



EDUCATE

COLLABORATE

INSPIRE

TEAM PLAN 1-3-5 FOR 2016

1 MAIN BUSINESS GOAL

\$25 Million Annual Sales Volume

TOP 3 PRIORITIES TO ACHIEVE THE GOAL

- 1. Customer Service: Create the Ultimate Client Experience**
- 2. Lead Generation: Track Agent Generation and Conversion Activity**
- 3. Leverage: Attract New Talent to the Team**

5 STRATEGIES FOR EACH PRIORITY

1. Customer Service

2. Lead Generation

3. Leverage

5 Strategies

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1. Hire Administrative Assistant to systemize and conduct 30, 90, and 120 day follow-up calls to clients after all closings to suggest team vendors for improvements to	1. Conduct Group Lead Generation every Monday to Friday for 2 hours (9am-11am) for all sales agents. Agents meet at 8:30am for role play and scripts	1. Begin search for an Administrative Lead Coordinator. Interview 4 applicants per month until found. Create job description and establish behavioral profile.
2. Produce Pre-Listing presentation introducing the team, marketing plan and services we provide to send to client prior to initial listing appointment.	2. Sales Agents to track Lead Generation Activities (Contact-Appointment-Contract) and submit at end of each week for accountability and to establish	2. Hire an Inside Sales Agent (ISA). Determine compensation schedule, job duties, and description, and behavioral profile. Locate ISA training
3. Increase Online Presence: 4 Team Websites for Sellers, Buyers, Neighborhood Farms and Blog.	3. Determine criteria and system to: Distribute inbound leads/calls, Make outbound contract to SOI, FSBO, Expireds, Just Listed/Solds and Farms.	3. Establish criteria/goals for Buyers Agents to earn Showing Assistants. Establish respective job descriptions and compensation schedules.
4. Enhance/Update Client Database Contacts: 33 touches per year and Client Appreciation Event or Gesture.	4. Develop Action Plans and Campaigns to Farm 4 neighborhoods.	4. Develop printed and video presentations to recruit new sales agents.
5. Grow Vendor Database: Contact regularly, Vendor Appreciation Party or gesture, create Vendor List and Web Page, and Refer them systematically.	5. Obtain 5 new listings, 4 buyer contacts, and 7 closed transactions per month.	5. Locate 2 new sales agents in adjacent geographic locations to expand and service new areas.