

Interview - Sunday, December 17, 2017

David Brenton

Building a Team where your sales team average 50+ transaction per year.

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Market Served: Indianapolis, Indiana and Central Indiana

Total volume closed ytd in 2017: 60,859,460

Listing closed ytd in 2017: 196

Buyers closed ytd in 2017: 121

Total units closed ytd in 2017: 317

Average sales price for 2017: 191,986

Average DOM in 2017: 51

Years in business: 25, started full time in November of 1992 with RE/MAX, opened independent office on January 1, 2013.

Career Stats:

Total sales volume closed: 744,817,000.00

Total listings closed: 2,936 (60%)

Total buyers closed: 1,993 (40%)

Total units closed: 4,929

Average sales price for the 25-year career: 151,109.15

Average closed units per year for the 25-year career: 197

Current Team Size:

Sales team: 1 listing focused member (92 closed ytd), 3 buyer focused members (36, 40 & 21 closed ytd. *one added during this year) plus myself (128 closed ytd) with 2 licensed transaction coordinators assisting me. A total of 6 1/2 members for the year.

Currently we have 10 more to close in 2017 bringing our total to 327 with 6 1/2 sales team members that equals an average of 50.3 each.

Admin team: Office manager (licensed), plus 3 full time and 2 part time staff.

Duties include all marketing including design and production of direct mail pieces. Photography of all listings including HDR photos, walk through videos, 3D Matterport tours and drone photography. Sign placement and pickup plus weekly directional signage. All accounting and administrative duties to maintain an independent real estate office.

Website: move2indy.com

Company name: DAVID BRENTON'S TEAM

Twitter handle: <https://twitter.com/thebrentonteam/>

Facebook: <https://www.facebook.com/davidbrentonsteam/>

Photo:

OUTLINE

Bee willing to market/spend money to generate leads.

Map out a strategy; you can't throw money at everything. Been there/Done that.

Track, know what is working and what is not.

If they are not willing to follow up on what you generate then either quit spending the money or hire someone else to follow up and then don't hand those leads over to them.

Hold them accountable to results.

Weekly meetings to review what they are doing and who their top prospects are.

Periodic checks of their performance (call clients, look at the back end of your lead management system to see what's being recorded and the quality of the follow-up)

Be willing to have the tough conversations.

"I see your email response to this client was, "That the property was sold" what should you have done different to have a better opportunity to have a conversation?"

"Your motivation doesn't match the team's motivation; why don't we either put you in a referral status or part ways?"

Don't keep non-productive agents – they do cost you money.

Team standard procedures and processes.

Have every process defined so that every client gets a similar experience no matter who they work with. Anyone can pick up the process for another and be seamless for the client. We don't want it done one way if "x" does it and another way if "y" does it.

We decide on the best process for every task and then that is the way it is to be done.

Client is always first concern. The question; if my mom, sister, or my child is the client how would we want that issue or process to be handled and then that is the standard that is used.

Clients appreciate consistency and it is easier to produce consistency when there

is a written process to follow.

Team members appreciate consistency as they are not creating a standard with every decision they make.

Employees vs. independent contractors.

Ability to tell them what they must do to be successful with your team.

It is nearly impossible to expect performance and consistency from your team member if you can only suggest to an independent contractor that they follow your standards. If you expect them to, what is their true business relationship with you?

Protection from the IRS.

Closing thoughts.

The bottom line is; it is your name and reputation that is on the line with every interaction your team members have with the public. Make sure they know what you expect and then inspect what you expect. I believe that if you have the right team members your vision will become their vision; if not then either express your vision better to get buy in or get different team members.

Life is too short to settle for anything less.