

Presented by

MBA Broker
Consultants



Scale Up! Your Brokerage

**Blueprints to Build
Your Profitable Empire**

Participant Workbook



Brokerage Success Series

Hosted by

TriplePlay Reach Up.
Branch Out.

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MBA Broker Consultants

Business Consulting for your Brokerage or Organization



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Scale Up! Your Successful Brokerage

*Blueprints to
Build Your
Profitable Empire*

Produced by:

MBA Broker Consultants



Start Your Own Successful Brokerage

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1

LEARNING OBJECTIVES

2

Learn the blueprint steps to scale & grown your brokerage empire.
Construct a business plan to grow and develop your firm.

3

Locate and leverage resources using Fortune 500 best business concepts.

Scale Up! Your Brokerage

**Brokerage
Success**



**My Goals
Today**



Strategy Pillars

Business Plan

Financials

Profit Center

Agent Recruiting

Strategic Plan

Operations Mgmt.

Innovation

Mission, Vision, Core Values

Brokerage Start-Up Quick Checklist

- Broker's license for yourself
- Vision, Mission, & Values
- Select Name
- Design Logo, brand colors, tagline
- Set up corporation (attorney)
- Get EIN (tax ID #)
- Lease office
- Obtain corporate broker's license
- Get business operating permits
- Buy office furniture & fixtures
- Get sign permits and building sign
- Design & buy marketing supplies
- Write business plan
- Phone system for office set up
- Ensure adequate capital funding
- E&O insurance
- Liability insurance
- Realtor® Assn. & MLS - change co. name
- Schedule / promote grand opening
- Open bank accounts & debit cards
- Open client trust account if applicable
- Get QuickBooks
- Hire bookkeeper, accountant, tax preparer
- Review and select back office & tech tools
- Lead acquisition & distribution strategy
- Policy & procedures manual
- Compensation plan for agents
- Recruit agents (marketing plan)
- Onboarding for agents
- Training system for agents set up
- Domain name, website, social media
- Enroll in MBA Brokerage Academy



Contact Us

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Audio Podcast: <https://mbabrokers.podbean.com>

MBA Business Academy: <https://mbaacademy.teachable.com>

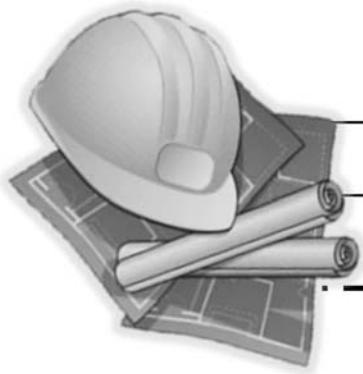
STEP 1: Vision & Exit Strategy

VISION

MISSION

VALUES

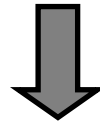
END GOAL & EXIT STRATEGY



STEP 2: Business Plan

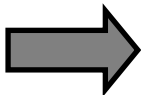
Advantages

Drawbacks



**SWOT
Matrix**

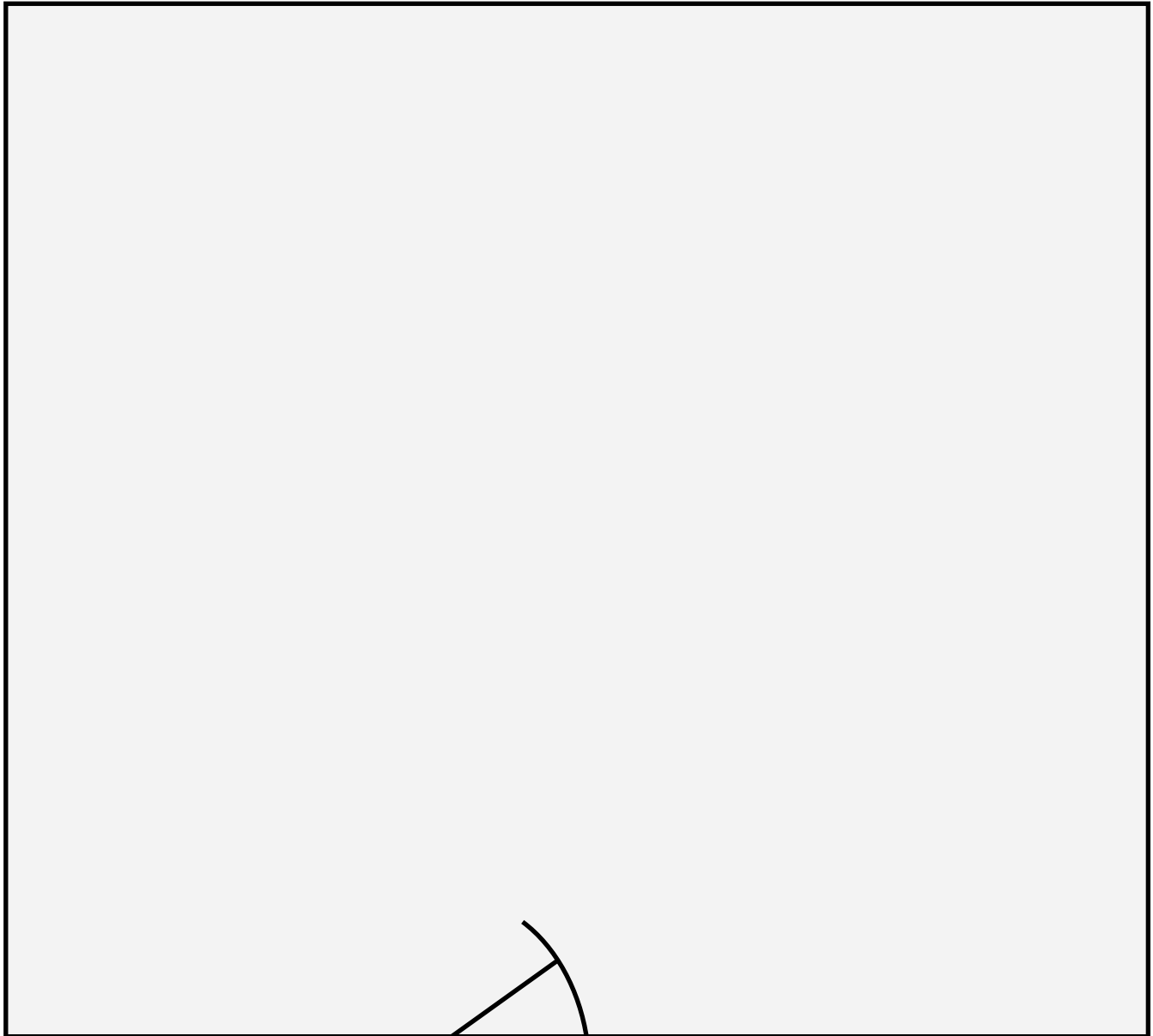
Internal
Forces



External
Forces

	STRENGTHS	WEAKNESSES
	OPPORTUNITIES	THREATS

Office Layout Floor Plan



Sketch Designated Areas:

- | | | |
|------------------------------------------------------|--------------------------------------------------|--------------------------------------------------|
| <input type="checkbox"/> Reception Desk | <input type="checkbox"/> Training / Meeting Room | <input type="checkbox"/> Lounge / Kids Play Area |
| <input type="checkbox"/> Reception Area | <input type="checkbox"/> Video Recording Room | <input type="checkbox"/> Recreation Area |
| <input type="checkbox"/> Broker / Manager Office | <input type="checkbox"/> Kitchen/ Break Room | <input type="checkbox"/> Video Conference Room |
| <input type="checkbox"/> Assistant / Admin Office | <input type="checkbox"/> Bathroom(s) | <input type="checkbox"/> Property Mgmt. Office |
| <input type="checkbox"/> Private Office(s) 2+ agents | <input type="checkbox"/> Internet Equipment | <input type="checkbox"/> Affiliate Office |
| <input type="checkbox"/> Open Workspace Area | <input type="checkbox"/> Storage / Supplies | <input type="checkbox"/> Mailbox Area |
| <input type="checkbox"/> Conference Room | <input type="checkbox"/> Printer / Copier Area | <input type="checkbox"/> Private Phone Call Area |



STEP 3: Pro-Forma

Essentials

- Income Statement (Profit & Loss)
- Balance Sheet
- Cash Flow Statement

Income Statement	
Total Revenue	\$.
Less: Cost of Services	- \$.
Gross Margin	= \$.
Less: Operating Expenses	- \$.
Net Profit	= \$.

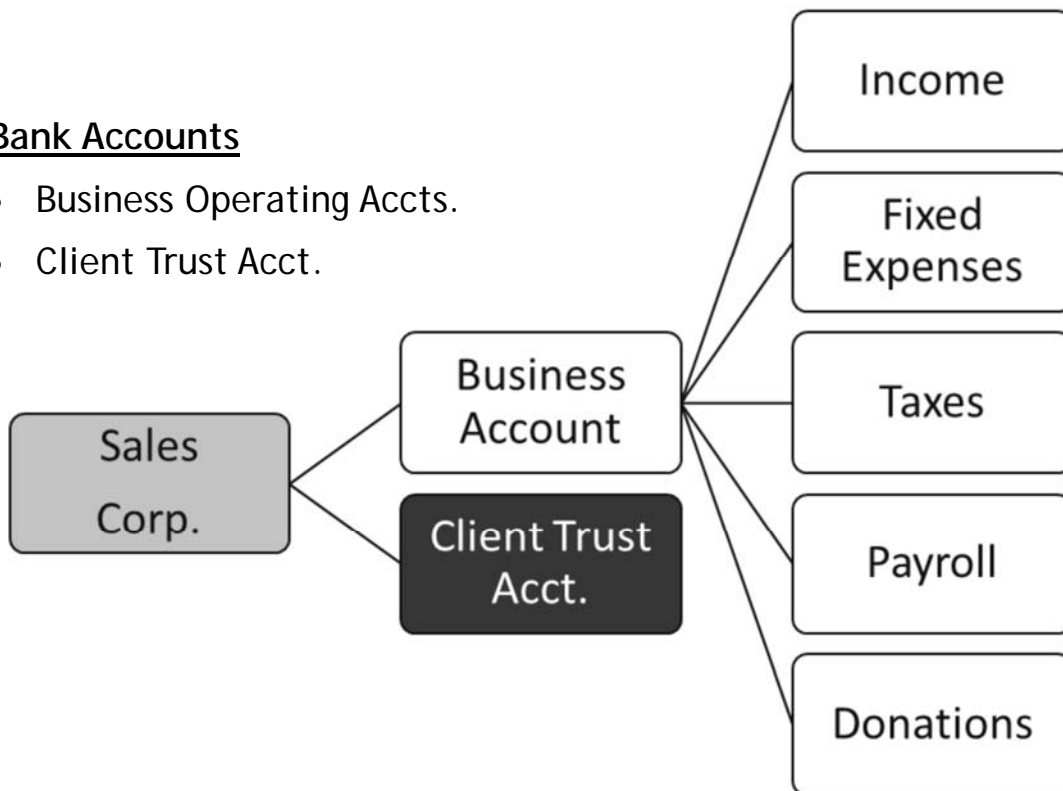
Balance Sheet	
ASSETS	LIABILITIES
	EQUITY
Total \$ _____ =	Total \$ _____

Other Items

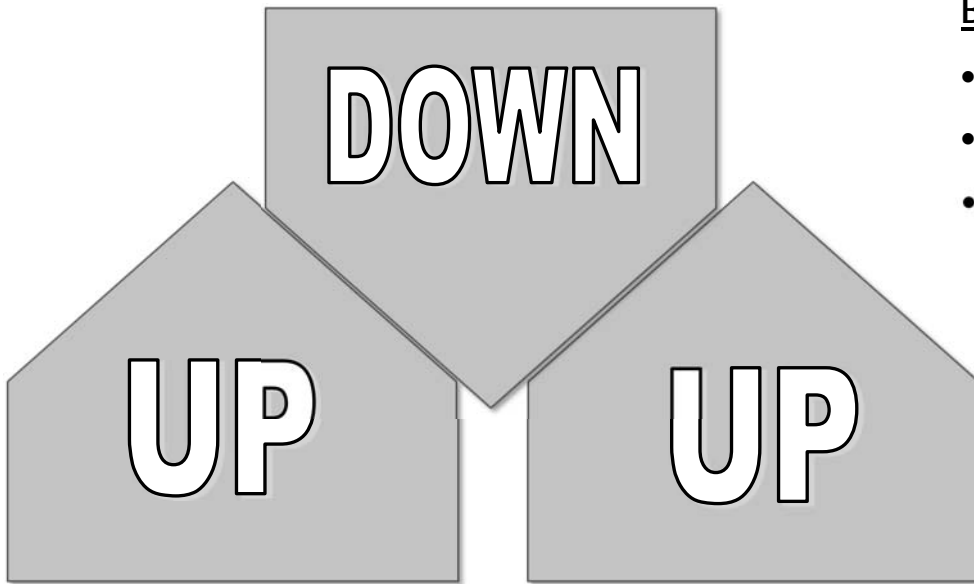
- Ratios
- Start-up Costs
- Budget vs. Forecast

Bank Accounts

- Business Operating Accts.
- Client Trust Acct.



STEP 4: Service Mix & Profit Centers



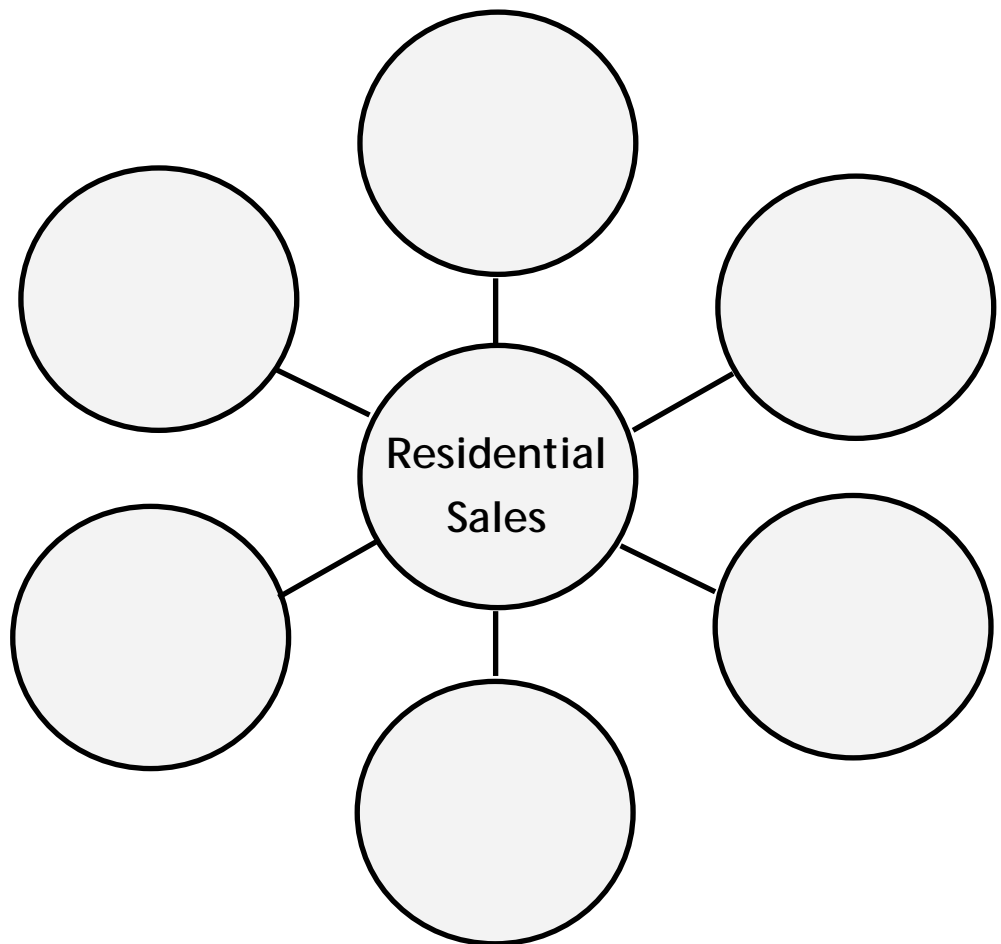
Balance Revenue Sources

- Prepare for Cycles
- UP Market products
- DOWN Market products

Profit Pinwheel

REVENUE TYPES:

- ◆ Transactional
- ◆ Regular
- ◆ Recurring
- ◆ Passive
- ◆ Residual
- ◆ Corp. Accounts
- ◆ Subsidiary
- ◆ Affiliate Partnerships



STEP 5: Agent Recruitment & Retention

Teamwork & Caring

Entrepreneurial Spirit.....

Collaborative Atmosphere

Positive Energy

Go-Getter Attitude

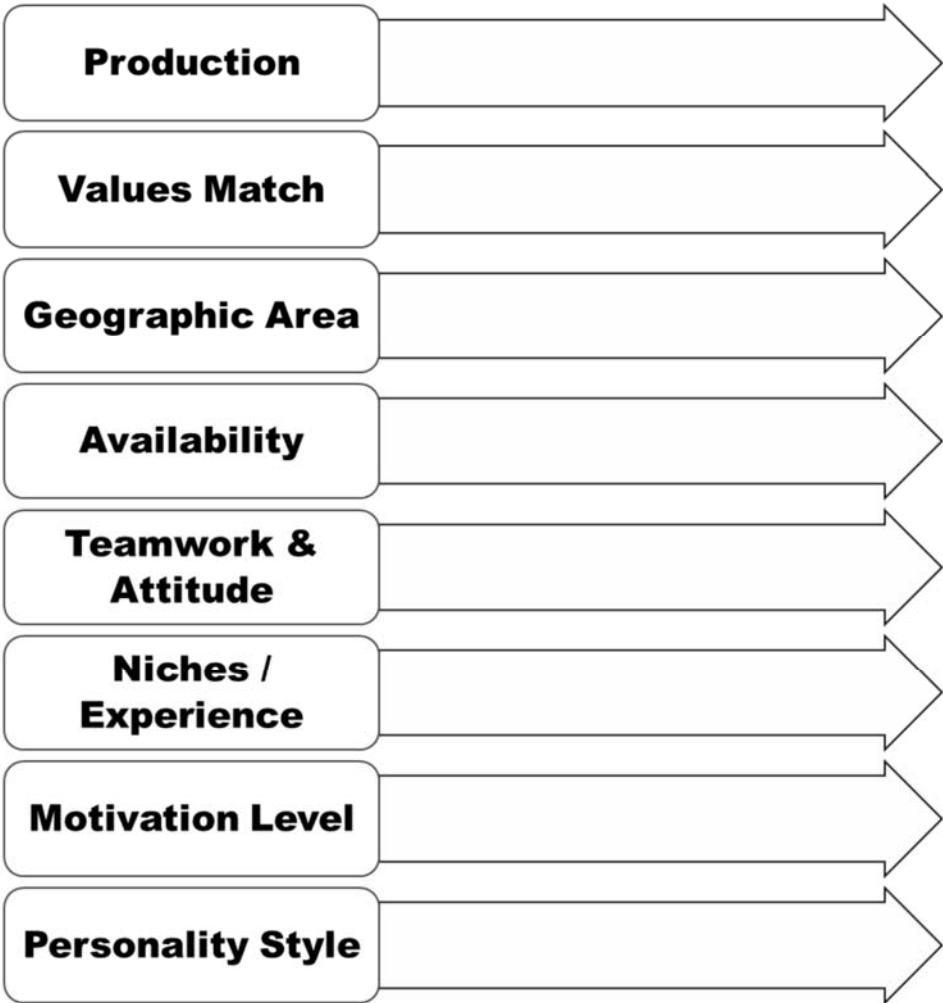
Other:



What's Our Culture?

Value Proposition: Compensation Plan · Service Mix · Profit Centers

Find the "RIGHT" Fit



STEP 6: Strategy & Competition

Daily Dashboard



Bank Accounts



Financials



Reports



Agents



Production



Marketing



Transactions



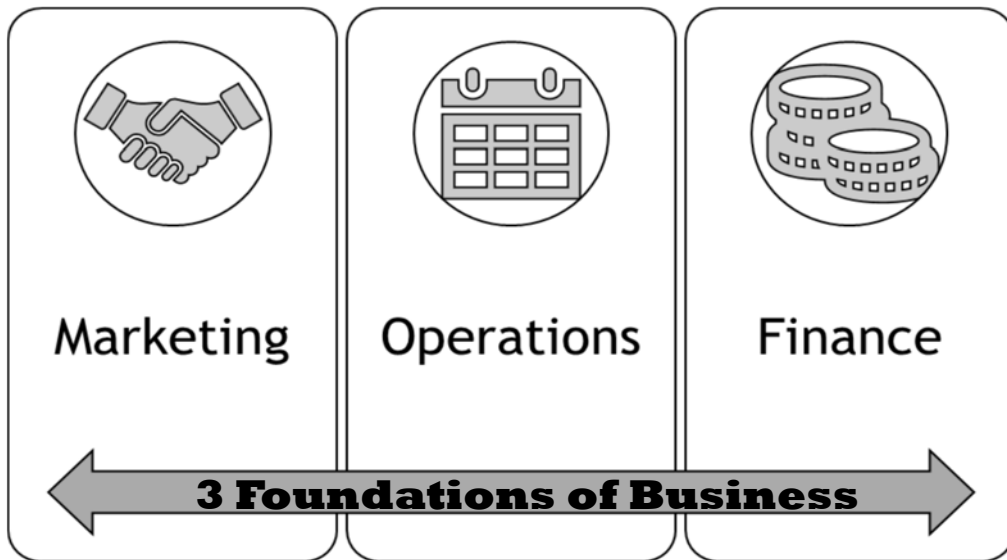
Clients

Competitor Grid

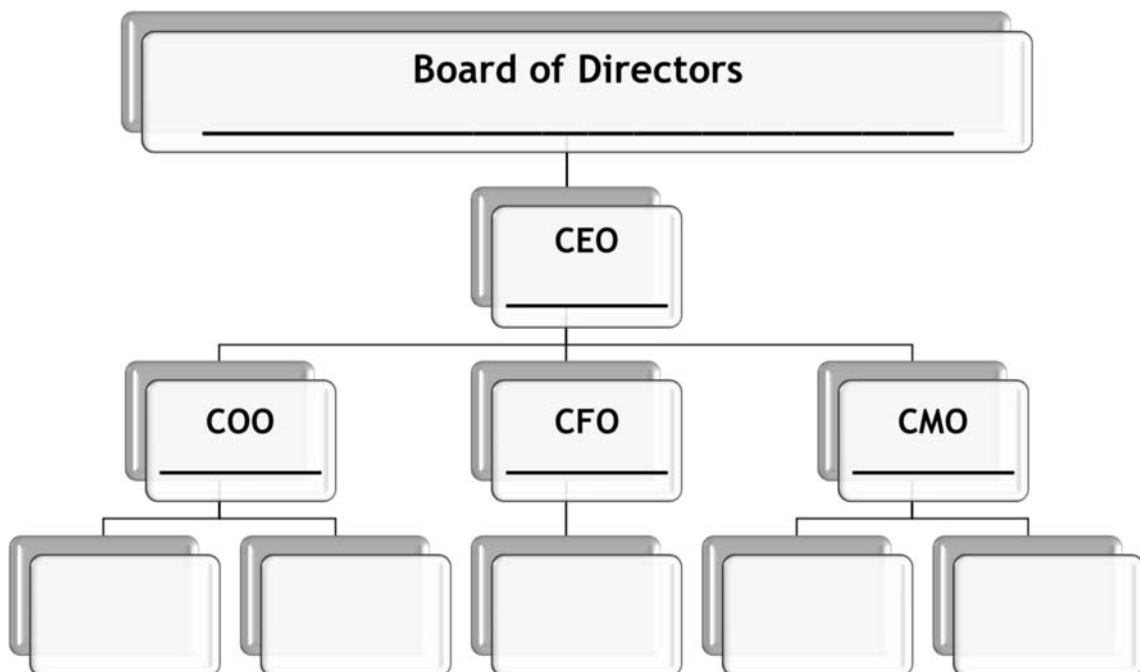
Factor	Cust. Rate	My Business			Competitor #1			Competitor #2			Competitor #3		
		Name			Name			Name			Name		
		STR	WKN	Rate	STR	WKN	Rate	STR	WKN	Rate	STR	WKN	Rate
Niches													
Assets													
HR													
Proprietary													
Internal Org													
Services													
Pricing													
Quality													
Selection													
Reliability													
Stability													
Credibility													
Expertise													
Convenience													
Branding													
Other:													
Other:													
Other:													
Other:													
Other:													
TOTALS	--												

Cust. Rate = Scale of 1 to 10; STR = Strengths; WKN = Weaknesses; Rate = Scale of 1 to 10

STEP 7: Operations Management

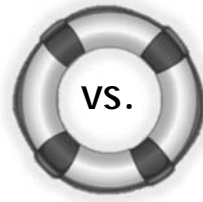


Organization Leadership Chart



STEP 8: Innovate

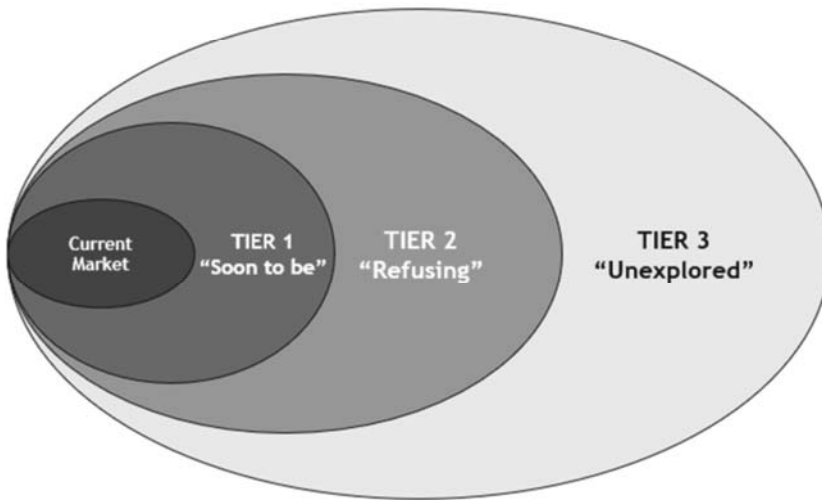
Blue Ocean Strategy



Red Ocean Strategy

Activity: Identify New Non-Customers

3 Tiers of Non-Customers



- Customers of your industry
- 1** “Soon-to-be” non-customers who are on the hedge of your market waiting to jump ship
- 2** “Refusing” non-customers who consciously choose against your market.
- 3** “Unexplored” non-customers who are in markets distant from yours.

Blue Ocean Strategy ©KIM & MAUBORGNE

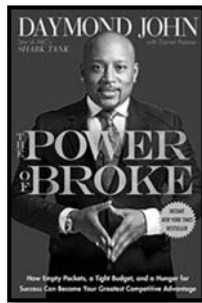
Recruiting HOT List

<u>#</u>	<u>Agent Name</u>	<u>Contact Info</u>	<u>Motivation</u>	<u>Fit</u>
1.				
2.				
3.				
4.				
5.				
6.				
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29.				
30.				

Business Plan Outline

- ❑ Executive Summary
- ❑ Business Description
 - Mission, Vision & Core Values
 - Ownership / Key Personnel
 - Core Competencies
 - Goals, Objectives, Strategies
- ❑ Business Model
 - Agent Compensation Plan
 - Consumer Price Schedule
 - Innovation
- ❑ Revenue & Services
 - Profit Centers
 - Market Segment & Share
 - Demographics
- ❑ Agent Recruitment & Retention
 - Target Agent Profile
 - Recruiting Methods
 - Onboarding, Training
 - Supervising
 - Providing Value
- ❑ Competition & Stats
 - Competitor Analysis
 - Their Compensation Plans
 - Market Stats
- ❑ Marketing & Sales Strategy
 - Annual sales goals
 - Marketing Tactics
 - Advertising, Promotions, Public Relations
- ❑ Proforma
 - Income Statement (3 years)
 - Cash Flow Statement (3 years)
 - Balance Sheet (3 years)
 - Ratios
- ❑ Appendix
 - Marketing Collateral
 - Organizational Chart
 - Résumé
 - Schedule of Services & Prices

Books & Resources Recommended

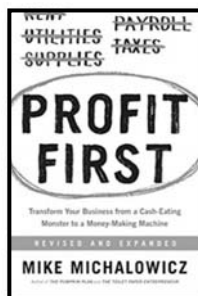
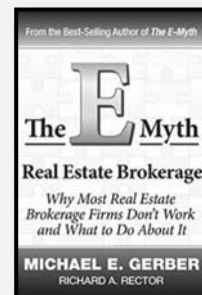


The Power of Broke: How Empty Pockets, a Tight Budget, and a Hunger for Success Can Become Your Greatest Competitive Advantage

by Daymond John
www.amazon.com/dp/1101903619

The E-Myth Real Estate Brokerage: Why Most Real Estate Brokerage Firms Don't Work and What to Do about It

by Michael E. Gerber
www.amazon.com/dp/0983554293

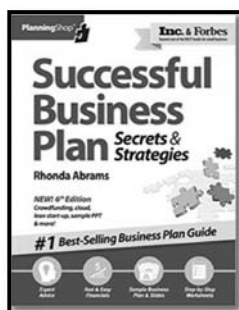


Profit First: Transform Your Business from a Cash-Eating Monster to a Money-Making Machine

by Mike Michalowicz
www.amazon.com/dp/073521414X

Blue Ocean Strategy: How to Create Uncontested Market Space and Make the Competition Irrelevant

by W. Chan Kim, Renée Mauborgne
www.amazon.com/dp/1625274491



Successful Business Plan: Secrets & Strategies

by Rhonda Abrams
www.amazon.com/dp/1933895462



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