

Your New *Blueprint* Business Plan for Challenging Times

Agents: Grab the Newest Strategies for Planning for Re-Vitalized Business in Tough Markets

It's not enough to set goals on a piece of paper and call it a business plan. For challenging times, you need a real *blueprint*—a foolproof method to break through those career barriers to your next level. You need *laser focus*.

Created by the author of the only business planning system internationally published for real estate agents, Carla Cross, CRB, MA, shows the newest strategies to tune up your business plan for challenging times. She knows what it takes, because she attained top 1% production in her 500 agent company when rates were 18%, and she managed her office to number one, coming out of that very tough market.

In this presentation:

- ◆ Business analysis: the 3 business reviews you haven't been doing—that will assure a better business in the future
- ◆ Lead generation: 5 untapped resources of business for the seasoned agent—inexpensive and productive
- ◆ Why you're not getting the Internet business you deserve—and what to do about it
- ◆ Time to get a marketing plan--How to build one and how much \$\$ to allocate to it
- ◆ Build it in: What that tough client wants and how to give it to him to assure loyalty forever
- ◆ Taking advantage of your differentiators—how to build them into your business plan
- ◆ 6 guidelines you must include in your plan to reach your goals

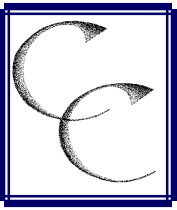
Resource guide: Complete with outline with ready to use systems from published books and programs, professionally written.

Carla Cross was in the top 10 in production of agents in her 500 agent real estate company when rates were 18-20% She knows how to sell in 'down' markets! Then, she turned two offices 'in the red' to six figure profits, helping agents do what she did successfully. She also took a region of a very large real estate franchise from 'barely there' to one of the top regions in the system. Carla's specialty: Helping agents and companies change their 'lamb' habits to those of the 'lion', while instilling confidence in agents for making these moves.

For: New and experienced agents, managers, trainers

Time Frame: 1-1/2 to 3 hours





Coordinating Broker Session: How to Coach Your Agents to a 'Challenging Market' Business Plan—and Beyond

Business plans probably won't get written unless we managers 'coach' our agents to a great plan. (Carla estimates only about 5% of agents have a plan!). In this session, Carla shows you how to become that coach, using the information your agents got in the agent session—and translating that to the 'inside story' for you.

In this presentation, Cross shares her 16 years of experience 'on the firing line' as a manager, helping agents create, implement, and measure business plans (which resulted in her publishing the internationally-distributed book on the subject).

In this Presentation:

- ◆ The 5 major areas agents must review to create an effective plan—and how to help them find the information and analyze it so they solve their own challenges
- ◆ A foolproof system to use to teach agents how to think through their businesses—so they come to good, solid decisions
- ◆ The 6 major mistakes agents make in planning—and how to help them avoid those mistakes
- ◆ The 4 keys to coaching agents in the implementation of their plans
- ◆ The 3 insights to keeping a great relationship with an agent through the coaching/accountability process, so you are a 'hero' to the agent!

Bonus: Just for managers—the 3 critical areas you must examine, and in your *manager's* business plans, that will most impact your productivity and profitability in a positive manner next year.

You want your agents to be self-directed, focused, and professional. It starts with a plan. Managers walk away with the information they need to create more production, profitability, loyalty and appreciation for their efforts.

Time Frame: 1 ½ hours to 1 day

Includes: Master outline with ready to use processes

Every presentation is fully customized for YOU using Carla's unique pre-conference survey.

