



Family  
Reunion

# Director of Operations - Mastermind

Make sure your culture matches your intentions

## Operation - Leverage

How do you identify the role you wanted?

Find where the gap is and where you can fill it and what the vision is

Have hard conversation on where the rainmaker wants to grow and does it all fit

Make a culture that give agents the ability to grow within the team

What is your 20% Evolution of your role

Create it

Scale it

Have conversations about it

Your rain maker may never know your 20% -you need to share

If you are making a leap, have conversations to challenge them and their way of thinking

Vulnerability breeds creativity

If you never vocalize you want more you will always stay in the same chair

## Growth

Share your vision with the rainmaker with team growth- all row the boat in the same direction

Know where your passion is and match your growth around it.

Have someone in your world to hold you accountable

You can put your goals in the same bucket as the team- you don't have to always put the team first

## Systems

Systems that operate independent of yourself

Get out of the go to- you don't have to be the person they always go to

Make yourself replaceable to allow others to grow

Curiosity presents opportunities

Create the job you want to hand off and not take back

## Create Growth opportunities

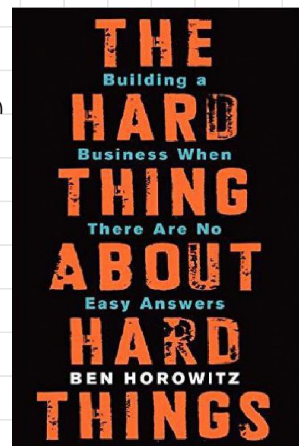
Know where you want to go-clear business goals

Let people fail forward

Consistent conversations

Push them to challenge themselves

Authorship is ownership



# Operations - Wealth Building

Affiliated Businesses

Growth to get to ancillary businesses

Your skill set determines where you can you grow

Your skill set is not their skill set

Think of your current role- those things are things other businesses can use

Create a hub for all of your other businesses

Use automation to help you

Do something as a joint venture

Always be 2 people removed so you don't get the job back

Have someone behind you to take your job away and do it better than you

Consistency that doesn't depend on the person: systems

Are you the system or is the system the system

Additional knowledge you need to gain

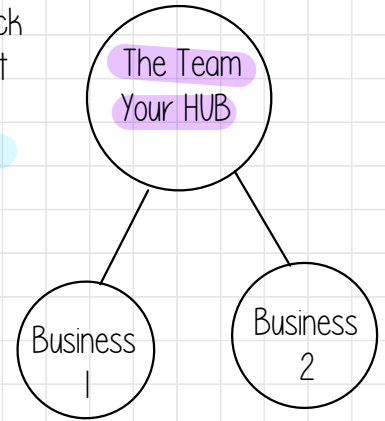
Learn from those around you

Know the people who have the playbook

Immerse yourself in the businesses so you can understand the businesses

Intentionality

Your idea does not start a business- a system/plan does



Diluted focus produces diluted growth

# General Session

**Molly Fletcher** Unleash your potential

Step into the role to and out the opportunity inside of it

Step into a challenge with the mindset of "what's possible"

You have to believe in the ability to change with the circumstances

Do they like you?

Can they trust you?

Do you provide value?

Questions to ask

Anticipate the gaps and see it before they do

Make it more relational and less transactional

Know what to chase at what times

Who deserved my energy

People over estimate talent and underestimate the work

The best recover fast

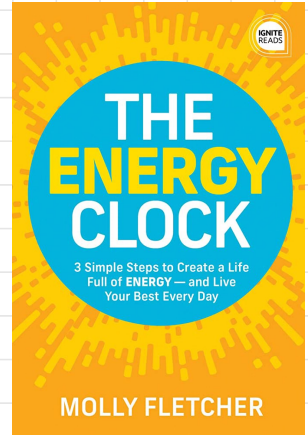
Sometimes it's about controlling your controllable

There is power in being present

Showing up takes discipline

Believe from the inside out you can learn, grow, and evolve

You better be better  
then your problems



THE ENERGY CLOCK MODEL		
	WHEN YOUR ENERGY CLOCK IS SET...	WHEN YOUR ENERGY CLOCK IS NOT SET...
YOU BELIEVE...	You have the energy for what matters most	You don't have the time for what matters most
YOU FEEL...	Energized Fulfilled Focused Connected	Exhausted Unfulfilled Distracted Disconnected
YOU...	Anticipate Maintain healthy accountability Stay curious	React Blame and complain Behave defensively

# Gary + Jay

82% of your business comes from 4 sources  
MOFIR - out Smarket your competition

## Build a MOFIR in Five Steps

1. Identify a common problem
2. Figure out how to solve it
3. Take your solution to that problem and package it into a program
4. Integrate that program into your business (not something you do, but who you are)
5. Market that program

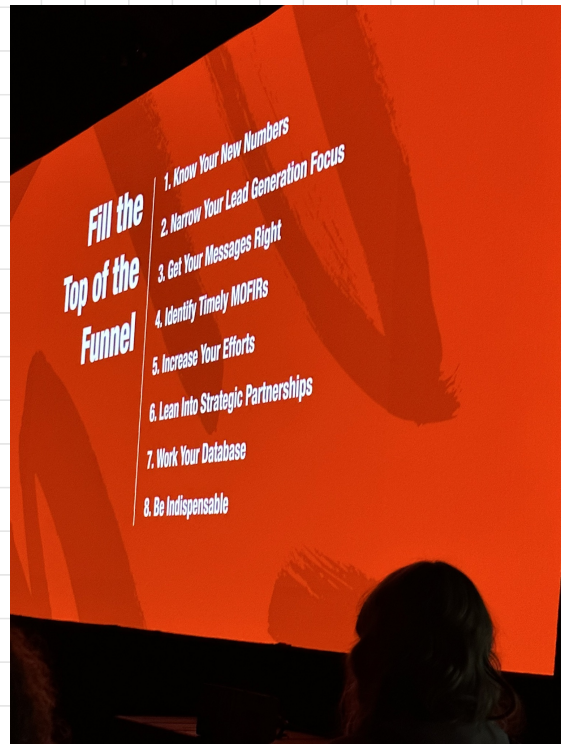
When you win market share in a shift you rarely Get it back

Lean In to strategic partnerships

The strategic partners are riding your bus

Work your database

Don't just have the contacts - work them



# Create Memorable Client Experiences and Get clients For Life

## How do you define a great client experience?

Starts with your online presence

Clients are empowered to make the best decisions for themselves

Are you getting a referral and a 5 Star review with each transaction

LAB it with your clients- what do they think makes a great client experience

No drama- no unexpected punches

Relationship building

## Reviews

If they don't leave you a review they have the opportunity to spew venom

Time = relationships

Strike when they say something nice

The phone is a cash register

## How do you ensure the level of service is the same?

Hire well and support those people

Everything is a system

Standards that are well spelt out

The 5 S model - KWU

Process and conversations

Pour into your people + knowing how to support your people so they can pour into clients

## How does the shift change the experience

Have time to slow down

Set expectations of the market

Help buyers + sellers justify their, decision to buy or sell

They need to know we are the expert

## Use of Technology

Fill out a form to know who they are as people

Database field-dollar sign - you know how much each cheat is worth

## What are you changing to maintain client care

Know your sources of business and make it your one thing  
Understand where the market is and communicate  
Overcommunicate

Don't leave the house without talking about a price reduction  
The market is the dictator of price

## Take care of client in escrow

Relationships  
All hands on deck and go fast

## Buyers

Make them feel confident  
Ask questions  
Sign a buyer agreement so they know your worth

## How important is the admin?

Pour into them so they can pour into the clients  
It's all a system  
A team with 5 star service never leaves you  
Make sure nothing is overlooked

## Maintain Team Mindset

What are we not doing? Ask them  
Collaboration is key  
Have balance  
Surround yourself with positive people

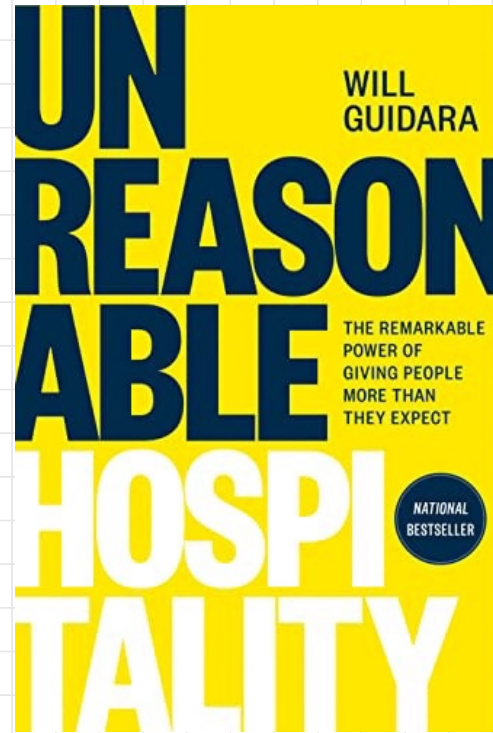
## Myths around customer service

They aren't I and done  
They only want to work with you  
The end of the transaction is the dessert

## One final thing

Spoil your people  
Know your top 50  
If the goal is Client for life- detach from the transaction  
Repeat what is working

What do you do , to pour into your people



Everyone loves to feel appreciated - invite them to a VIP event

Make them a one-on-one event

# Admin Superpowers that Fuel Team Success

## How has the shift affected the team business?

Culture

Need of being more intentional

Search for opportunity to increase the business

Triple down on lead gen

Play off of your strengths to triple down on lead gen

Appointments are the most important numbers

You have to know your numbers

Look at the numbers everyday

## One activity in the shift

Lead gen

Education, seminars

Be intentional with your people

Living in the database

Pick your 4 sources of lead gen and focus

## Culture

Culture is the foundation

People leave you from the same way you came

You have to coach to the whole person

Core values are key - always have standards

Have the same energy with the team as you do with clients

Have a packet-have them all sign it with everything your Ops team will do

Your culture is your atmosphere

## Guide team members to be part of the team

Understand the why

You have to "date" them and understand who they are

## Streamline interactions with agents so everyone knows their role

Integrate technology

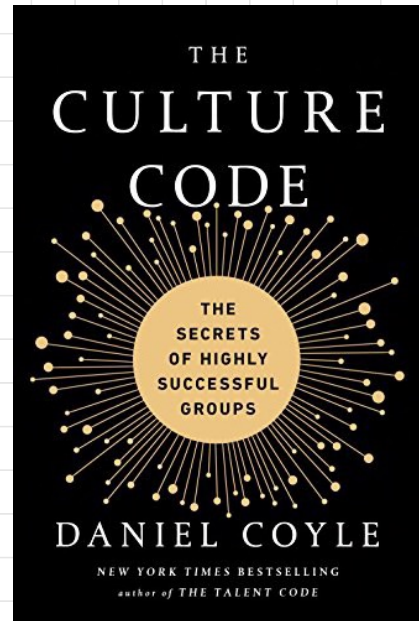
Set intentional touch plans

Communication is key

Every one has protected time

Do you trust me? I've got this

The agents are also your clients



Positivity is key

Career visioning

Tag as realtor  
recruits

## Sources of business

Past clients

How are you touching them?

Make it systematic

Who do they know?

Google screened

Agent referrals

Vendor referrals

Developer/Builder relationships

## Advice you give someone to run a successful admin team

Do all the roles to see the gaps

If you can't do the role - shadow them

You're in the role for a reason - seize the opportunities

Make a plan and execute

Push them out of your comfort zone

Advocate for your team and yourself

## Look into sisu

Every agent has a different strength zone

Get passionate about your top 4

Review contest

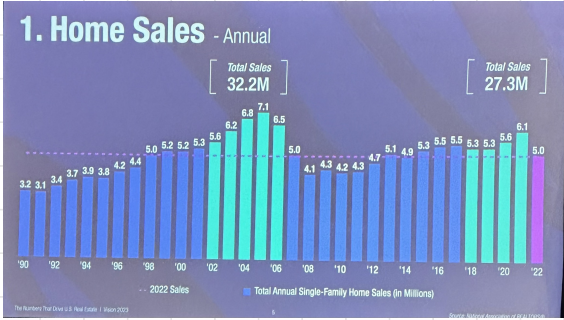
Make it fun for everyone

5 to 7 asks before you get a review

# Vision Speech - State of the Company

Second largest drop in recorded history

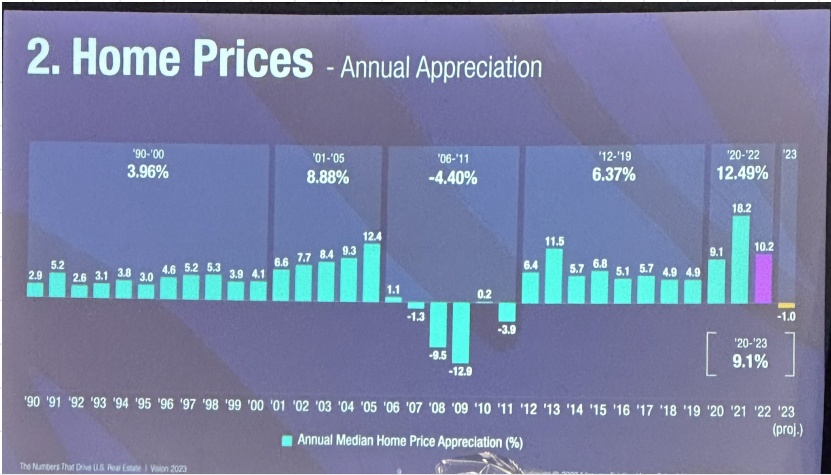
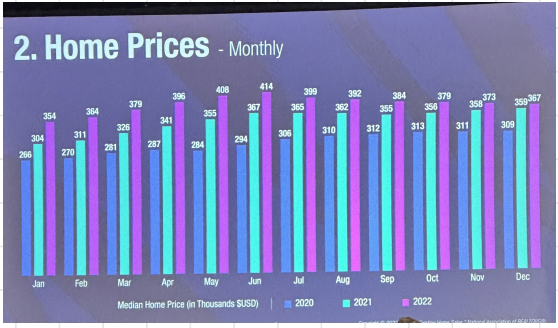
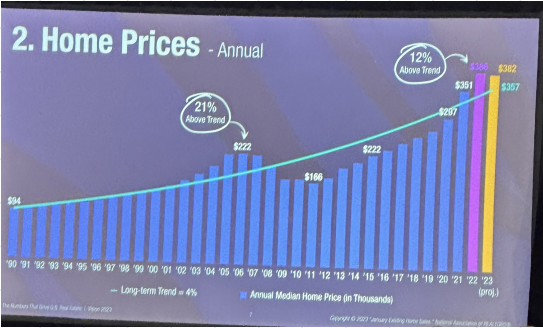
Inflation is the number 1 fighter of democracy



People don't buy and sell based on economics. It is based on circumstances in their life

4% trend line

\$367,000 median sales Price



The fool is the person who doesn't own real estate

### 3. Total Market Volume



Work hard to match the hard

Real Estate is the best way BUILD WEALTH long term.

Over 4 million houses never got built.  
Still an issue of supply + demand  
6 months of inventory is considered a balanced market

### 4. Inventory - Annual

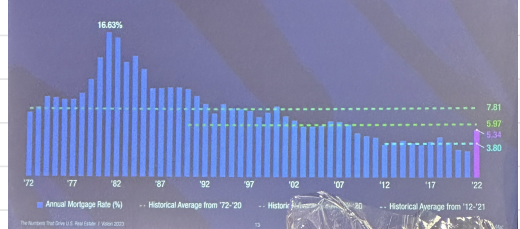


### 4. Inventory - Monthly



Interest rates can always come down-  
property value appreciates

### 5. Mortgage Rates - Annual



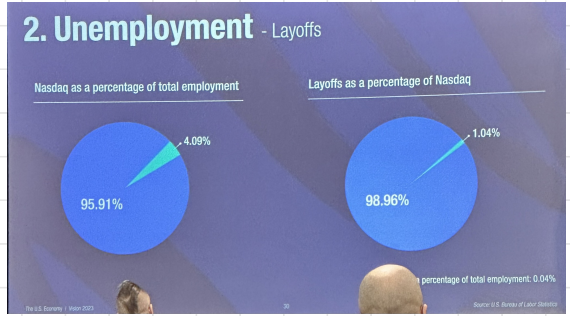
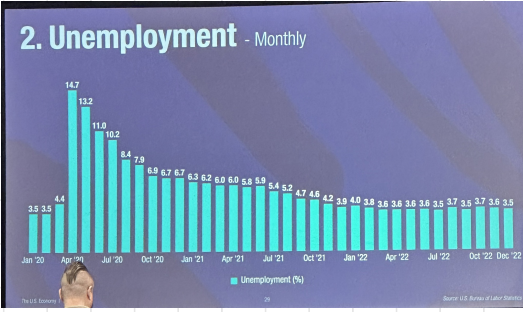
Perspective is everything

36% of your annual income pays for your home first time home buyer

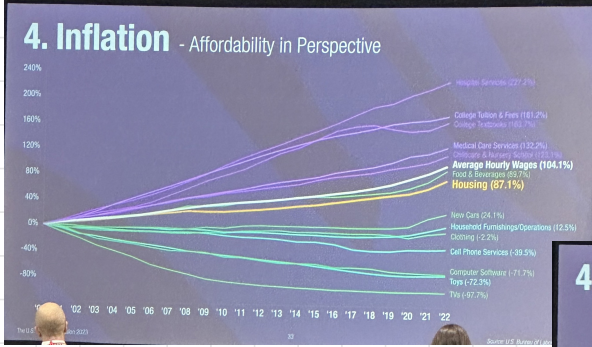
### 7. Affordability



2 year recovery usually takes 5 to 7 years



Inflation - affordability in perspective



- 1 - Hospital Services
- 2 - College tuition
- 3 - Medical care Services
- 4 - child care

### 4. Inflation - Affordability in Perspective

	CAR	GAS	HOUSE	HOURLY WAGES
2000	\$26,850	\$1.48	Price: \$143,600 Mortgage: \$843	\$14.00
2000 Adjusted for Inflation	\$47,587	\$2.62	\$254,507	\$24.81
2022	\$49,507	\$3.95	\$386,900	\$27.55
Real Change from 1989	4.03%	50.76%	52.02%	15.26%

Sides per agent - never been lower



## New listings

End of the year less listings were taken  
When it comes to listings- you need listings  
You need new homes to keep inflation in check  
Number of the new homes are not custom

## Student Loan Debt

Delaying the purchase of the first home because of the debt

## The Great Convergence

Putting everything for consumers in one space

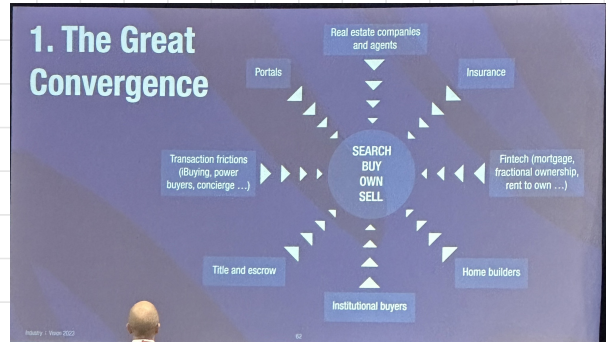
### 2. Industry Events

1. iBuyers exiting or pivoting
2. Shift hammers industry stocks and leads to layoffs
3. Zillow refocuses on core products - Super App
4. Costar negotiating to buy Realtor.com
5. Boomtown gets bought by Inside Real Estate
6. Virtual "real estate" wasn't very real at all
7. ChatGPT and AI
8. The Great Real Estate Tech Pivot

### 9. Economic Risks in 2023

1. Further Escalation in Ukraine
2. A Resurgence in Inflation
3. Debt Ceiling Brinkmanship
4. Political Tensions with China
5. Continuing Environmental Concerns

### 1. The Great Convergence



89% would use you again  
12% actually do

Get there first

The shortage isn't in the leads it is in the efforts

Behave in a manner where they are praising you

# Choose your slingshot

Mo Anderson

## Command

4 laws of Lead Generation

- 1 - Build your database
2. Feed it every day
- 3 - communicate with it in a systematic way
- 4- Service on the leads that come your way

# Supercharge your Client Referrals



## NAR Stats

- 29% of the average agent business comes from referrals
- 85% would probably use you again
- 12% actually do
- 39% were referred by a friend, neighbor, or family members

## The Promise

## How do you outpace your competition

- All listing presentations- use the "5 star" service
- At all check points in the transaction ask for reviews + referrals
- Are there any other pieces of Real estate do you have we can help you with here or any where around the world
- Touch all 5 senses
- Social media personal touches
- People won't care if you don't care
- Act as connectors for you clients even post transaction
- Just ask for the business
- The client talks more than the - listen to grow the relationship

Those who ask great questions get the best results

Teach your clients now to send a referral

## Changes during the Shift

- Deeper connections - know, like + trust
- Watch the market, it is affecting other local businesses so connect with them
  - Do events at their businesses and help them succeed
  - Focus on the things that affect your market
- Increase your number of contacts
- Word of mouth is the life blood of the business
- They don't need to give out your name, they need to text you the name, email, phone number so you make the contact

Client Giant - touch point resource

## Systems + Models to ensure they come in

Use social media cues to spark conversation

The relationships you build with your vendors are an extension of you

Send request for online review between loan commitment and close

More than just a review also do a "How did we do"

### Exit interview

Be at the closing table to find out "how did we do" + what can we do better

Don't debate them. Accept the information.

You build more loyalty after things go wrong and help them through it

Communication

### 5 S System

Set expectations

Serve them

Survey

Surplus everything

Sustain

## Value after the transaction

### 30 day post sale checkin call

Gift the referral partner and the client

Have an event to make yourself memorable

## Events

Rent out the "polar express" Only for those that gave 4 pieces of business

### Create memories for those around you

Neighborhood dumpster days

Bulk item drop

### Operate within the budget you have

Make your events purposeful for connections

Have a computer there so they can leave you reviews there, they earn "points" to earn a prize

## Reward the clients who send Referrals

Referral gifts dropped off by the agent to their home

Leave a bottle of champagne and non alcoholic bubbly in the house for the new buyers even when you have the listing

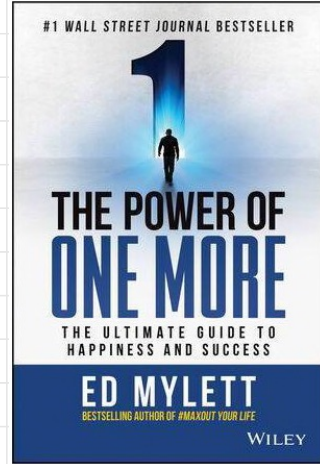
Make it scalable

You don't have to treat everyone the same

Designate your connectors - they are people to always communicate with

# Keynote

Ed Mylett



You were born to do something great with your life  
Your greatest mistake are the things that connect you to others  
If you can survive the temporary pain on the other side of it you  
will have versions of you that you didn't know existed.

God will use the things that you think disqualify you are the very  
things that will help you help others

The thing between happiness and not is super tiny

You have to have vision

It's not lack of vision, it is a depth perception issue

Change in your life can just take One more

Keep the promise and do one more

2 skills

Love people

Be present for people

Average sales people try to get people to believe what  
they are saying

Focus on trying to get people to believe that you believe it

**We are all chasing emotions in life**

How to shift your life- repeat things

David A. Arnold - comedian - you never know what is going  
to happen



# 4 steps to Calm your Business During Chaos

Joseph @kw.com

MREA pg. 188

- Build a database
- Feed it everyday
- Communicate systematically not sparatically
- Look for business opportunities
- Service the leads
- Follow up



These people know like, and trust you



Use this as a guide for a system

**What's Simple Gets Done**

Number one way to build a relationship is to communicate

3 tags you need in your database for this process

- Mets
- Seller leads
- Buyer leads



The way you know who to communicate with

Always move the leads around

Build the database - action steps

All of BoomTown in command

Action steps to feed it

Online lead gen

Communicate with it

SmartPlans

36 touch

Service the leads

**Events don't have to entertain people**