical. Instead the buyer pays a rendering fee and receives 3D renderings of the actual plan they selected, customized to their choices. Our West Virginia office and many of our factory have a showroom to show choices in kitchen and bathroom design styles and materials, but often won't have a fully built model home to tour - again because we build hundreds of home plan designs.

Pricing and Estimates

What does a modular home cost?

There is a wide range, and it is the first question every buyer asks. Depending on market, plan, and finish level, pricing for modest single-family homes commonly land in the \$250,000 to \$450,000 range. Nine-module luxury builds can run \$700,000 to \$900,000 and higher.

How do ISRs give a buyer a ballpark estimate range?

Many plans on the website have a built-in estimator tool. For plans that do not, our ISRs are trained on an Excel-based estimating method. One critical discipline: our ISRs do not spend time producing detailed pricing until the buyer is qualified. Establish first whether they have land, what their real budget is, and what their timeline looks like. Qualifying separates tire-kickers from serious buyers.

How much variance should a buyer expect between ballpark and final?

Less than in traditional new construction, where a buyer walks into a \$600,000 model and walks out at \$800,000 after selections. But variance still exists, and it is customer-driven — porches, bump-outs, upgraded countertops and siding all add. Our ISRs set that expectation early rather than defending it later.

The Build Process: Who Does What

What does Impresa handle, and what does the buyer handle?

Impresa handles design, order, factory build, delivery, and set. The buyer handles land acquisition, confirming the lot is buildable, perk and soil tests, zoning, permits, foundation, utility connections, and hiring a general contractor for final connections. We do not hide this from buyers — the Getting Started Guide spells it out, and a good ISR makes the process feel organized.

Is Impresa responsible for the foundation?

No. Foundation, site prep, permits, and utilities are local scope handled by the buyer or their GC. Impresa provides guidance and checklists.

What happens on set day?

The set crew delivers the modules, cranes them onto the prepared foundation, and mates the modules together. This is typically a one to two-day event depending on the size and number of modules being delivered and set. Contrast that with a buyer living next to construction noise and dust for endless months makes this a strong advantage for buyers.

Does the buyer have to hire a GC? Can they GC it themselves?

They can self-GC if genuinely capable, but most buyers are better served hiring a competent local GC. Either way Impresa provides a detailed punch list — exactly what the electrician needs to do, exactly what the plumber needs to do — so scope is clear. The key is having the GC and subs on site the same day the house arrives. We provide a full list for GCs at contractors.ImpresaModular.com

Do ISRs have to find the general contractor?

Not required, but strongly encouraged as a value-add. Impresa maintains a base list, but we cover the entire country so it cannot be deep in every local market. ISRs are encouraged to build a local GC network — through referrals, Facebook groups, and networking. It is a one-day job for the GC, which makes it an easy ask.

Are ISRs responsible for contracts and invoices?

No. Our internal sales support team handles contracts, invoices, and renderings. The ISR's only administrative job is keeping the CRM updated which really frees them to focus on selling.

What happens after the ISR hands off to operations?

Impresa manages the build. Most ISRs stay lightly involved as the buyer's point of contact and show up on set day, which also makes excellent content for their own marketing.

Land, Feasibility, and Site Work

Can a buyer go under contract before they have land?

Nothing moves forward on the build without land in hand. Our ISRs can begin working with a buyer, help them select plans, and help them find and purchase land — but the modular order requires a confirmed, buildable address.

What is the feasibility study, and do ISRs have to do it?

Our ISRs do a preliminary feasibility check on access: can a crane and carriers physically reach this land? They look for tight turns, narrow access, steep grades, and route restrictions — some tolls will not accept trucks over a certain width, which can force a reroute or shift a four-module design to five. Google Earth is acceptable. If the land is local, driving it is better; many ISRs mount a dashboard camera and record from the nearest interstate to the lot. The formal site assessment is handled by the internal support team.

Who handles perk tests, soil tests, surveys, and permits?

The buyer. This sits on the homeowner responsibility checklist, and it would be true whether they built modular or fully custom. The ISR's job is making sure the buyer knows it early and knows the sequence.

What about septic, wells, and unusual site conditions?

Handled during the site assessment stage, case by case. Township codes vary considerably, and lot shape and soil results drive what is possible. Our ISRs flag these early rather than late.

Financing

Does Impresa help with financing?

Yes. Impresa maintains a preferred lender list organized in three tiers. All of them have direct experience with new construction lending for modular.

Can the buyer use their own lender?

Yes, buyers can do their own due diligence. The caution is that not every lender understands modular, and some incorrectly treat it like manufactured housing. Buyers are often better served by a lender who already knows the product. Real misconceptions still exist in the market among both lenders and other agents.

Training, Onboarding, and Support

What does onboarding look like?

If you were offered the role, you would receive and sign the 1099 agreement; training is then unlocked; you work through it at your own pace; and when you tell us you are ready to handle leads, your zip codes are unlocked.

How long is the training?

Approximately 6-8 hours of video modules covering product knowledge, the sales process, ballpark estimating, and the CRM. Our ISRs also receive access to a shared Google Drive folder with checklists, resources, and the SOS (Standard Operating System) document. It is self-paced. Most new ISRs are ready to respond to leads within about a week — some faster.

Is there ongoing training?

Yes. Weekly sales meetings on Zoom, recorded so ISRs can watch replays if they cannot attend live. We role-play in the meetings, and ISRs can book one-on-one time directly with their sales manager.

Can ISRs visit a factory?

Yes, and it is worth doing. Factory tours are scheduled periodically. Beyond the learning value, seeing a build in progress gives our ISRs real footage for their own marketing.

What support is behind the ISR?

An internal sales support team handles contracts, invoices, renderings, and the formal site assessment. They can also join a Zoom call with the ISR and the client for their first few initial deals to walk through an estimate or explain what customizations are and are not possible. Direct one-on-one coaching is also available.

Tools and Technology

What CRM does Impresa use?

GoHighLevel. Leads arrive segmented by source and stage. Our ISRs call, email, and text entirely through the CRM and log what was discussed. It syncs to smart phone devices, so they can respond from their phone.

Do ISRs get an Impresa email and phone number?

Yes. Every ISR gets an Impresa Modular email address and a designated local phone number for a nominal \$25 per month. When an Impresa lead calls, the phone identifies it as an Impresa Modular call — so our ISRs can tell a real buyer from a spam call to their personal cell and answer accordingly. It is a small cost that directly protects speed-to-lead.

How does an ISR know a lead came in?

Their choice — text alerts on every new lead, email notifications, or both. There is a mobile app. Leads arrive whenever customers submit them, which is outside anyone's control, so the notification setup matters. They should be logging into the CRM daily and will also see in the CRM new leads and new responses that came in.

What if I am not strong with technology?

You should be proficient in using Google drive, Zoom (or Google Meet), and proficient at learning CRM tools.

Is there automated follow-up?

Yes — automated nurture sequences run in the background. They do not replace personal outreach, and buyers still respond far better to a real message from their ISR.

Expectations

What does Impresa expect from its ISRs?

We expect our ISRs to:

- ☐ Respond to leads quickly — same day for A-leads.
 - ☐ Log in daily in the CRM and reply to leads
 - ☐ Learn the material well enough to answer buyer questions
 - ☐ Qualify leads and separate tire kickers
 - ☐ Keep the CRM updated as you go.
 - ☐ Engage home buyer prospects using consultative selling skills
 - ☐ Lead prospects through the home buying process to close sales.
 - ☐ Represent Impresa with utmost professionalism.
 - ☐ Attend weekly sales meetings or watch the replay
-