

“The Art & Science of Building a Profitable Real Estate Team”

Sessions/Workshops/Webinars

Team Building 101 – How to Run a Profitable Team

- What is team building? Why do I want to build one?
- The team building model and philosophy
- The five successful components of any business
- Team Leader Agreement & Company Policy
- Hiring key players - Team Manager & Admin Support
- Your Team Vision, Mission & Core Values (UVP)
- Establishing and running your business like a real business

How to Implement Effective Team Systems

- Creating your organizational chart; job descriptions; responsibilities
 - Office Administrative Support Staff
 - Team Manager
- Fine-Tune your current Real Estate Systems
 - Business Plan & Goals
 - Defining a Unique Value Proposition
 - Referral Business
 - Sellers and Servicing the Listing
 - Working with Buyers
 - Social Media Marketing & Internet Strategy
 - Lead Generation Systems
 - Personal Marketing / Branding
 - Follow-up & Tracking Systems
- Take the necessary steps to convert systems to a “Team” version

Recruiting, Hiring and Retaining the Right Team Members

- **Recruit**
 - How to find the right members for your team
 - Creating Your Unique Value Proposition for your team
 - Calling scripts
 - The 5 steps to an effective interview
 - Creating your affiliation proposal
- **Hire**
 - TA contracts and policies

- Company requirements and the affiliation process
- Transitioning your team associates
- Knowing how and when to fire a team member
- **Retain**
 - Establishing personal and business goals (Individual and Team)
 - Team Associate recognition and awards
 - Showing the value of your team and the “What’s In It For Me - WIIFM”
 - Empower not “Power Over” or “Enabling”
 - Sales & productivity contests and motivational ideas

Coaching, Managing and Leading a Profitable Team

- Learn effective coaching techniques to inspire, direct and empower
- The difference between leading and managing
- Using the 90 Day Success Plan as a blueprint for your team’s standard operating procedures
- Accountability tactics
- Streamline lead & escrow tracking; production reporting
- Tools to use to know your numbers and bottom line profitability
- Recommended resources, software and solutions

Build an Asset & Create Your Exit Strategy

- Fundamental business systems and strategies
- Identifying and training your replacement
- Creating a detailed transition plan with key tasks and timeframes
- Building relationships with existing clientele, database
- Negotiating the Buyout or Transition Agreement
- Buyout financing; residual income and types of buyouts

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