



# Leadership

Conference





# The Art of Holding Sales Managers Accountable for Results

*Simplify and Exceed Expectations*



*“It’s not about the market  
It’s ALL about your **MARKETING**”*

# SALES STATISTICS

**48% OF SALES PEOPLE NEVER FOLLOW UP WITH A PROSPECT**

**25% OF SALES PEOPLE MAKE A SECOND CONTACT AND STOP**

**12% OF SALES PEOPLE ONLY MAKE THREE CONTACTS AND STOP**

**ONLY 10% OF SALES PEOPLE MAKE MORE THAN THREE CONTACTS**

**2% OF SALES ARE MADE ON THE FIRST CONTACT**

**3% OF SALES ARE MADE ON THE SECOND CONTACT**

**5% OF SALES ARE MADE ON THE THIRD CONTACT**

**10% OF SALES ARE MADE ON THE FOURTH CONTACT**

**80% OF SALES ARE MADE ON THE FIFTH TO TWELFTH CONTACT**

# Passion to innovate, educate and LEAD!

- 2010 Dalton–Hundley Census
- 2010 Real Estate Marketing Summit
- Industry Town Hall
- Real Estate Symposium
- “Leveraging Your Links” book with Allan Dalton

The screenshot shows the RISMedia website interface. At the top, it says "RISMedia THE LEADER IN REAL ESTATE INFORMATION SYSTEMS". Below this, there are navigation tabs for "REAL ESTATE MAGAZINE", "TOP 5 NETWORK", "REALTOWN COMMUNITIES", "AGENT SOLUTIONS", "PREFERRED PARTNERS", "VIDEO & WEBINARS", and "REALTOR'S REAL ESTATE ADVISOR". A search bar is visible. The main content area features a video player with a play button and a "WANT MORE LEADS" banner with a "GET STAR" button. A sidebar on the right contains a "Click Here to See if You Qualify" button and a "Sign up for REMS news & updates" form.

Attention: Southern California homeowners, renters, buyers and veterans!  
**DECEMBER 1st 2010**  
7-9 PM HOTEL DEL CORONADO  
**REAL ESTATE TOWN HALL**  
Bringing Back the Real Estate Market...TOGETHER!

Join us for the Real Estate Town Hall live by clicking on this link or on the image below:  
[http://www.facebook.com/pages/Real-Estate-Town-Hall/171267102903307?app\\_5584180703](http://www.facebook.com/pages/Real-Estate-Town-Hall/171267102903307?app_5584180703)  
facebook

Social Media Census.org  
Social Media Research, News & Results

HOME START CENSUS BLOG SOCIAL MEDIA MENTORS ABOUT US

Search Site

### Real Estate Social Media Census Surpasses More Than 10,000 Responses in First Week

In an unprecedented industry response level, more than 10,000 real estate professionals have responded to RISMedia's Real Estate Social Media Census within one week of launching the survey.

**THIS IS NOT YOUR GOVERNMENT'S CENSUS...**

The deadline has been extended to participate, but time is of the essence. Don't miss this important opportunity to participate in the industry's definitive census on the use of social media in real estate.

All participants in the Census will receive a complimentary copy of the complete report and statistics, valued at \$495.

More information

The official Census title, "The 2010 Dalton-Hundley Real Estate Social Media Census," is named after its co-creators, Allan Dalton, Chief Marketing Officer of RISMedia, Co-Founder and President of the Top 5 in Real Estate Network and former CEO of

"Allan's brilliant book is a must-read for all businesspeople who want to connect with online consumers and networks."  
- Barbara Corcoran, Real Estate Industry Leader, TV Commentator and Celebrity, Best-selling Author

## Allan Dalton

# Leveraging Your Links

### How to do more business off- and online

With Steve Hundley  
Foreword by John Featherston

RISMedia

Stay at the Del! Town Hall Details | News

### OUR PANEL OF EXPERTS

Steve Hundley CEO, iParkplace	Charles Hunter CEO, Longview
Greg Roberts CEO, The Real Estate Group	Allen Doherty CEO, The Real Estate Group
Anna Burt CEO, The Real Estate Group	Mark Bergman CEO, The Real Estate Group
John Smith CEO, The Real Estate Group	Chris Bennett CEO, The Real Estate Group

### SPONSORS

iParkplace Bank of America SDA

## The Housing & Real Estate Symposium

### Bringing the U.S. Housing Market Back Together

April 21, 2011 - Rancho Bernardo, California



A large, 3D-rendered golden globe with a white grid pattern is the central focus. It sits on a dark, circular base that has a dashed yellow and black border. The text 'The Global Leader' is written in white, bold, sans-serif font across the globe. Below the globe, the text 'In Real Estate Transactions' is written in a larger, bold, yellow, sans-serif font, following the curve of the circular path. To the right of the globe, the Century 21 logo is repeated in white.



# Today's Challenges



- ▶ Agents are in control
- ▶ Brokerage value constantly being challenged
- ▶ Commission revenue shrinking
- ▶ Competition is gunning for us
- ▶ Need to increase productivity & capture rate

# Building Blocks to Perfection

- ▶ Strategy embraced by Leadership
- ▶ Clearly defined process
- ▶ Team to execute
- ▶ Technology systems to manage & measure

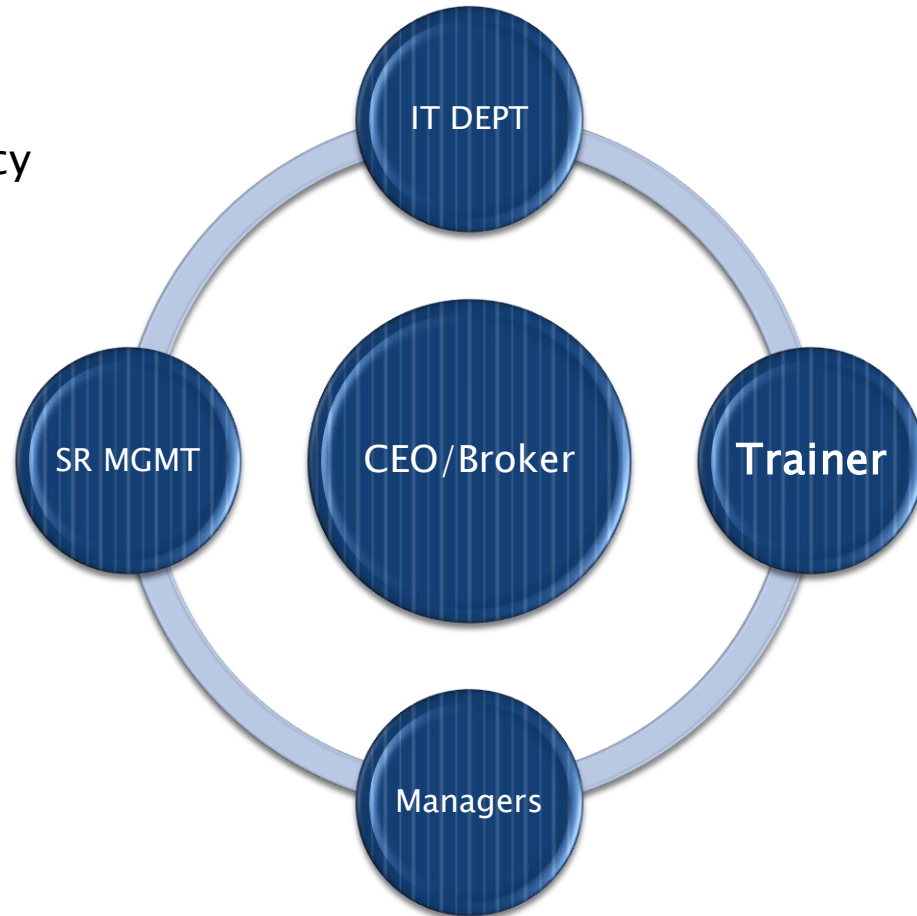
# Start with a Setup for Success

## Executive Level:

- Buy-in/Hands-on Use is Critical
- Detailed Implementation Plan
- Establish Lead Certification/Policy
- Exec/Mgmt Team Trained
- Recruiting & Retention
- Marketing Plan (On & Offline)

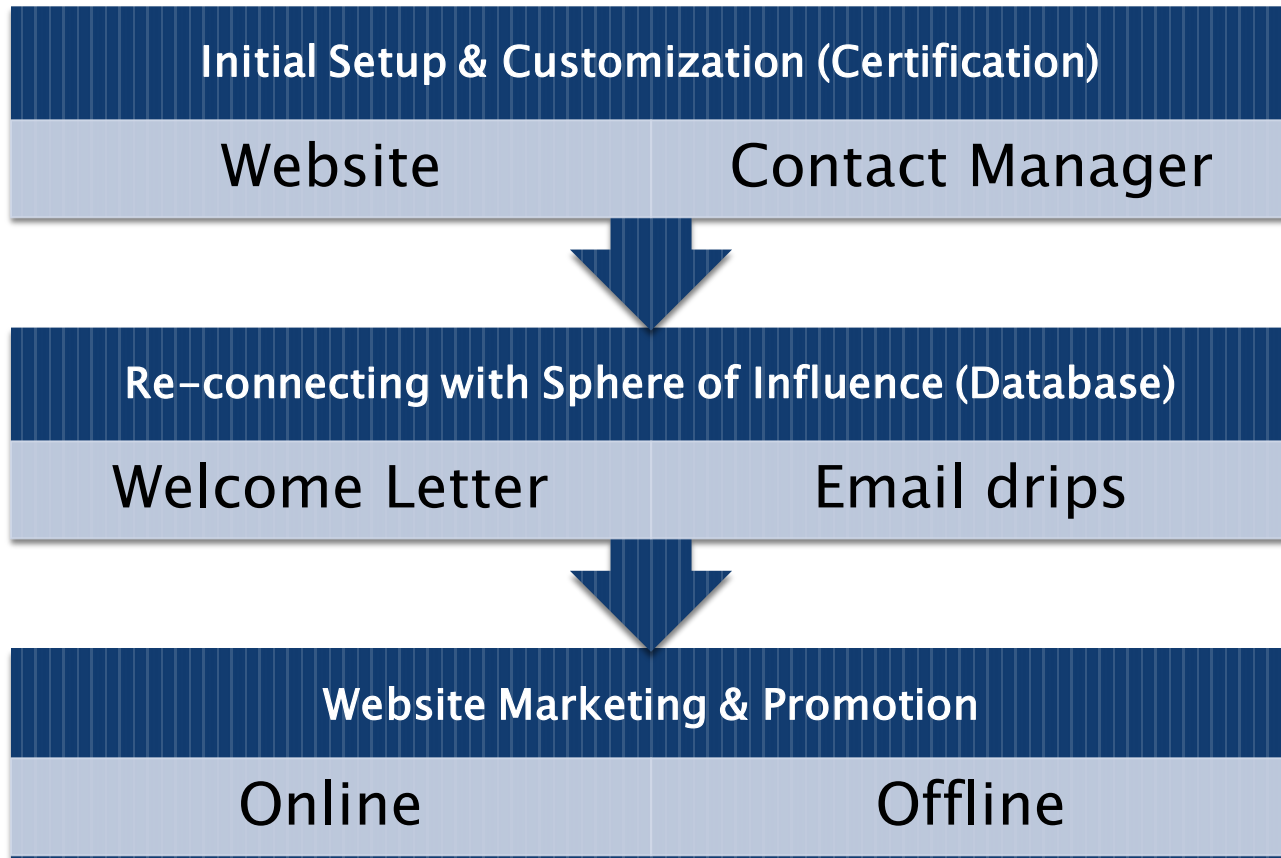
## Management Team:

- Lead by example
- Recruiting solution
- Retention strategies
- Reporting & Accountability





# Success at the Agent Level



# Certification and Policy Docs

**Las Vegas Foreclosures & Bank Owned Homes**

**Las Vegas Foreclosures EASY as 1-2-3**

1- Click the **LAS VEGAS FORECLOSURE** search engine **FREE**  
 2- Perform your search & sign-up as a VIP -it's **FREE**  
 3- Get Hottest properties sent to you by email as they hit the market.

**HOT FORECLOSURES**  
 SEARCH OVER **14,000**  
 FORECLOSURE PROPERTIES

**START SEARCH**

**HOT FORECLOSED LAS VEGAS PROPERTIES**  
 VIEW MORE →

**Las Vegas Foreclosure S**

101 - North Las Vegas Area  
 102 - Northwest Las Vegas Area  
 103 - North Las Vegas Area  
 201 - North Las Vegas Area  
 203 - Sunrise Mountain Area

Price Range: \$0 to \$1,000,000

Bedrooms: 0+  
 Property Types:  
 Single Family Home  
 Condo/Town Home  
 Residential Investment  
 Manufactured Home  
 Lots/Land  
 High Rise

## Americana Website Lead Certification

I hereby acknowledge that in accepting membership in the **Americana Internet Solution – Website Lead Program**, I agree to the following commitments, criteria and procedures:

- I have set up the following in my Back Office Support System (BOSS):
  - ✓ **My Profile** with accurate contact information
  - ✓ **My Preferences** – lead generation, email & SMS settings; Edit Welcome Letter
  - ✓ Added/updated my current **Photo** for the Roster and Website
- I have customized my website: About Me page and revised other pages to reflect my niche, specialties, target market.
- I have conducted a search and added myself as a VIP in order to familiarize myself with the visitor's experience.
- I have loaded or imported a minimum of 10 contacts, sent them my Imported Welcome Letter and have them set up on email campaign(s).
- I am familiar with the Contact manager, including using groups, adding notes, setting up property watches, assigning campaigns, and sending quick emails.
- **I agree to view and contact any leads I receive within 2 hours of Email and Text Message receipt and understand failure to do so will lead to removal from the program.**

# Keys to Sales Management Success

Adoption and Use  
of System by Leadership

Policy, Process & Execution  
by Management team

Opportunity Manager  
Qualifies Prospects  
*(Move, Incubate, Delete)*

Implement a Plan to Engage  
Consumers: On & Off line

Measure & Track ROI/Results

# Sales Managers Focus

- ▶ Support the company vision and mission
- ▶ Contribute to the sales plan for ownership
- ▶ Understand clearly where being measured
- ▶ Productive agents & excellent capture rate
- ▶ Open to improvement and change
- ▶ Demonstrates measureable results

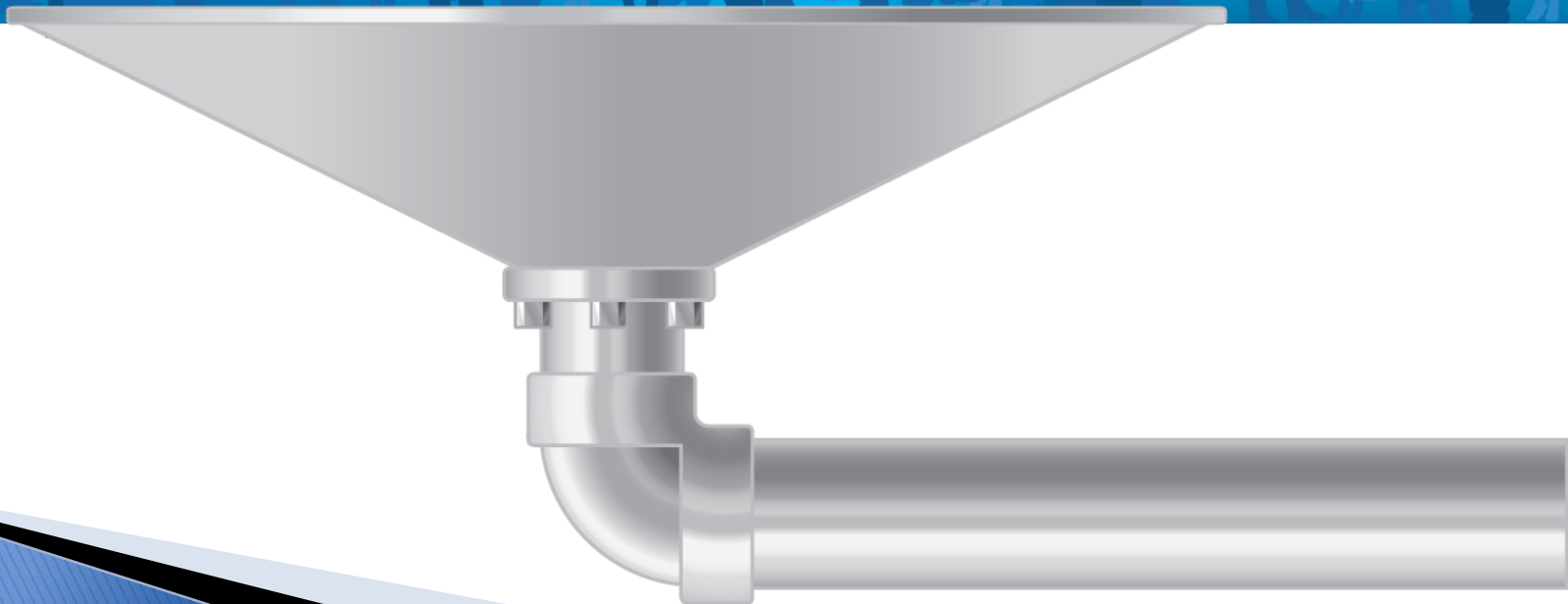
# Sales Manager Tools

- ▶ Clear plan to select and develop agents
- ▶ Consistent documented process
- ▶ Simple to use tools that work
- ▶ Certified agents – higher than Lead Router
- ▶ Support from leading agents
- ▶ Turn–key & measureable marketing programs
- ▶ Opportunity response systems
- ▶ Measurement & reporting systems

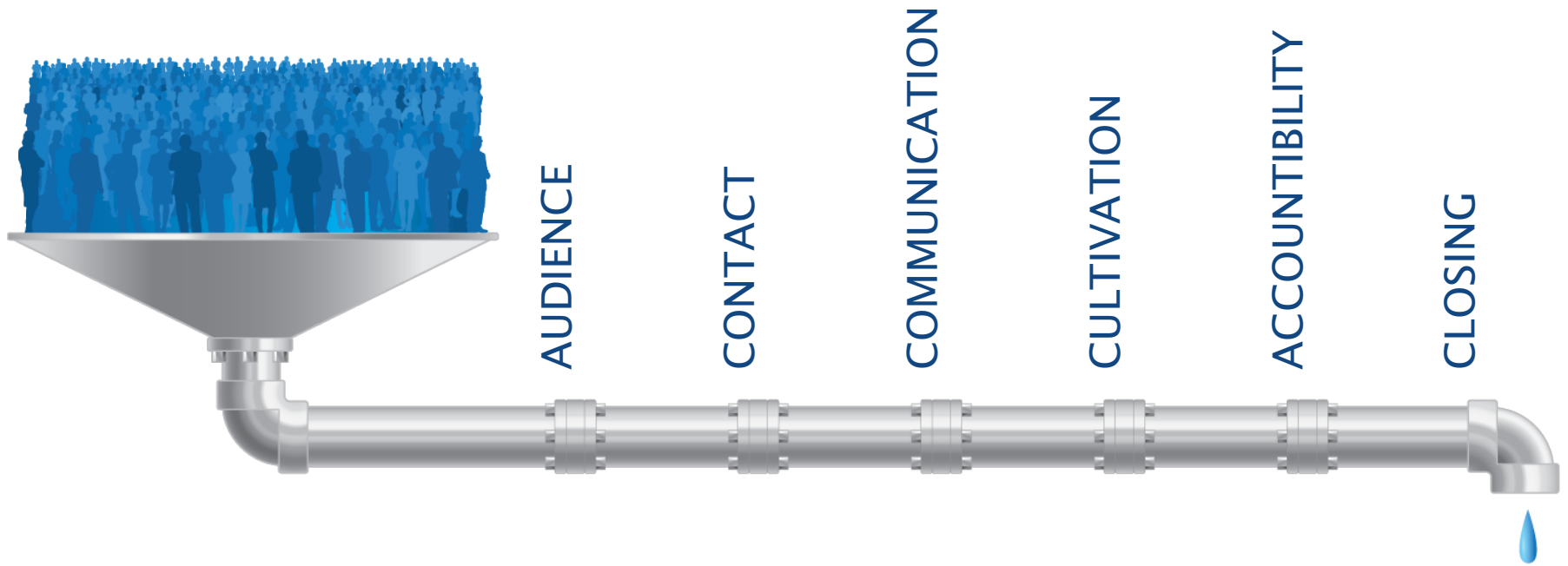
# 2010 – Sales Accountability Study



(5+ million buyers  
Or 10+ million sides)



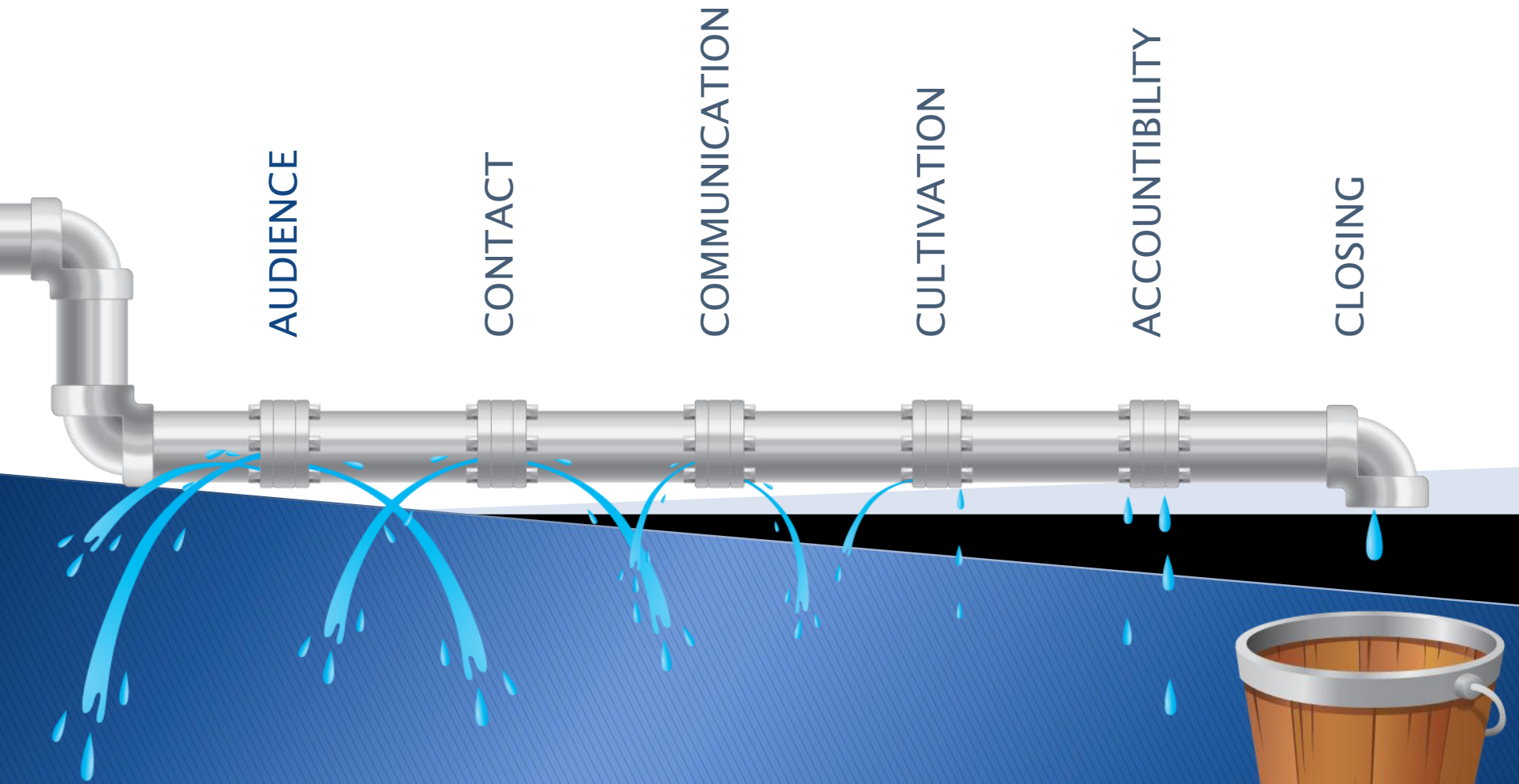
# Is your Sales Ops pipeline leak free?



powered by  
1parkplace

# Sales Management Pipeline leak points

*A leak at any point kills your deals and increases marketing costs*





# Leadership Assessment



## 10 Questions to determine readiness to dominate

# Learn More! – Join Us at REMS 2011

# REMS 2011

The 2<sup>nd</sup> annual Real Estate Marketing Summit brings the biggest names in real estate to one place and covers the most important topics in the industry.

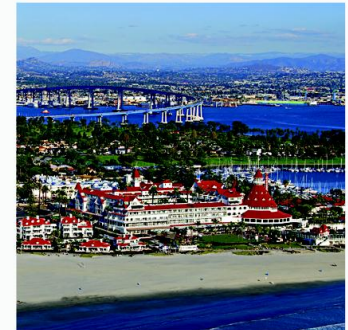
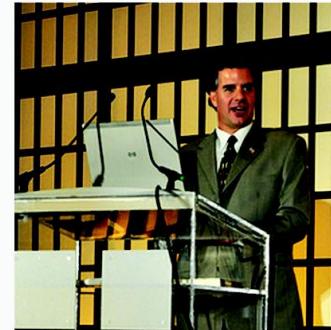
REMS 2011 takes place in San Diego at the legendary Hotel del Coronado Dec. 14<sup>th</sup>-15<sup>th</sup>.

Don't miss the biggest real estate marketing event of the year, RSVP now!

## It's Time to Take Charge of Your Real Estate Market!

## The Real Estate Marketing Summit

Dec. 14<sup>th</sup>-15<sup>th</sup>, Hotel del Coronado  
San Diego, CA



*"...the general consensus with everyone I spoke to was that REMS2010 was the BEST conference any of us has attended in the past. ...very impressed! I look forward to 2011!"*

**- Brandy Steman,**  
Emerging Media Project Manager  
The San Diego Union Tribune

# Vision

- ▶ Leadership has documented sales operation vision
- ▶ **Able to:**
  - Make a promise
  - Deliver excellence
  - Exceed expectations
  - Keep it simple

# Mission

- ▶ Sales Ops embrace the company sales mission
- ▶ Is the mission clear, concise and achievable
- ▶ Did sales management contribute to the mission
- ▶ Do they add value and contribute to strategy
- ▶ Understand key competitive strengths
- ▶ Able to hold agents accountable for results
- ▶ Is this consistent across all branches

# Strategy

- ▶ Company has a clear strategy to achieve the mission
- ▶ Has the company analyzed the online and offline marketing of competitors. Both on Google & the street
- ▶ Is there a plan in place to defeat the competition?
- ▶ Are the agents engaged with the strategy
- ▶ How often are you comparing strategy to results

# The Team

Sales managers are engaged in the success of the mission

- ▶ Can the sales managers practice what they preach?
- ▶ Do your sales managers a company platform for agent productivity?
- ▶ Does the platform provide the accountability reporting to motivate agents?
- ▶ Are your sales managers abreast of latest marketing and social tech?
- ▶ Is there room for improvement with increasing capture rate of services?

# Culture

## Company culture has managers & agents embracing strategy

- ▶ Can you define your company culture to agents?
- ▶ Did you create it or did it develop over time?
- ▶ Is there room for improvement and do you know what that is?
- ▶ Would you be willing to change it knowing some may not cut it?

# Process

Company has best practice systems focused on sales mission

- ▶ Does your best practice focus on customer or agent?
- ▶ Is there a clear process for handling sales leads?
- ▶ Does the sales management “coach” their agents using analytics?
- ▶ Is your process documented, measureable and evaluated often?



# Systems

Leadership has the desired technology for sales mission

- ▶ Are the systems easy to understand?
- ▶ Do they work and are they measurable?
- ▶ Do your systems overlap – different system doing same thing?
- ▶ Are your agents embracing your systems? Adoption, Adaption & Use
- ▶ How do you hold management accountable for adoption & use?
- ▶ Are you focusing your agents on how to use tech to generate more listings instead of just buyers?

# Technology client "Cultivation" systems

1parkplace Don't work so hard... Generating leads just got easier

Site Map Preferences Logout Logged in as: Steve

**Lead Settings and Usage Information**

Lead Generation E-mail Notifications SMS Text Paging

**Lead Generation**

- Prompt non-VIP members for VIP member
- Show the street address on MLS listings (w
- VIP membership is required to see street address on MLS listings.
- VIP membership is required to see virtual tours on MLS listings.
- VIP membership is required to see more than one photo on MLS listings.
- VIP membership is required to see agent remarks on MLS listings.
- VIP membership is required to see agent remarks on MLS listings.

**Lead Settings and Usage Information**

Lead Generation E-mail Notifications SMS Text Paging

**SMS Text Paging...**

Send My Messages To This Number: 6195074444

I Receive My Billing Statement From: Verizon

Send Messages When:

- A VIP returns at least 1 Day after their last visit and they
- A new VIP registers
- A VIP requests a property showing
- A VIP requests a home valuation
- A VIP requests other types of information
- A VIP saves a new MLS search
- A VIP saves a new favorite MLS listing

Save SMS Settings

**Welcome Letters**

Welcome letters are e-mails that are sent out to your VIPs once they have registered or a personalized your welcoming letter to your VIPs.

Your welcoming letters are currently: **DISABLED**

Click here to toggle your welcoming letters:  Enable

New Lead Welcome Letter Imported Welcome Letter Welcome Letter R

Save Changes Preview Letter

Subject: [Welcome to our website]

Verdana Size Insert Image Mail Merge Fields

We have received your information and will be getting b meantime, we wanted to let you know that we have cre for you to use anytime you visit our site.

**With your VIP Membership** you can receive email updat properties or schedule a viewing of any properties from c or night.

To take advantage of this great service you simply need [agentwebsite] and anywhere you see a sign in form use

Username: [clientemail] Password: [clientpasswo]

**TOP 5 Real Estate News**

Allan Dalton All@Top5inRealEstate.com

Click Here! to search for properties

**Dear Top 5 Member,**

**This Month's Top Story**

**Signs of Change: Existing-Home Sales Rise 3.6 Percent in June**

RISIMEDIA, September 1, 2009—Existing-home sales rose for the third consecutive month with inventory easing and home prices declining less sharply in June, according to the National Association of Realtors®.

Existing-home sales—including single-family, townhomes, condominiums and co-ops—increased 3.6% to a seasonally adjusted annual rate of 4.39 million units in June from a downwardly revised pace of 4.72 million in May, but are 0.2% lower than the 4.90 million-unit level in June 2008.

Read More

**RIS Media Top 5: Allan Dalton**

69 East Avenue, Norwalk, CT 06851  
Tel: 203.853.2167 | Fax: 203.853.2167  
www.Top5inRealEstate.com

Click here to SEARCH for properties

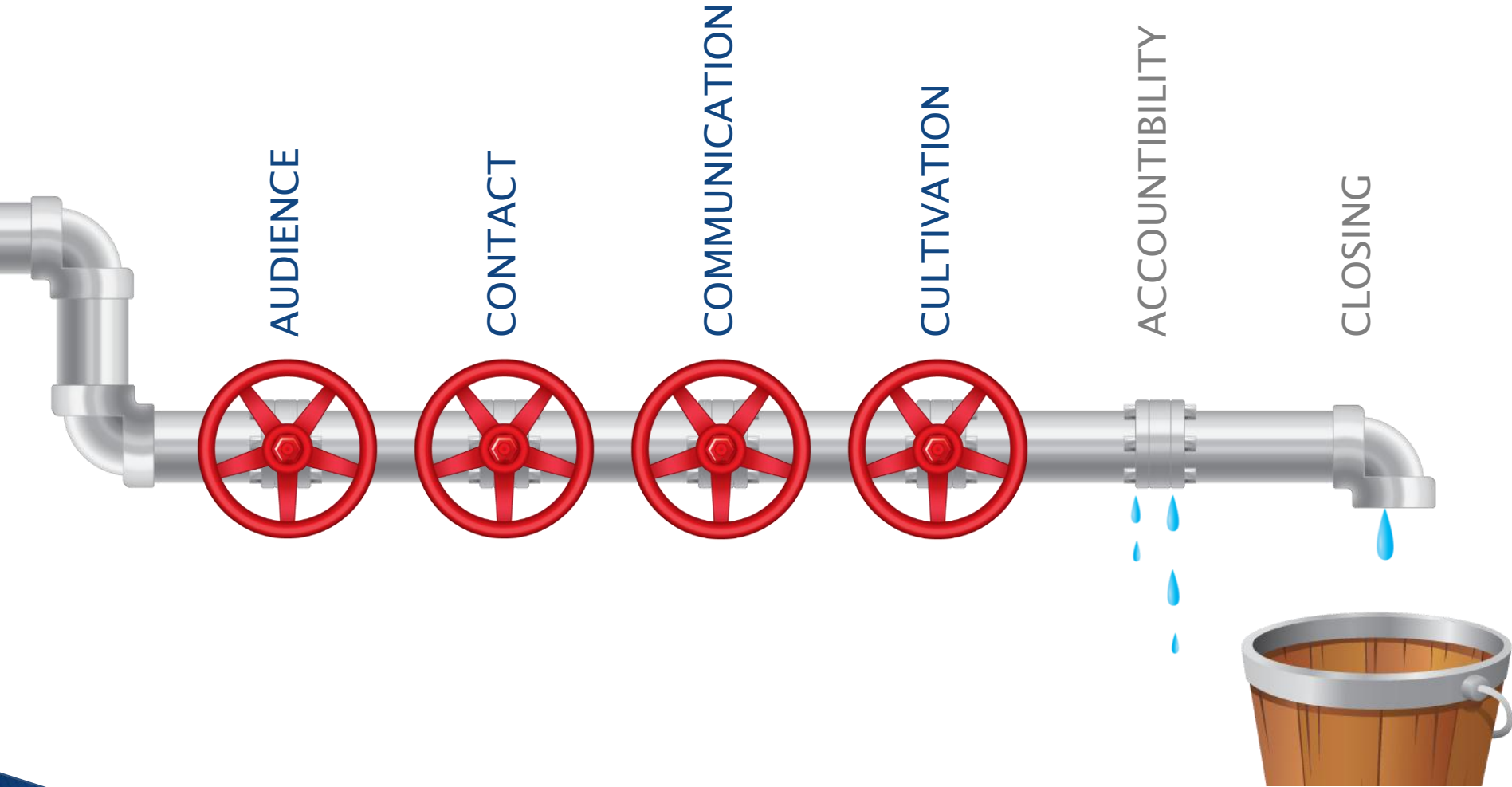
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Logos: craigslist, Google Base BETA, trulia real estate search, CLR Search.com, hotpads.com, Zillow, oodle, Vast

# Almost there!



# Accountability

Leadership has implemented a structured accountability plan

- ▶ Sales managers have clear accountability plan from leadership
- ▶ Sales managers are looking forward to being accountable in new areas
- ▶ Leadership is willing to train seasoned managers to new styles
- ▶ Leadership meets with managers to go over analytic reports
- ▶ Leadership is looking for improved agent productivity, positive online customer reviews and increased revenue from services. Then new agents

# Accountability Measurement

## ▶ For Agents:

- Number of contacts in DB
- Number of new contacts added per week/month
- Number of appointments per week
- Number of homeowners targeted

## ▶ For Leadership:

- Office by office report on above trends – by agent
- Number of new agents following system vs. seasoned
- Trends matched to closings over time
- Motivate agents and managers with this basic info

# Measurement

Sales has desired measurement tools to manage associates

- ▶ Do Sales Managers develop agents based on tools or honor system?
- ▶ Are you measuring your online reach to capitalize on opportunities?
- ▶ Are managers developing strong farming agents – influencers?
- ▶ Does the company provide easy to measure, turn-key marketing tools?
- ▶ Does leadership review the measurement findings with management?

# Tracking, Reporting & Accountability



**Active Prospector**

You have 1 un-viewed VIPs since you last signed-in!  
View All 6,237 Of My Contacts

Active Prospector will always show your 15 hottest leads by automatically prioritizing the status, visitation date and rat assigned to your contacts.

Status	SMART Rating	Contact's Name	Group*	Last Visited
\$	★★★	Dave Dombrowski	Buyers	Yest @ 10:1
\$	★★★★	Jim Sabatini	Buyers	Yest @ 7:4
\$	★★	L Michael Foley	Buyers	Yest @ 6:0
\$	★★★★	Barbara Cronise	Buyers	04/12/2009
\$	★★★★	Samina Jinnah	Buyers	04/10/2009
\$	★★	Jim Sirmans	Buyers	04/10/2009
\$	★★★★	Kevin Purdy	Buyers	
\$	★★★★	David Swi...	Buyers	

Reporting Website: gellens.com

SEARCH ENGINES: Keyword Overview

From: January 14 2009 To: April 14 2009

Google 86.26%, Yahoo! 6.41%, msn 2.7%, AOL 2.3%, altavista 0.03%, Ask 0.31%, Lycos 0%

Keyword Detail: maxine gellens (179), gellens (160), la jolla real estate (127), maxine and marti gellens (107)

Contact's Name	Status	Rating	Updated	SAVED SEARCHES	SAVED FAVORITES	ADDED CAMPAIGNS	INFO REQUESTS	SHOWINGS REQUESTED	VALUES REQUESTED	RETURNED TO SITE	MOVED OR COPIED	FORWARDED TO ME
Monday, April 13, 2009												
Dave Dombrowski	\$	★★★★	09:03 PM	0	1	2	0	0	0	0	N	N
S Cb	✓	★★★★	07:20 PM	1	0	5	0	0	0	62	N	N
Mika	✓	★★★★	07:00 PM	1	0	2	0	0	0	35	N	N
	✓	★★★★	06:50 PM	4	1	1	0	0	0	11	N	N
	✓	★★★★	06:45 PM	2	224	4	22	11	0	487	N	N
	✓	★★★★	05:57 PM	6	0	4	0	0	0	213	N	N
	✓	★★★★	05:24 PM	0	44	1	0	0	0	61	N	N
	\$	★★	05:04 PM	0	0	1	0	0	0	12	N	N
	✓	★★★★	04:52 PM	0	5	0	0	0	0	4	N	N



SMART Report (Totals Only) 3/14/09 - 4/14/09

Ps	VIP Activity							Lead Activity						MLS Listing Activity		Misc.						
	VIP Routing													Listing Detail Viewed	Viewed Using							
	AUTO-ROUTED FROM	AUTO-ROUTED TO	MOVED FROM	MOVED TO	COPIED FROM	COPIED TO	RETURNING VIPs	SHOWING REQUESTS	VALUE REQUESTS	INFO REQUESTS	SEARCHES SAVED	LISTINGS SAVED	BASIC	BY VIPs	PROPERTY WATCH	DIRECT LISTING DOMAIN	FEAT. LISTING WINDOW	PROPERTY COMPARES	FRIENDS EMAILED			
TOTAL	6,199	3,026	55	20	15	6	6	0	0	1,726	4	1	8	66	169	3,293	4,121	1,077	43	7	2	20



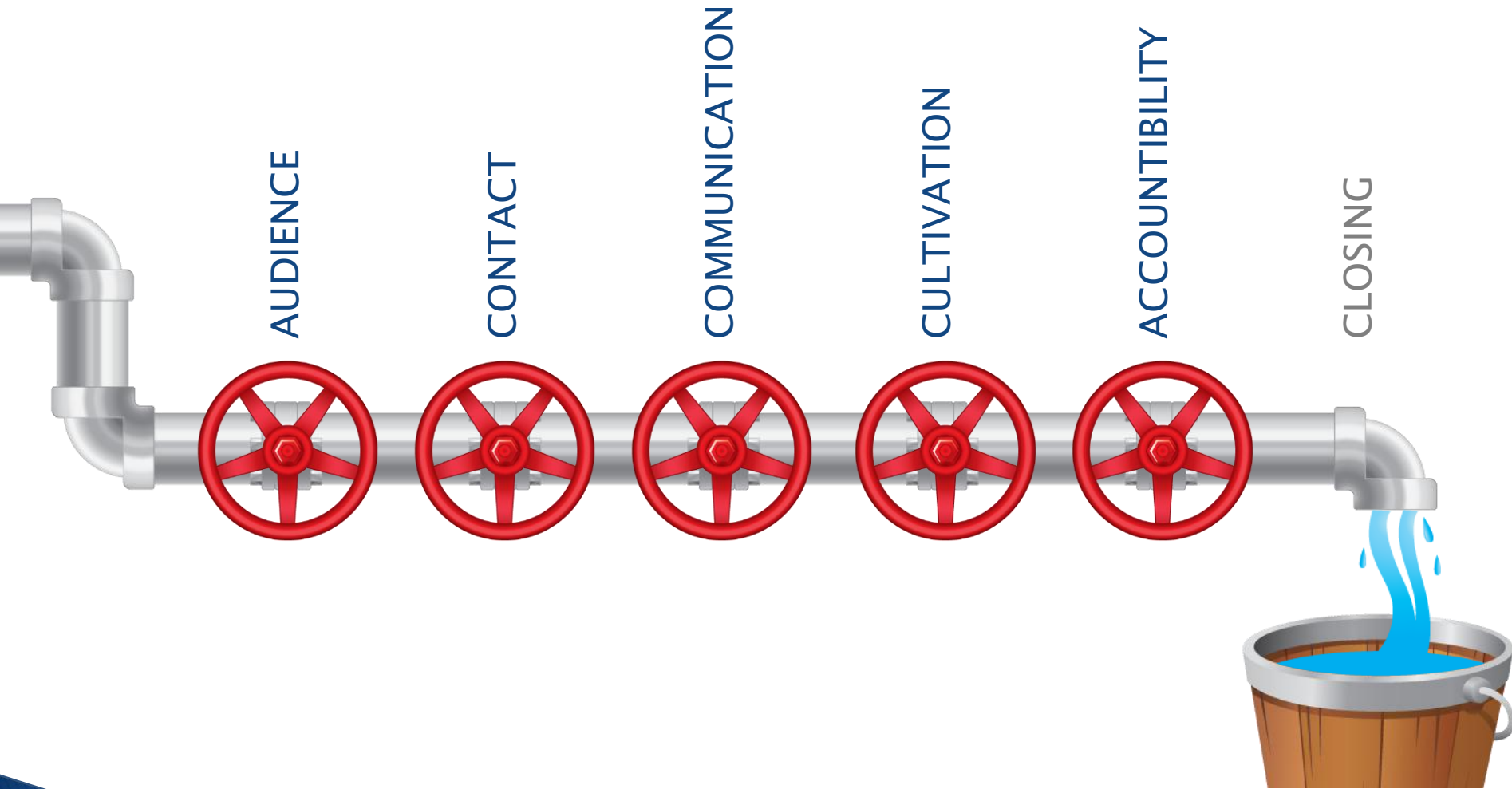
# Results

Are you confident leads are receiving maximum effectiveness?

- ▶ Results are the bottom line – is there room for improvement?
- ▶ Does your process allow for modifications that are result focused?
- ▶ Do you have response systems in place to ensure results?
- ▶ Do you control results or are we hoping for the best?
- ▶



# Leak Free Sales Management Pipeline!



# Assessment Results

- ▶ Add your score:
- ▶ Between 45 and 50 points – Very sharp – cut it up!
- ▶ Between 37 and 44 points – Iron out some wrinkles
- ▶ Between 27 and 36 points – Get out the hammer
- ▶ Below 26 points – Highest upside potential

# Turn in assessment

- ▶ I will scan it and email send back to you with:
  - Copy of this PowerPoint show
  - 5 P's or Real Estate Social Marketing
  - My Brokerage lead management white paper



# Learn More! – Join Us at REMS 2011

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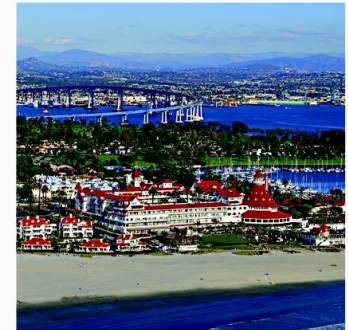
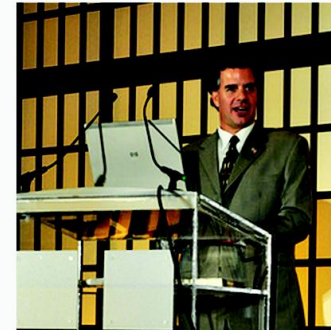
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**- Brandy Steman,**  
Emerging Media Project Manager  
The San Diego Union Tribune

# Key REMS 2011 Topics

## Topics Include:

- HyperLocal blogging and website strategies
- Building and managing STEALTH community websites
- How to DOMINATE Google and other search engines
- Creating your own online real estate news station
- Brokerage technology adoption strategies
- Mastering real estate social marketing
- How to evaluate online advertising & promotion
- Building the bridge between your online & offline marketing
- 10 things you should NEVER do in real estate marketing

Plus much, much more!

## Featured Speakers:



**Steve Hundley**  
CEO  
1parkplace, Inc.



**Kristina Wise**  
CEO & Consultant  
The GoodLife Team



**Allan Dalton**  
Former CEO  
REALTOR.com



**Gregg Neuman**  
CEO  
Neuman & Neuman  
Real Estate Team,  
Prudential, CA Realty

Plus over 30 Top Industry Leaders!



To learn more, scan the QR code to the left with your phone,  
or call 1.800.833.1333

RSVP online at: **RealEstateMarketingSummit.com/rsvp-2011**

# How About Lead Router

- ▶ Collective thoughts...
- ▶ How I would like to improve it
  - Make it bi lateral – info both ways
  - Receive updates via 3<sup>rd</sup> party systems
  - Track user activities beyond the lead



# Are you ready to rock?



## Request a 4 phase 23 Point Custom Firm Assessment

- ▶ **Phase I – Online Marketing**
- ▶ **Phase II – Off line Marketing**
- ▶ **Phase III – Technology Review**
- ▶ **Phase IV – Expanded Services**

*Request a step by step plan to move forward with a high performance marketing system that generates maximum results.*

**Let's get started TODAY!**

# Thank you!

Connect with 1 parkplace for proven solutions... with RESULTS!

- ▶ Contact: 1 parkplace, Inc:  
Steve Hundley – CEO
- ▶ Phone: 888-425-2300
- ▶ Email: [steve.hundley@1parkplace.com](mailto:steve.hundley@1parkplace.com)
- ▶ Connect online:
  -  Twitter: @1parkplace
  -  Facebook.com/1parkplace