

Raleigh, North Carolina

LINDA CRAFT
— **& TEAM** —
REALTORS®



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FOCUS OF PODCAST

How to Grow a Profitable Sustainable Business



7 full time staff, 2 part time staff, 2 full time listing partners, 6 full time buyer agents, 3 part time buyer agents, 2 new full time buyer agents that are boarding now. **Plus me 23 total**



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WHY TEAM - Time, Energy, Effort, Focus, Money

Rainmaker

Learned from the old Star Power days

Problem -- Can't sustain growth with "Rainmaker" mindset too much working in the business instead of on the business



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NEW MINDSET TO GROW

~~Rainmaker~~ LEADER

Become a True Leader

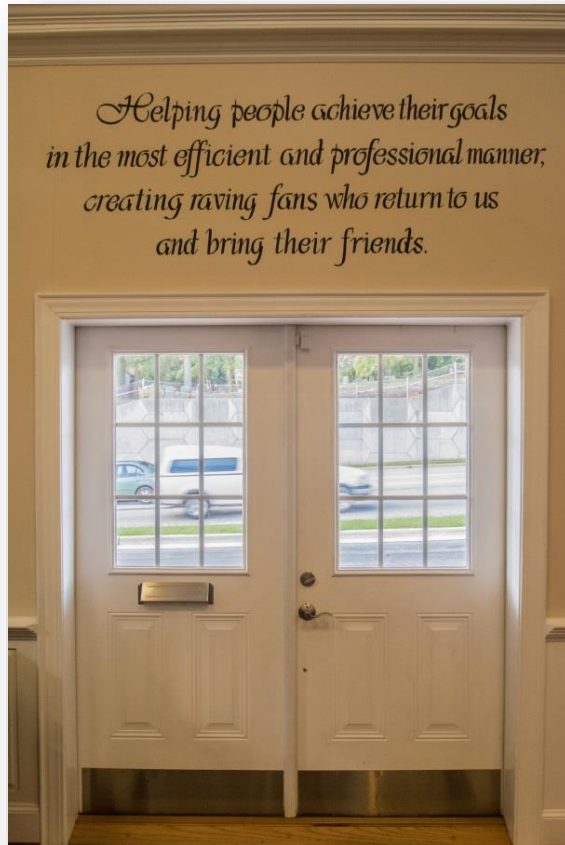


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Team Mission Statement & Core Values

How a Rainmaker uses compared to a Leader



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LEADER SUCCESS FORMULA

1. Lead by Example

2. Be Intentional About:

- ☐ **Focusing on Mission & Core Values**
- ☐ **Focusing on Growth, Goals & Stability**
- ☐ **Encouraging the Behavior you Want**
- ☐ **Have FUN!**



INTENTIONAL - ABOUT RETENTION

Why People Leave

1. Lack of Recognition
2. Lack of Growth
3. Lack of Money



Voted Best Place to Work



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INTENTIONAL - Leading System



ANNUAL TEAM ADVANCE

Celebration Awards

Production, Core Values, Atta Boy winner

Business Plan & Goal Setting



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INTENTIONAL – Leading System

QUARTERLY AWARDS



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RELATIONSHIPS – Monthly Fun!



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Monthly Awards

- Agent of the Month
- Press Release
- Healthy Competition



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INTENTIONAL - WEEKLY MEETING

Weekly Team Meeting With Intentional Agenda

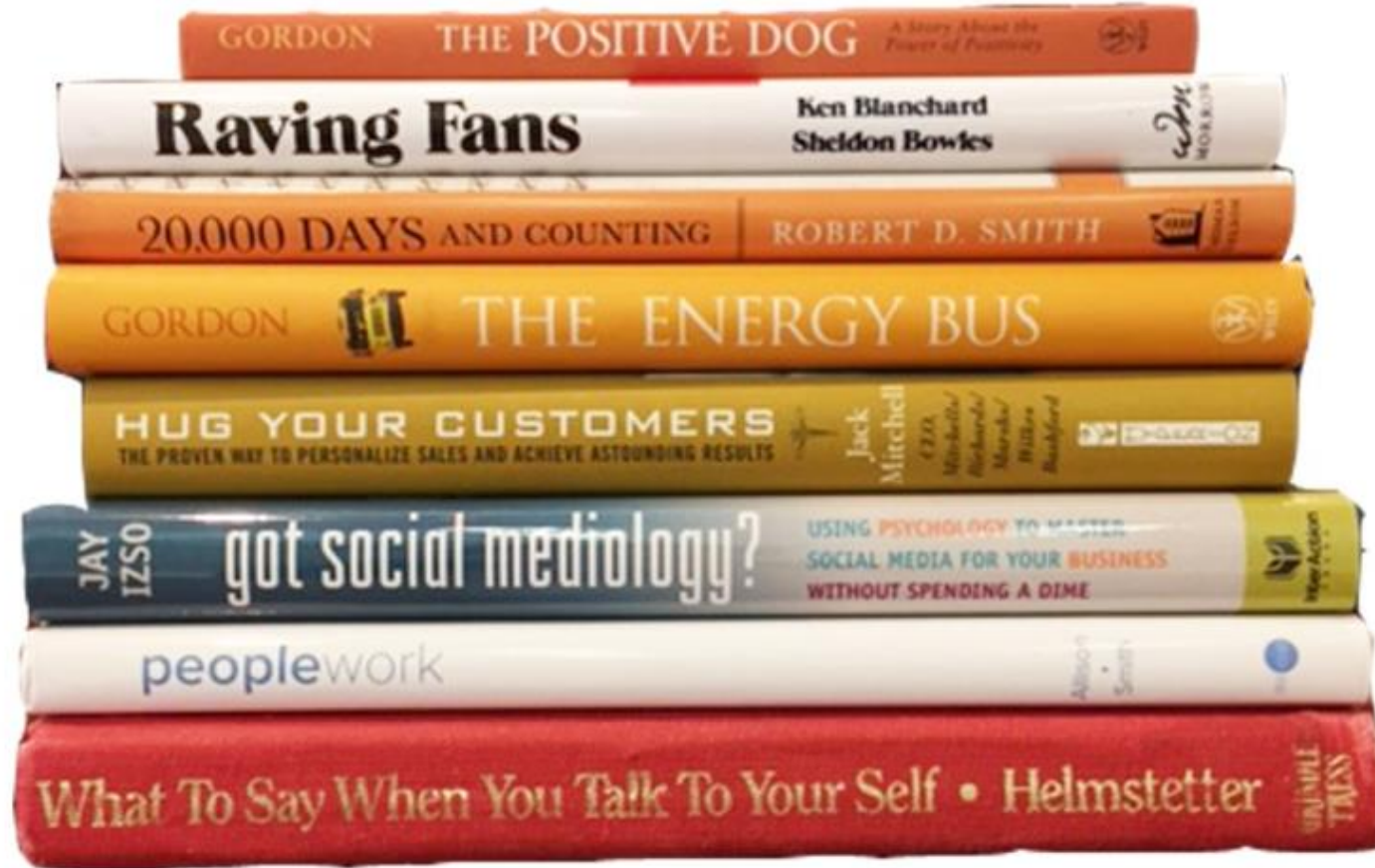
- Alignment
- Connection & Accountability
- Public Praise
- Client Reviews
- Forward Focus



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Personal & Professional Growth



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Health + Fitness Challenge

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Name: _____

Dates: ____/____/____ to ____/____/____

"If it doesn't challenge you, it doesn't change you"

2015 Health Challenge

	8 Hours Sleep (1)	Workout Session (1)	Event/ Race (5)	Health Screening (3)	64 oz. Water (min) (2)	5,000 Steps (2.5 miles (1)	Weekly Challenge Completion (TBD)	Total Points
Monday								
Tuesday								
Wednesday								
Thursday								
Friday								
Saturday								
Sunday								

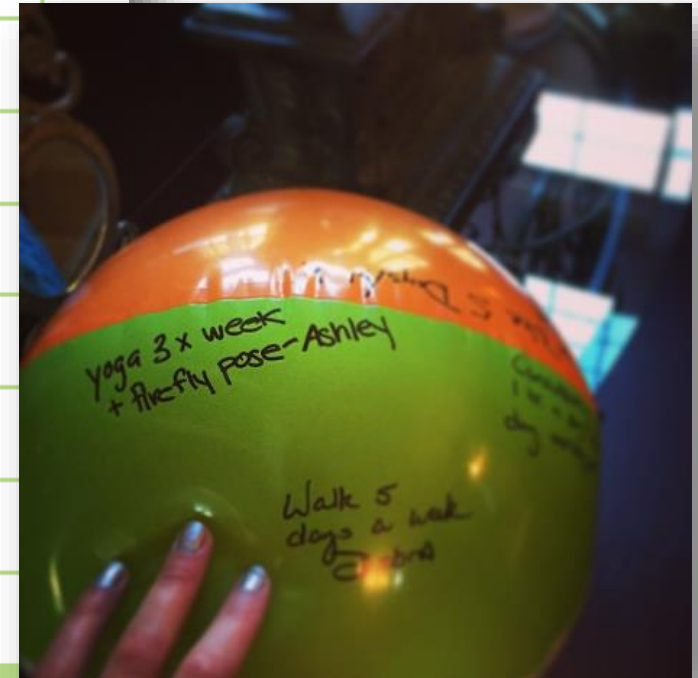
Weekly Challenge Schedule:

~~Week 4: Prepare and share a meatless dish with the Team. Share recipe.~~

~~Week 5: Plank challenge— 30 second plank (1) 60 second plank (1)~~

~~Week 6: (1) point for everytime you turn down dessert!~~

TOTAL SUCCESS
FOR THE WEEK!



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Health + Fitness Challenge

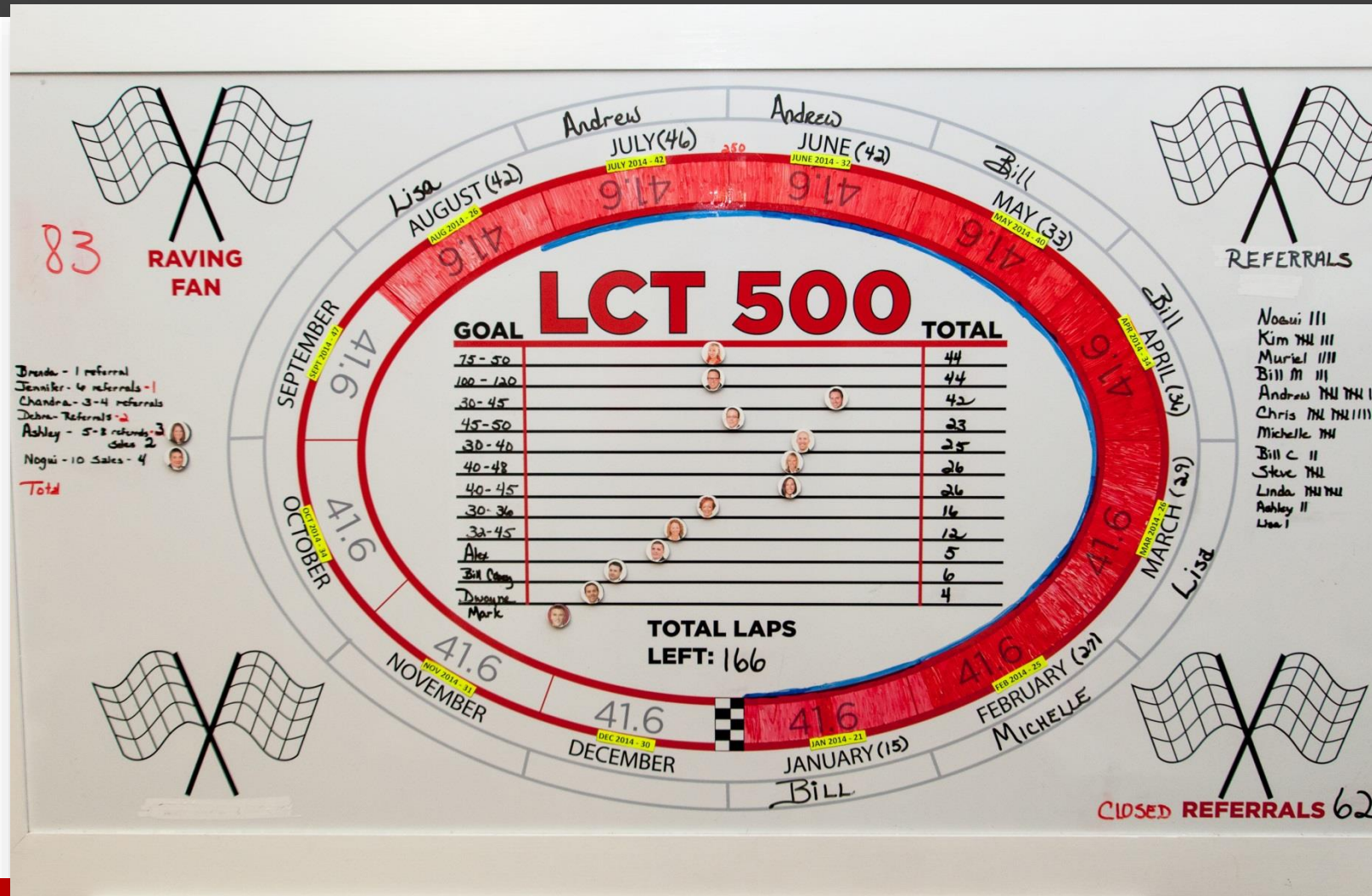


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THE ROLE OF A GREAT LEADER

- Empower
- Influence
- Inspire
- Cast the Vision



GROWTH CULTURE BEGINS WITH YOU

CEO –

GIVE YOURSELF A NEW CEO TITLE

LEARN - TO LEAD



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GROWTH CULTURE BEGINS WITH YOU

* CEOs Learn From Mistakes

*Have Realtors? 2008 – 2012 Crisis
Definition of Insanity*

* CEOs Provide Stability

Get out of debt & save



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70% OF TEAMS MAKE NO MONEY

Profit Formula

$$30\% \quad 12\% \quad 10\% = >40\%$$



SWOT - Analysis

- **STRENGTHS**
- **WEAKNESS**
- **OPPORTUNITIES**
- **THREATS**

ASSIGNMENT

SWOT - Yourself as a leader, each individual team member, team as a whole, each department – Provides 360 degree feedback to propel growth



Team Growth Culture

- Leadership
- Vision
- Core Values & Mission Statement
- Team Alignment
- Accountability
- Transparency



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