“Stress Test Your Brokerage for the Changing Market”

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Stress Test Your Brokerage for the Changing Market

Three Areas

1. Leadership Team
2. Management Team
3. Key Management Numbers

The Market and Key Management Numbers

<table>
<thead>
<tr>
<th>Company Dollar %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Price / Transaction</td>
</tr>
<tr>
<td>Average % Commission / Transaction Side</td>
</tr>
<tr>
<td>Percent of Business from Listings</td>
</tr>
<tr>
<td>Listing Inventory Sales Rate</td>
</tr>
<tr>
<td>Average Days on Market</td>
</tr>
<tr>
<td>Percent of Sales that Close</td>
</tr>
<tr>
<td>Office Agent Capacity</td>
</tr>
<tr>
<td>Number of Agents Currently in Office</td>
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</tbody>
</table>
Stress Test Sales Management:

“On Purpose” or Accidental?

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__________________________________________________
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Their Focus – Horizon or Rear View Mirror?

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Winning Differences™ - Listing Tool or Buyer?

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__________________________________________________
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__________________________________________________
Stress Test Sales Management (cont’d):

Recruiting – Balanced or Opportunistic?

Skills and Strategies
Stress Test Leadership:

1. Vision Clear and Understood

2. Centralized or Decentralized

3. Approachable – Truth

4. Organizational Structure

Notes:
Stress Test Leadership (cont’d):

5. Growing your Management

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Q&A

________________________________________________________________________
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THANK YOU!
Dan Elzer is a keynote speaker who delivers more than you expect. With over 30 years of experience in the real estate industry, his thought provoking topics educate with real world examples. Whether speaking to Leadership, Management or Sales Teams he never fails to inspire.

Dan believes that every company can be successful when they define and leverage the Winning Differences™ of their organization. He helps owners and managers work within their company’s unique culture to create the right environment for growth, retention and profitability. His approach in delivering dynamic, actionable content gives organizations what they need to solve challenges and confidently prepare for the future.

If there is anything we can do for you, please give us a call - 407-786-5525. We would love to hear from you!

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