

# Scale UP! Your Successful Brokerage

## *Blueprint to Build your Profitable Empire*

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### Introduction

- What are my goals today? \_\_\_\_\_
- Strategy Foundation \_\_\_\_\_
- 7 Strategy Pillars \_\_\_\_\_

### 1. Vision & Exit Strategy

- Vision \_\_\_\_\_
- Mission \_\_\_\_\_
- Values \_\_\_\_\_
- End Goal & Exit Strategy

### 2. Business Plan / SWOT Matrix

- Strengths \_\_\_\_\_
- Weaknesses \_\_\_\_\_
- Opportunities \_\_\_\_\_
- Threats \_\_\_\_\_

### 3. Pro-Forma

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

### 4. Service Mix & Profit Centers

- Balance Revenue Sources - prepare for market cycles
- Profit Pinwheel: revenue types

### 5. Agent Recruitment & Retention

- What's our Culture? \_\_\_\_\_
- Value Proposition
- The "Right" Fit

### 6. Strategy & Competition

- Daily Dashboard \_\_\_\_\_
- Competitor Grid \_\_\_\_\_

### 7. Operations Management

- 3 Foundations of Business \_\_\_\_\_
- Organizational Leadership Chart

### 8. Innovate

- Blue Ocean Strategy vs. Red Ocean Strategy
- Identify new non-customers \_\_\_\_\_

Recruiting HOT List:

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**Recommended Books & Resources**

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

**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

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

**Blue Ocean Strategy:** How to Create Uncontested Market Space and Make the Competition Irrelevant by W. Chan Kim, Renée Mauborgne

**Successful Business Plan:** Secrets & Strategies by Rhonda Abrams

**Brokerage Quick Start-Up 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