The background is a vibrant tropical collage. It features large, dark teal monstera leaves with white veins and holes, smaller teal palm fronds, and bright yellow circular accents with black dots. Pink hibiscus flowers are scattered throughout. The overall color palette is teal, yellow, pink, and white. In the top right and bottom right corners, there are decorative gold-colored scrollwork elements.

# FAMILY REUNION 2024

# Turn your operations team into A profit powerhouse

How do you retain the people you have? The market is showing which agents are just interested and which are committed. - Monica Kelts

Check on systems as things come up and have a quarterly plan to check in

What skill gaps exist on the team and do regular check ins with them.

Automation is key to success for growth

You don't need a huge operations team to have maximum capacity

## HOW DO YOU IDENTIFY AND CULTIVATE TALENT ON YOUR TEAM

Set standards and keep them very clear.

Ownership creates innovation: leads space for great ideas

Create a safe space

Tracking is key  
- Where did it  
come from

## OPS PEOPLE ARE HUNGRY FOR GROWTH

Need metrics for success

Reviews and referrals

Create ways to help them live a big life

Show them a growth path

Build it into the systems where they can win

Step into your  
Strength Zone -  
don't try to do  
everything

## HOW TO GET CLARITY IN THE OPS ROLE

Job description

30- 60- 90

Plug your rainmaker into the ops role

You have to grow yourself- advocate for yourself

## PREVENT BURNOUT

Weekly check ins

CV process - helps find out how they function and the ability to recharge themselves

Burnout shows up when you don't know what the standards are and then they're chasing something that does not exist

Clear communication of where you really are

oggyo -  
reviews

## TECHNOLOGY FOR SUCCESS

Checklists: add, remove, check on the system

Whoever owns the role owns the checklist

People tool - CRM

Process/business tool - one more technology piece

Find something that works and use it completely

## EXPANSION

Go some where you are already doing business - hour - 2 hours away - you can drive there

Where are you sending your leads? Think affiliate not expansion

## COLLABORATION AMONGST DEPARTMENTS

Communication is key

Everyone participates in the training

The 4 conversations

Stay relational- don't get yourself into transactional

Share the story behind the address

one company  
one language

## HOW DO YOU SLOW THE AGENTS DOWN TO BUILD COMMUNICATION

Connect the action of slowing down to the positive results Story telling

Get the buy in from all departments

The checklists can get in the way of the sales - ops can facilitate the checklists

The agents are the clients to the ops team

### TEAM BUILDING

Make it fit in the P+L - if the profit is high the team building event reflects that

## PROFITABILITY

Share the P+L

Put your emotions in your pocket and have the fierce conversations

Leadership needs to check in weekly

## ANCILLARY BUSINESS VENTURES

Transaction and listing coordination

Vendor relationship model



Are we being  
distracted or is  
it making the  
boat row faster

Learn how to dig deep with your team members

Clarity + metrics

Focus on the zone of genius

Know your role

Metrics + value: keep track of what you've implemented for the year

Growth plan

# Forged in Fire-Lessons from teams that thrived against the odds

1 minute goal - what is the one thing you will achieve that day

Agent network-agent calls to make database adds

Live in your truth where you want to spend the majority of your time and effort

## HOW TO LEAD YOUR TEAM THROUGH A CHALLENGE

Clarity  
is key

Clear on communication and expectations

Make the hard decisions so that people can live their life by design

Consistent operations support You need to find the leverage for support

It matters who you are in business with

Go through the process to have the best hires to support your organization

If something is Off track you are most likely missing a person

You can't effort your way into something: and the RIGHT people will push you forward.

Loyalty is important but it isn't enough

## SHIFT WITH YOUR TEAM DURING AN UNPREDICTABLE MARKET

Know your numbers- know how people respond to you

Ask great questions to get the results you're looking for.

Break even sheets for buyers - similar to seller Net sheets

Action  
Item

Go back to the fundamentals

Focus on the market of the moment - Stay in alignment with that

The team dynamic isn't always a straight line.

A conversation is a relationship

Do other agents know who you are - influence and reputation is key

It's okay to let go.

# TONY ROBBINS

Don't let your family suffer because of your ego

## 3 DECISIONS YOU MAKE

1 - What are you going to focus on?

We don't experience life we experience the life we focused on

2- What does it mean?

Your feelings control your actions.

3 - What are you going to do?



These 3 decisions make everything happen

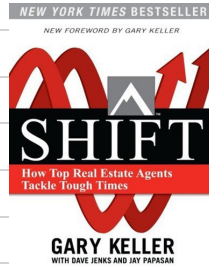
How do you sustain happiness if you don't know what to focus on?

FOCUS = FEELING

YOUR WORST DAY  
CAN BECOME  
YOUR BEST DAY.

80% of success is mindset, 20% is strategy

It's never the season, it's never  
the market - it is always you



FOCUS ON  
CLARITY

It's hard to change yourself-not hard to change a pattern

DECISION IS  
DESTINY

Number one reason for success has to directly go with energy.

Emotional state is powerful

Learn to shift your energy.

Losers react -  
Leaders anticipate

## SKILLS TO MASTER

1 - Pattern recognition

The only thing you can count on is change

Don't waste your time on things that don't make sense.

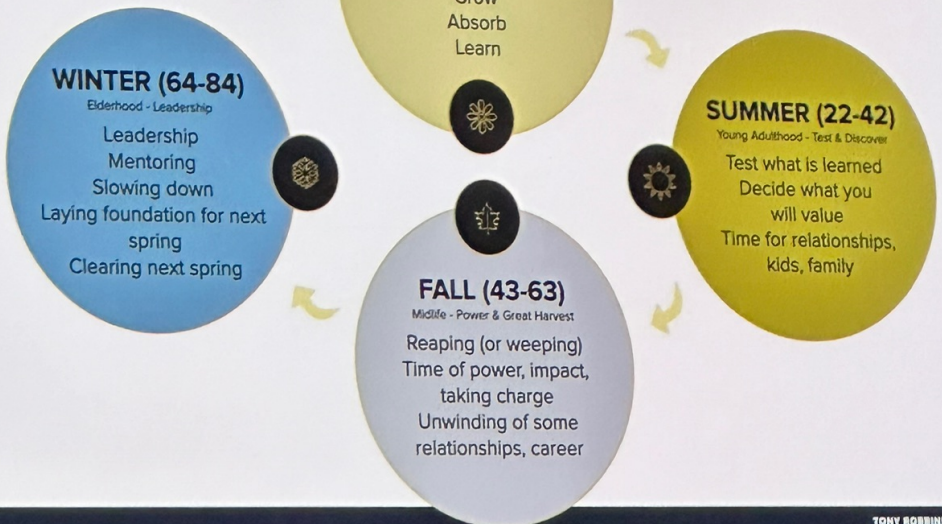
2 - Pattern utilization

Use the pattern that's how you win

3 - Pattern creation

Recognition and utilization bring changes

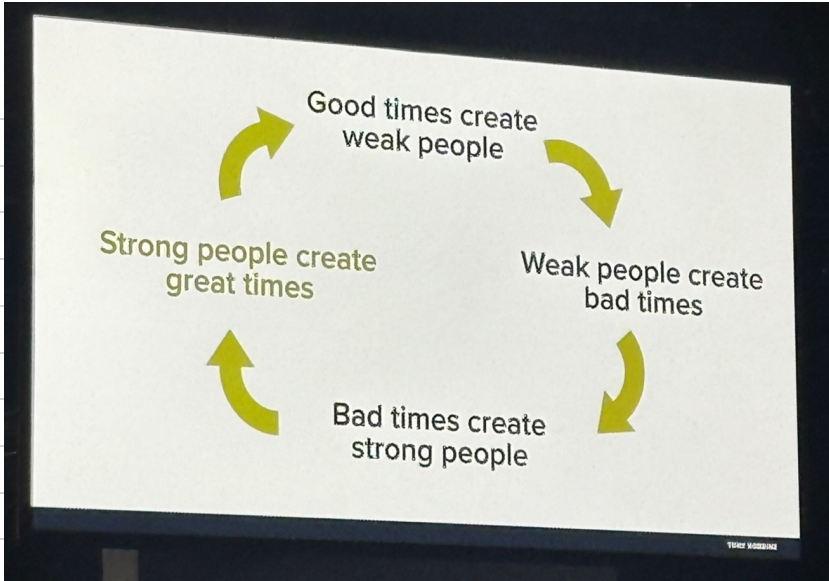
## Seasons in a Person's Life



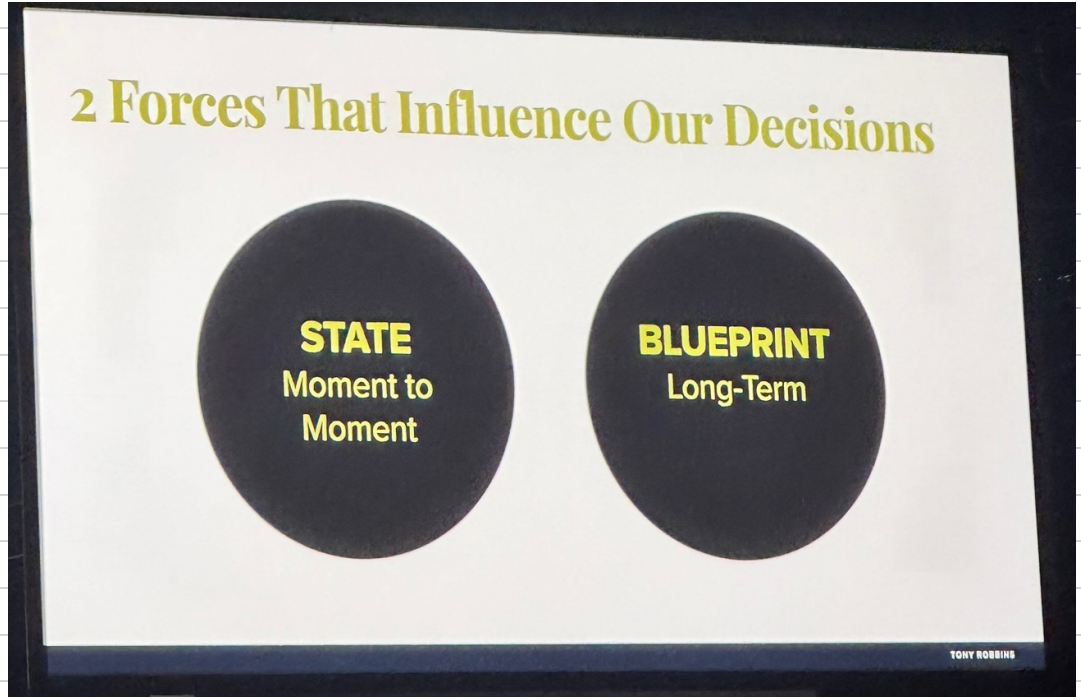
TONY ROBBINS

Think in the terms of the season of your life - not in the market

Pattern of history

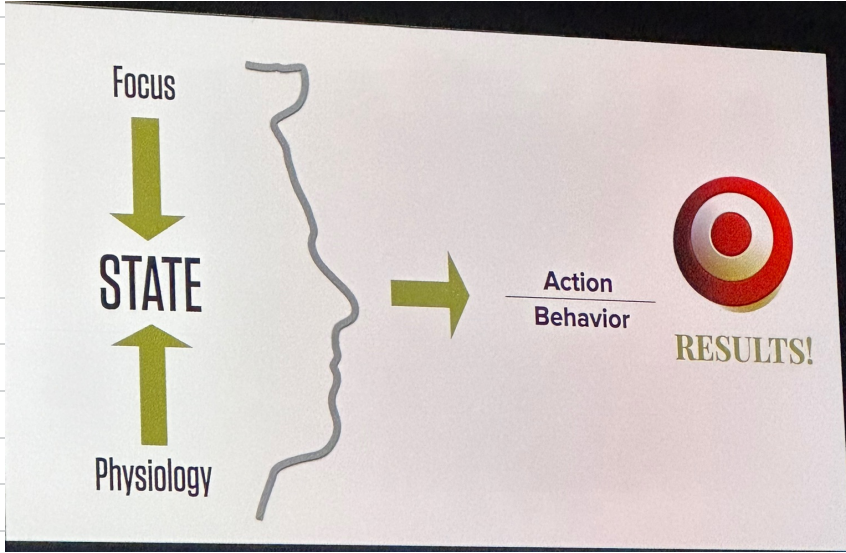


EMOTION IS CREATED BY MOTION



# FOCUS = FEELING

By playing it small you are tampering down your joy



Change your physiology first

Change both and you'll see results

How do you change focus? Ask different questions.

TO INFLUENCE  
OTHERS YOU  
NEED TO  
KNOW WHAT  
INFLUENCES  
THEM

You can influence people before they have an opinion

## TO BUILD YOUR BRAND

You need to know the power of your brand

Certain people own a percentage of your brain

Do something no one else does

Put yourself in a position where you are doing what no one else is doing

Product category exercise

Dr. Pepper

Apple

Google

## FALL IN LOVE WITH YOUR CLIENT - NOT THE PRODUCT OR SERVICE

### Value add marketing

★ Find something you can do to help in your community

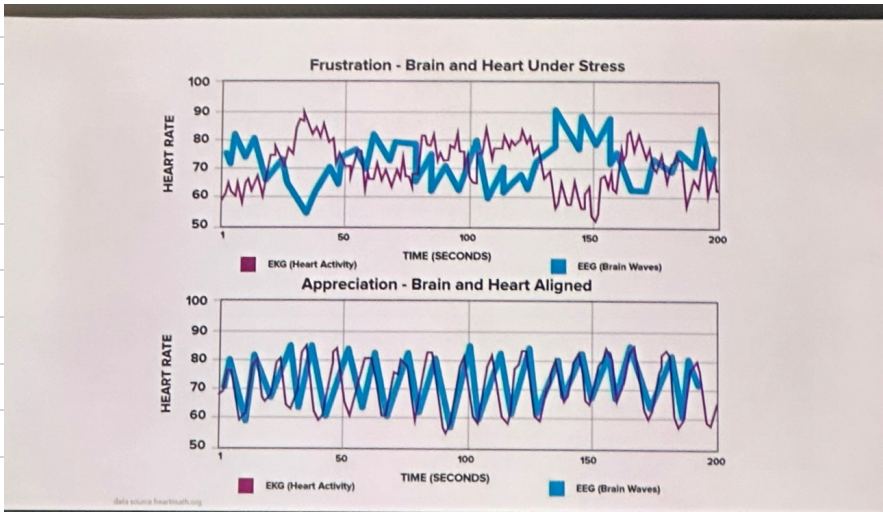
★ Do what's right again and again and it will get out  
Do it multiple times to build your brand

## 5 Steps to Creating a Unique Identity

1. Understand the true power of identity.
2. Identify and articulate your competitive advantage.
3. Practice communicating congruently.
4. Live it!
5. Market it!

TONY ROSSINI

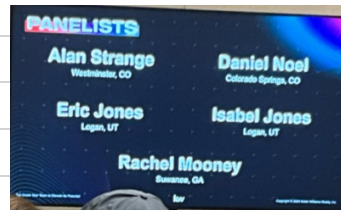
## Where focus goes energy flows



# TOP grade your Team to Elevate its Potential

Recruit and retain top talent - Daniel Noel

Provide value to your top producers - they'll stay



## STANDARDS + CULTURE

CV process - alignment with the brand and within their world

Team = people. Company = the business side

Everyone knows the rules

↳ Culture of productivity  
↳ No main characters in the story: people come together

Know your culture and abide by it

What does an elite team look like

Are you clear as the leader of what success looks like

Are you asking great questions to see if they align - ask WHY

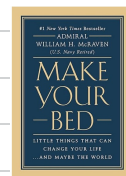
Like people  
attract  
like people

## HOW DO YOU MEASURE WHAT MATTERS? Metrics you track

Daily activities, phone calls to conversions to agreements, agreements to closing

Daily tracking email-automated- self reported

When they don't do it they go to coaching



4 conversations

Tracking and you can see where the gap is

Profit + loss by agent

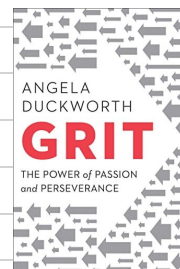
Some agents float other agents - we can't float your seat for you

What is the desired team size for the year

Over head/ agents = over head by agent

Action Item → How much are you spending on leads by agent

Overhead + cost of leads = total agent cost compared by their profit



Showings, Contracts written, under contracts closed via group text

Numbers tell a story

Tailor your training around the numbers

If you see a consistent gap with multiple team members build a training for the team

## ATTRACTING TALENT

Create a talent database

Built from all the agents from the association

36 touch program

Training calendar, production, etc.

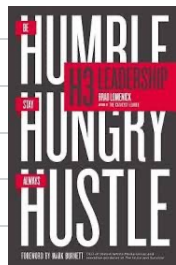
Avatar exercise: build your perfect agent and then see if they exist in your database

Once you know who they are stick with them

## BROKER METRICS

You have to find your Hell yeah

The beauty  
is in the  
simplicity



## HOW DO YOU ENGAGE YOUR CURRENT TEAM

Create your own ALC: SLC servant leadership council

Look at your top 20% and if they wouldn't fit your group you need to look in your team

Start doing

Stop doing

Continue doing

Check in with your people about the team

If there is an elephant in the room address it

Hire people who will say no to you

## VALUE PROPOSITION

Tired commission structure based on revenue

Step down - climb up - only go down one step

Support staff

Eliminate the 80%

## WHAT WOULD YOU ADD/ UNIQUE ABOUT YOUR VALUE PROPOSITION

Change the way you show up

Stay focused

Energy matters - your energy affects the team energy

State change - Tony Robbin

## ONE TAKEAWAY

Create the avatar and create the standard around it

Leadership triangle

Start by leading yourself well

Know the team vision and communicate it with your team

Find fulfillment in what you do.

# The MREA org model demystified

FROM LEVEL 4 TO A 7th LEVEL TEAM



Sign calls All those dropped leads can create a beautiful life for someone else.

100% retention means you let everything slide and you don't have standards

3 ways to keep the people

Create a path for everyone to have ownership of the team

Create a path for leadership of the team

Create another path for income

positions are fluid  
- adaptability

## IMPORTANCE OF THE PEOPLE - TALENT

Who are your core 5? Upgrade your bench

What are your core values? Find the talent based on your core values.

Coaching: who do you want to be when you grow up

People pouring into you

Your operations is the spine of your business.

Every problem is solved by recruiting

If you don't control your systems and procedures, you are watching people spend your money

KPA + CV process

Create a system      Involve the team

Rainmaker - involved in the motivation interview only

Clear org chart - clarity is key for all parties

## GROWING PAINS

When talent leaves its important to have a solid manual

Is the talent on the right seat on the bus

A leadership problem: am I as the leader the problem - coaching to help identify,

Producers are not always leaders

Before they promote- motivational interview often

## HOW DO YOU MAINTAIN MORALE THROUGH GROWTH

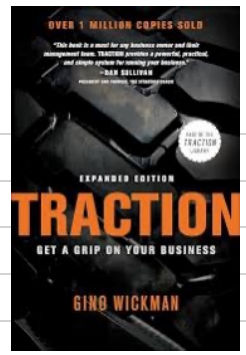
Have a strong vision Have a clear plan

You cannot hold on too long- you have to pivot

You have to celebrate wins always

You have to have something to look forward to

Team building outside office quarterly - something in office monthly



Action Item

## HOW TO NAVIGATE A SHIFTING MARKET WITH YOUR TEAM

Go where the business is

Clarity to call to action for your team

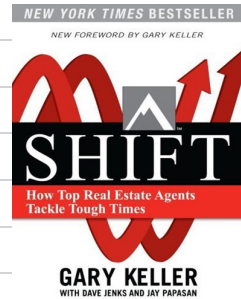
Study the market

Shift - 7 maximums

How to take the knowledge and tell the story of the market

Have the agents teach the team about what is going on in the market

Respond quickly to the market



You have to make room for talent on your team

You want people to grow up not grow out

You want to be 2  
people removed from  
taking a job back

Lead levers - when to turn on and off the leads for team members

Rebrand away from your name

This is our organization not based on the man running it

Would you do this job  
tomorrow if you won  
the lottery today?

You have to have the  
systems + processes  
aligned with the people.

# MEL ROBBINS

The secret...  
...is 5 seconds.

## THIS IS THE YEAR I...

If you don't know what you want how can you make a plan to do it.

## THE 5 SECOND RULE

If you think too much what you need to do you will think your way out of something

### cour·age

*/ˈkerij/*

*noun*

- The ability to do something that is difficult or scary
- Stepping outside of your comfort zone
- Sharing your ideas, speaking up, or showing up
- Standing firm in your beliefs and values
- And some days...getting out of bed.

YOU KNOW  
EXACTLY  
WHAT TO DO

YOU JUST HAVE TO DO IT

If you want to be successful, you have to wake up each day and do the reps  
It's real easy when life is great - when it's hard it feels personal.

You are one decision away from a different life

THE CRITICAL MISTAKE... YOU STOP TO THINK  
WHAT TO DO INSTEAD OF JUST DOING

There Will  
ALWAYS Be  
An Excuse  
Not To Do It.

For one day when there is something you should do but don't, count back from 5 before making a snap decision.

PUSH YOURSELF  
THROUGH FEAR.



TRANSFORM YOUR LIFE, WORK, AND CONFIDENCE WITH  
EVERYDAY COURAGE

The moment you feel yourself hesitate...  
COUNT backwards 5-4-3-2-1 then move.

When you start counting you've already decided to do the thing and the counting helps push you to do it.

THE SMALL MOVES CREATE BIG CHANGES.

It is only you against you.



Do you jump into the game or stand there and watch.

SIMPLE.  
NOT EASY.

DON'T LET  
FEAR RULE  
YOUR LIFE

The emotions you feel only last for 90 seconds

5-4-3-2-1 I am so excited - not fearful

The body's reaction is exactly the same

YOU ARE ONE  
DECISION AWAY  
FROM A  
DIFFERENT LIFE.

# Expanding Horizons: Empower your Admin Staff for Growth

## Admin/Operations Role Myths

1. An admin / operations role is a paperwork-filled role.
2. There is no room for professional growth in an admin / operations role.
3. There are no quantifiable metrics to measure success in an admin / operations role.



## Listing Systems Evaluation

1. Listing Presentation
2. Coming Soon and Active Listings
3. Showing Feedback
4. Open Houses
5. Reviews, Referrals, and Testimonials
6. Time Blocking and Time Management

Own your role lead that role in operations

Setting + measuring success metrics: KPI's

## LEADERSHIP FOR THE OPS

Cast the vision big enough so that you are creating an environment talent never wants to leave

Leaders let you fail forward to growth

Have metrics so you know when you are winning

Slow down and patience for listening

Don't underestimate the intangibles: energy and positivity

Prioritize communication

You have to  
SLOW DOWN TO  
SPEED UP

## HOW DO YOU HELP YOUR TEAM SUCCEED?

Do you know the team culture and embrace it

Strive for 5 - 5 star reviews

Feedback + clarity

Communication and feedback empowers the admins to learn  
not just fix it

Talk about what winning looks like

Praise out loud!

The process  
changes for  
everyone or  
no one

## HOW DO YOU CREATE A COLLABORATIVE ENVIRONMENT

Non talent brings problems, talent brings solutions

Dig 3 resources deep before you come with the problem

Give Grace

Ask great questions.

If you don't empower them they wont grow

Authorship is ownership

Allow them to just do it

The system does not need to be perfect

Collaborative brain storm sessions

Empower them to do it - don't just do it for them

SHOW UP WITH  
SOLUTIONS

## ADMIN STAFF FEELS VALUED

Get them involved in the planning

Every time the sales team has a competition the admin team has them too.

Create a great prize and have an admin review contest

Keep everyone in culture

Agents + admins are equally as important

What is their big why and showing and helping them get there

Tell them! Communicate

Invest in their education

## ONE PIECE OF ADVICE

Get clear on expectations

Coaching or accountability partner

Empower growth and development

Manage expectations