



Magical Moments Vacations

INDEPENDENT TRAVEL AGENT GUIDE

Magical Moments Vacations (MMV) is currently accepting applications for home-based independent travel agents. Incoming agents are placed in our exclusive MMV Academy, which provides you with an in-depth orientation to MMV, the travel industry, and the destinations we specialize in. We have a robust support system, multiple online groups, and an active and thriving family of agents. Our agents work remotely and set their own hours. We are an award-winning agency specializing in Disney Destinations, Universal Parks & Resorts, All-Inclusive/Beach Vacations, Cruises & International Travel.

COSTS INVOLVED

\$475 - Includes one-time payment of \$200 for the MMV Academy Program, plus the auto-renewing yearly administrative fee of \$275.

INCLUDES

- **Exclusive MMV Academy** –This program will give you a strong foundation on which to launch and kickstart your career. *Please check Host Agency Reviews to read our reviews!*
- **Errors & Omissions Insurance**
- **Agency Email**
- **Direct Deposit Commission Payments**
- **Profile Listing on MMV Client Website**
- **Client Relationship Management Software** – Magical Moments Vacations uses ClientEase.

BENEFITS OF JOINING MAGICAL MOMENTS VACATIONS

AWARD WINNING AGENCY

- Affiliation with an Award Winning and Respected Agency
- Longevity - MMV was founded in 2010
- Diamond EarMarked Agency with Disney Destinations
- Owner is member of Disney's EarMarked Travel Advisory Council
- Top Producing Agency with Universal Parks and Resorts
- Apple Leisure Group - Platinum Elite Agency
- Sandals/Beaches - Preferred Sandals Agency
- Delta Vacations - Diamond Agency
- Vacation Express - President's Club
- Travel Leaders - President's Circle Agency
- Multiple other awards with our Preferred Suppliers over the years!



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GENEROUS COMMISSIONS

- Commission Ranging from 70% - 90%
- New Agents: Start at 70% Commission
- Incoming Experienced Agents (who can provide proof of \$5000 in paid commission for the previous 12 months), please ask about starting at a higher commission level.

SUPPLIER COMMISSIONS

- Preferred Suppliers Commission Levels up to 20%
- Travel Insurance Commissions up to 27%
- Bonus Commission Opportunities with our Preferred Suppliers
- IATA and CLIA Cards for Qualified Agents

AGENT EDUCATION

- Customized New Agent Education – In-Depth Orientation to MMV and the Destinations we specialize in (see end of Manual for MMV Academy Details)
- Personal Guidance
- Comprehensive Online Education Modules
- Exclusive Online Support Group
- Mentoring and Support from Agency Leadership
- Access to Onsite Agent Education Programs
- MMV Exclusive Supplier Training Webinars

MARKETING

- Exclusive Marketing Group
- Pre-Made Agency Marketing Graphics for you to use on your Business Social Media Pages
- Supplier Marketing Assets
- Marketing Lessons in our MMV Academy
- Agency and Supplier Webinars on Marketing

APPLICATION PROCESS

- Please submit your application at: www.mmvagent.com/apply
After reviewing your application, we will reach out to qualified candidates to schedule a phone call.
- During your phone interview, we will talk about your experience, your passion, and answer any questions you may have about our program.



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FAQ'S

Am I an Employee of Magical Moments Vacations?

No, legally you are not an employee of MMV. You are considered an Independent Contractor. You will work in the capacity of an “agent” or “independent agent” and our home office is the “Main Branch” or “Travel Agency

Support and Communication

Agents of MMV have multiple agency Facebook Groups. We are very supportive of our agents, and offer groups for: News & Administrative Updates, Supplier Questions Agent Group, Networking/Personal group, Marketing Support and more. While in the Academy, you’ll also have more personalized support and communication from agency leadership and agency mentors.

Will I have a Profile Listing on the MMV Website?

Once you have graduated from our MMV Academy program, you are eligible to submit your profile to be published on our agency website. www.magicalmomentsvacations.com

Starting Commission Level

- All brand-new, inexperienced agents will start at a 70/30 commission split. The new agent will receive 70% of commissions received by MMV.
- If you are coming in as an experienced agent (*documentation required), you may request to start at an 80/20 commission split.

What Business Name and Business Email Will I Use?

Our independent agents all work under the Magical Moments Vacations name. You will use your personal name either before, or after, the agency name. (Example: Jen Kistler, Magical Moments Vacations OR Magical Moments Vacations with Jen Kistler). Your MMV email will be formatted as such: first name.last name@mmvagent.com

How Will I Make Bookings?

All bookings are made directly with our suppliers. Most bookings are made online. After you become an agent, you will gain access to our Supplier Booking Information It includes information on Suppliers that we are registered with and provides you with information on how to register with them. It also includes links to their agent booking sites. All agents are required to read the Supplier Booking Information prior to registering with any supplier.

What are Preferred Suppliers?

Preferred Suppliers are those suppliers that we have chosen to partner with and encourage our agents to look to first when arranging travel for clients. It is a mutually beneficial relationship to both the agency/agent and supplier. When we maintain higher sales volumes with our preferred suppliers, it affords our agents to be paid higher commission levels than when booking with our non-preferred



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suppliers. We choose our Preferred Suppliers based upon commission levels, product offering, sales support, efficient processing of agent commission, and consumer reliability.

Can I Make Personal Bookings?

Absolutely! You are encouraged to make personal bookings and travel as much as possible. Your personal bookings are treated just like regular client bookings, and subject to the same commission split.

MMV Website

Our agency website (www.magicalmomentsvacations.com) has forms for clients to submit their Payment Authorizations, Transfer Requests, and request Quotes. *Please note:* The forms only relay information from your client to you. No payments, transfers, or quotes are auto generated. You must take the submitted information and complete the payment, transfer, or quote.

Marketing Information

All agents of MMV have access to our Marketing Assets. You are welcome to share/post/use the material uploaded in our Marketing Group within the authorized use guidelines. In addition, all postings made by our Main Agency Facebook Page, can be used and/or shared by our agents. You may also use marketing materials obtained from our suppliers. Some suppliers offer co-branded websites for our agents' use.

Do You Offer Travel Agent Familiarization Trips (FAMs)?

There are various opportunities each year for MMV agents to attend FAMs, Agent Education Programs, and Conferences. These can range from 1-2 MMV agents per event – to group MMV events. Please note that an IATA or CLIA card is required in most circumstances. We also have had agency FAM's and Conferences hosted onsite with various of our suppliers.

What is an IATA and/or CLIA card and When will I be eligible to Apply?

IATA stands for International Air Transportation Association, and CLIA stands for Cruise Lines International Association. Both Associations offer qualified travel agents the ability to apply for membership and receive a personal card. The cards are used to demonstrate your position as a travel agent and to receive travel agent benefits. MMV adheres strictly to qualification guidelines as determined by each of those entities. Please reference www.iatan.org for IATA guidelines, and www.cruising.org for CLIA guidelines. More information and application information will be provided to you should you join MMV.

Culture and Ethics of Magical Moments Vacations

Magical Moments Vacations is a Christian owned, and operated business. We often refer to our agents as our "MMV Family". Our Facebooks forums serve as our virtual office where we interact daily, share, support, and encourage each other!

While sales are important, and a great motivator, what is most important to me is that our agents act with integrity, honesty, kindness, and professionalism. We are a charitable agency that truly cares about our clients, and the world around us. When booking travel for our clients, MMV is not solely in the business of sales – rather building relationships, experiences and helping to create memories of lifetime!



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ACADEMY

Our MMV Academy is an In-Depth Orientation to MMV and the Destinations we specialize in.

Note: Due to the nature and intent of this program, our MMV Academy is time sensitive. There are deadlines and due dates required to graduate from the program. While the material is not extremely time-consuming, the deadlines will be enforced.

Program Length: 6 months

- The program is designed to be completed within a 6-month time span.
- Agents are expected to “graduate” after one six-month session. If successful completion is not met at the end of the 6-month orientation, and/or the agent isn’t able to pass the final assessment, the agent will not be recommended for graduation. You will be given an additional attempt, and we will assist you in any way possible to help you complete this within the required timeframe.

Supplier Trainings and Bookings

You can begin individual supplier trainings, and begin making bookings, after completion of your initial set-up and supplier registrations.

Advertising / Website

- Agents can have a listing on the MMV website after graduation.
- While in the MMV Academy, you will want to create and develop a strong online presence via FB (and other forms of social media). It is the best way to grow your business, and excellent for advertising and building a clientele.



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ACADEMY GRADUATION REQUIREMENTS

New Agents

- Complete all MMV Academy Modules
- Successfully Complete all Assignments and Workbooks within the designated timeframe
- Complete Final Exam with a Passing Score of 80% or more.
- Maintenance of a professional decorum throughout the program
- Have \$25,000 in booked sales

Experienced Agents

- Agents coming in as “Experienced Agents” (those with documented income of \$5000 or more from another travel agency for the previous year), may request early graduation pursuant to completion of all Academy assignments, workbooks and final exam.
- Experienced Agents Only - Modules may be done at your own pace if you'd like to graduate prior to the 6 months.

Termination of Participation

- Either party can terminate this agreement so long as 14 days’ notice is provided to each other. MMV reserves the right to terminate the agreement without any notice should your participation be deemed to be harmful to MMV in any way. This is a time sensitive program. All assignments, modules, and workbooks are to be completed by the agent within the requested time frame. **Should the agent fail to complete 3 or more of the requested components by the due date, participation in our program will be terminated.** Should you decide to terminate your participation in the program, all bookings made and/or deposited with MMV will remain the property of MMV. No bookings will be transferred or cancelled under any circumstances. Your agency email address will be deactivated 30 days after notice of termination.