



## Five Proven Steps to a Business Plan for Profits in Tough Times

### For Leadership: Create your Office Plan with Purpose

Without a business plan, there's no focus, no time management, and no leadership. Dollars spent without a plan just mean wasted dollars. Yet, very few real estate companies or offices have a real plan. In tough times, though, leadership just can't afford NOT to have a solid plan. In this session, Carla teaches the planning system that she developed through two decades of working with agents and companies, so owners and managers can easily create a real, effective, measurable plan for their offices. In addition, she advises owners and managers on the specific strategies to put into their plans to thrive in tough times.

Her business planning system for agents was deemed 'best of its kind', and she was commissioned to write the business planning course for managers to consult agents for CRB. She's the acknowledged, published expert. (Both her agents' planning system and her leadership planning systems are the only planning systems endorsed and recommended by both CRB and CRS).

#### In this Presentation:

- ◆ The five main ingredients of a plan—and how to use them to create an iron-clad purpose and save marketing dollars
- ◆ The three most important numbers you'll need to know to write your plan
- ◆ 10 methods to save money in tight markets
- ◆ How to find out what you most want to change—that will make the biggest difference in your profitability this year
- ◆ How to use your plan to teamify and lead your agents for retention
- ◆ How to use your plan to recruit in tough markets
- ◆ Dozens of 'how-tos' to put into your action plan—that are proven to work
- ◆ Four strategies to change from maintenance or fast market' manager to challenging market leadership

**For:** Managers, Owners, Assistant Managers, Coaches, Trainers

**Time Frame:** 1-1/2 to 3 hour session; can be a full workshop day or a 2-3 day interactive workshop

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

