



10 Steps to Building a Fast-growing Company

This is the playbook for success from T3 Fellows, the leadership development program from T3 Sixty. It is based on our work with hundreds of successful brokers and teams.

1. Discover _____

Take stock of your situation. What does your current company look like? What is missing, weak or flawed? Examine the company P/L and balance sheet, your support staff, marketing materials, brand, systems, website, CRM, recruiting funnel, onboarding process and the management team.

2. Define your _____

Decide where you are going and how you are going to get there. Too many real estate salespeople decide to build a company without a vision to build toward or fail to complete the necessary planning. Know what you want and make a plan for how you will get there.

3. Know your _____

If you are going to grow, you will need to know the competitors in your local market and what they offer. Know your competitor's strengths and weaknesses and use this knowledge to build your company to attract the agents you want.

4. Define specific _____

If and how you set goals will often determine whether you can make it to the finish line. Measure your progress by going beyond sales numbers.

5. Craft your _____

Create a quick, easy-to-understand and unique brand story that tells agents and consumers what you are all about. This is a competitive advantage in the sea of sameness that is real estate.

6. Know your _____

You need to know everything about the agents you help. If you can anticipate their wants and needs, you can be highly effective both at recruiting the right agents and helping them become successful.

7. Build a _____

Just like any sales process, you need a top, middle, and bottom of a sales funnel for recruits. Put the entire process in place and make it systematic so you will always have a stream of potential recruits.



10 Steps to Building a Fast-growing Company

8. Implement _____

Agents want and value help growing their businesses. Design a way for your agents to find and win more business so they can rely on your company to help them consistently bring in revenue. Without this, ambitious agents are always at risk of leaving, and agents looking for help growing their business will pass you by.

9. Hire _____

Hiring is often one of the hardest and most necessary elements of growing a business. If you invest time in hiring and developing a great staff, you can free yourself up to focus on more strategic activities.

10. Tell your _____

Nobody will know about your company if you do not have a plan to get media exposure and public recognition. By developing media and PR relationships, winning awards and creating unique accomplishments, you can create awareness for both potential recruits and customers.

Bonus Step!

11. Don't _____

Building a real estate company can be a lonely business. You need a network of experienced real estate executives to help you avoid the pitfalls and mistakes that can set your business back years or tens of thousands of dollars. You need to learn the best practices from those that have done it all before, so you can speed up your timeframe.

T3 Fellows is a brokerage and team development program that combines expert consulting, masterminding with peers and competitive education from the real estate industry's leading research and management consulting firm, T3 Sixty. This program is geographically exclusive to participants, and space is limited. To see complete details of the Fellows program, visit www.T3Fellows.com. If you have questions, please contact Dean Cottrill at dean@t3sixty.com, or schedule a 30-minute confidential discussion about the program at <https://bit.ly/deant3consult>.

What participants have accomplished by working with T3 Sixty in the Fellows program:

Increase of 20% of our volume...and a very large increase in the number of recruits.

When I look at the amount of revenue I've generated as a result of being in the program, it's been a very good investment. –Paul Baron, C21 Leading Edge

...increasing my bottom line and helping me grow my company substantially, making it more profitable.

–Dava Davin, Portside Real Estate Group

Through the last 2 years, we had a 7-figure profit, and on top of that, due to efforts and the mentorship within the program, we were recently able to double that 7-figure profit. –Matt Curtis, Matt Curtis Real Estate