

— REAL ESTATE —
EXPERTS

THE ROADMAP TO A BILLION

BRETT JENNINGS | FOUNDER & CEO



HOW TO 10X YOUR BUSINESS IN 4 YEARS OR LESS

AGENT - GEO.

THE JOURNEY FROM AGENT TO CEO:

How to Grow

From 10 -130

Deals per Year

REAL ESTATE

EXPERTS

15-20% -

EWJ - FARM/ONLINE

F.I.D.

\$500K

÷ 2000

~~250~~

80%

20%



**Build Awesome Admin
Team**

Scale Your Lead Gen

Hire Talented Agents

**LEAD
GENERATION**



THERE WILL BE CHALLENGES



IT IS A BALANCING ACT



HOW MUCH TIME DO YOU WORK IN VS. ON THE BUSINESS??



When you work
IN
your business you
are working on
today's income

When you work
ON
your business you
are working on
tomorrow's income

PROFIT OR GROWTH



WHAT'S MORE
IMPORTANT...
PROFITABILITY
VS. GROWTH?

HOW TO BUILD A BUSINESS YOU
WANT



**IS THIS BUSINESS I AM BUILDING
ONE I WANT TO OWN?**



WHAT IF I

I AM HERE
TO SHOW
YOU A
PROVEN
PLAN



HOW TO AVOID THE PITFALLS



The background of the image is a repeating pattern of dark blue dollar signs (\$) on a lighter blue background. The pattern is dense and covers the entire area.

IF YOU DO IT RIGHT...YOU CAN OWN
A BUSINESS WORTH MILLIONS
(AND THE TIME AND FREEDOM TO ENJOY IT)

MY STORY

GROWING
BEYOND
THE TEAM



— REAL ESTATE —
EXPERTS

BRETT JENNINGS
CEO - REAL ESTATE EXPERTS





JUST WHEN
EVERYTHING
WAS GOING
GREAT MY TEAM
MEMBERS
SAID

WE NEEDED TO TALK

MY AGENTS
APPROACHED
ME WANTING
**HIGHER
SPLITS & TO
HAVE THEIR
OWN IDENTITY
& BRAND**



A DISEMPOWERING QUESTION...



HOW COULD THEY DO THIS TO ME **AFTER ALL I HAVE DONE AND INVESTED IN THEIR SUCCESS?**

WORDS FROM MY MENTOR



”

**You Have to Think Bigger.
Your Role as a Leader
is to Expand Your World
So Your Best People Can
Live Out Their Greatest
Ambitions Within It.**

~ Gary Keller

MY TWO TAKEAWAYS

1

**Put the Success of
Others Ahead of Myself**

2

**Validate My Economic
Model Before I Start Scaling Up**

(Make sure it's profitable)



AN EMPOWERING QUESTION...

HOW COULD I PROVIDE A **TEAM ENVIRONMENT, OFFER HIGHER SPLITS & STILL BE PROFITABLE?**

My Answer....

A group of seven business professionals, four men and three women, are silhouetted against a large, curved glass window in a modern office. They are standing in a line, looking out the window. The scene is lit with a cool blue light, and the floor is highly reflective, showing clear reflections of the people and the window. The overall mood is professional and collaborative.

TEAMRIDGE

A new model of brokerage where agents find much more opportunity & support than a traditional brokerage and much higher splits than on a team.



LAYING THE

FOUNDATION



STEP 1: LAYING THE FOUNDATION

Set the Economic Model:

80/20 Up to \$750k

\$695 Admin Fee Per TX

\$1495 Per Listing for Marketing & Mgmt.

Goal: Transaction Fees Cover Expenses
so Company Dollar = Company Profit



STEP 1: LAYING THE FOUNDATION



A Support Plan that Scales:

Leverage Side AMAP

Create Hiring Plan:

Listing Manager

Marketing Coordinator

Contract to Close



SCALING LEAD GENERATION



Determine Your Core 4 to Scale

- ✓ **Quality Online:**
Zillow / Homelight
- ✓ **Open Houses**
- ✓ **SOI**
- ✓ **Farming:**
Geo & Event Based



ATTRACTING AGENTS



CLARIFY & ARTICULATE YOUR UNIQUE VALUE

Culture - of Growth & Constant Learning

Leads - Consistent, Quality Opportunities

Accountability - To Follow Thru on the Plan

Systems - Efficiency Through Technology

Support - To Focus on \$ Making Activity

GIVE
THEM THE
EXPERIENCE
OF WHAT
IT'S LIKE
TO WORK
WITH US

Our mission on this site is to help real estate agents elevate their skills, knowledge, and expertise to bring more value to their clients, earn more commissions, and sell more homes.



Search for...

Search

Expert on Fire: Jide Ogunbiyi



Hear about Jide Ogunbiyi's success story in this episode of Expert on Fire.

[Read More](#)

New Agent's Road to \$1m GCI in Just 3 Years!

Agent Panel - Breaking Into Luxury



Here's our recent panel with myself and three other top luxury agents.

[Read More](#)

Expert on Fire: From Plateau to Breakthrough



Today I'm eager to catch up with Morgan McGuire, one of our newer partners.

[Read More](#)

Morgan's Road to \$1M GCI: How a 20-Year Veteran Tripled his business

FREE 30 MINUTE STRATEGY SESSION
Personalized Advice for you

Book a Time
»

MONTHLY MASTERMIND
Apply Now

Sign Up Now
»

JOIN US
Become A Real Expert

Apply Now
»

FREE

THE JOURNEY AHEAD









FROM BREAKDOWN TO **BREAKTHROUGH**



WORDS FROM MY MENTOR



”

**Power moves
to Leaders
Who Are Truly
Committed
to Serving Others.**

~ Tony Robbins



WHAT IF I SET THE GOAL TO HELP
5 Agents Make \$1M GCI ?



MILLIONAIRES CLUB 2021



We Helped 9 Agents Get to \$1M+ in GCI

A magnifying glass with a black handle and frame is positioned over a blue, textured surface. The lens of the magnifying glass is focused on a specific area, showing a magnified view of the texture. A white horizontal band is overlaid across the center of the image, containing the text '& HERE'S WHAT WE DISCOVERED'. The text is in a dark blue, sans-serif font, with 'WE DISCOVERED' in a larger, bold font.

& HERE'S WHAT **WE DISCOVERED**



BUSINESS INSIGHT:

Every Agent We Helped Grow to \$1Million in GCI...
Added \$200k in Net Profit
\$1Million to our Valuation

PERSONAL INSIGHT:

**BEING A
SERVANT LEADER
IS MY PATH TO
PROFITABILITY...**





”

You can get everything
in life you want...

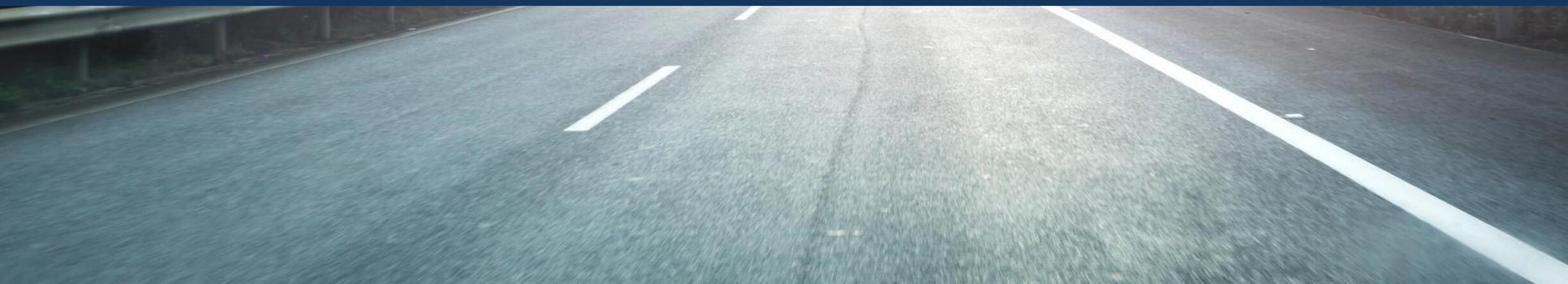
If you just help other
people get what they
want.

- Zig Ziglar



RECAP...

The Road to \$1Billion Requires 5 Things



MINDSET OF A SERVANT LEADER

LAYING THE RIGHT FOUNDATION

SCALING YOUR LEAD GEN

HIRING TALENTED AGENTS

TURN BREAKDOWNS INTO BREAKTHROUGHS



EVERY **BREAKTHROUGH** REQUIRES A WHO



ROADMAP TO \$1 BILLION

TEAM LEADER

MARKETER

SALES MANAGER

GROWER

RECRUITER

LEADER

VISIONARY

CURRENT SITUATION

I've created more business than I can handle and I need more help. I've pulled together what I feel like is a group of good agents. I need a good plan, systems, and support to keep growing.

I've created the team. I have agents who are hungry for more business. I feel responsible for their success. I need to generate more leads to keep them producing.

The business is rocking but it feels unstable. I'm feeling the pressure of producing and managing sales. We have plenty of leads, we just need to convert them. It seems like I'm working harder and making less. Why won't my agents make their calls?

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WHAT IT FEELS LIKE

POSSIBILITY

PRESSURE

TREADMILL AT HIGH SPEED

ROLLERCOASTER

WHIRLWIND

BREAKDOWN

FREEDOM

TRANSACTIONS

25-50

50-75

60-100

80-150

100-250

250-750

750+

AGENT COUNT

2-4

3-6

6-10

8-15

10-30

30-60

60-150

STAFF COUNT

1

2

3

4-6

5-10

10-15

15-25

KEY HIRE

Rockstar Admin

Marketing Specialist

Inside Sales Associate

Sales Manager

Director of Operations

Elevate or Recruit Department Heads

Producing Manager for Personal Business

NET PROFIT PERCENT

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10-15%

NET TAKE HOME

\$200k - 600k

\$400k - 800k

\$750k - 1.2M

\$1 - 2M

\$1.5 - 2.5M

\$2.5 - 5.0M

\$3.5 - 5.0M+

LEVERAGE

A Clear Plan

Mastering Lead Generation

Building an Inside Sales Dept

Sales Management

A Model for Growth

Executive Team

Producing Team Leader

GOALS

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ROADMAP TO \$1 BILLION

TEAM LEADER MARKETER SALES MANAGER GROWER RECRUITER LEADER VISIONARY

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WHAT IT FEELS LIKE

POSSIBLE

We Need More Leads!

WHEEL AT HIGH SPEED

ROLLERCOASTER

WHIRLWIND

BREAKDOWN

FREEDOM

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WHAT IT FEELS LIKE

POSSIBILITY

PRESSURE

The Agents Aren't Following Up!

OVERCASTER

WHIRLWIND

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1 on 1's &
Onboarding

HURRICANE

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POSSIBILITY

PRESSURE

TREADMILL AT HIGH SPEED

ROLLERCOASTER

The Wheels Came Off the Bus!

BREAKDOWN

FREEDOM

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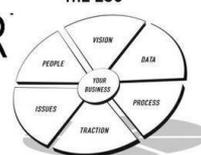
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WHERE TO GO FROM HERE ?

Get Crystal Clear on Your WHY

(hint: its got to be bigger than money)

Develop (or Update) Your Strategic Plan



VISION

<p>IDENTITY & CORE VALUES</p>	<p>We are a TEAM. We embrace personal & professional growth and help each other reach our goals & dreams. We are a place where Partners love to work, goals become reality & Clients and become raving fans.</p>	<ol style="list-style-type: none"> 1) We are a TEAM 2) We embrace accountability 3) We are growth minded 4) We hustle and work hard 5) We Choose a positive mindset 6) We put our clients' interest first 	<p>3-YEAR PICTURE™</p>
<p>CORE FOCUS™</p>	<p>Purpose: A better life through real estate, for ourselves our partners & the clients we serve.</p> <p>Vision: To be the brokerage of choice among consumers and agents in the markets we serve. We partner with talented agents, leverage them with proven marketing, personalized coaching, and administrative support so they can increase their profitability & quality of life (more than was possible as a solo agent) all while delivering a 5-star experience to our clients.</p> <p>Niche: Marketing, Coaching, Systems & Support for High Producing Agents & Teams</p>		<p>Future Date: 12/31/2024 Sales Volume: \$6.6 Billion in Sales Market Share: 10% Market Share GCI : \$165,000,000 Families Served: 3,900 (avg SP \$1,700,000) Agents/Partners: 263 Partners (avg.15 tx/partner) Gross Profit: \$35,485,507 Expenses: \$10,900,000 Side Caps: \$3,120,000 Net Profit (%): \$21,465,000 (13%) Measurables: 3898 Closed (2534 B/1364 S)</p>
<p>5 YEAR TARGET™</p>	<p>We help 5,882 families and sell \$10B in real estate per year. Our 400 Partners Earn \$500k + each and sell 15+ homes per year. We Generate \$250 Million in Revenue with a 15% pre-tax profit.</p>		<p><u>What does it look like?</u></p>
<p>MARKETING STRATEGY</p>	<p>Target Market: Intelligent, growth-minded agents selling \$5M+ per year that are coachable, aligned with our core values & willing to adopt and adapt to our systems</p> <p>Our Agent Services Platform Delivers:</p> <ol style="list-style-type: none"> 1. Proven Marketing & Lead Generation Systems - Doubling Your Opportunities 2. 5 Star Admin & Listing Support from Contract to Close – Doubling your efficiency 3. Personalized Real Estate Business Coaching to Double Your Business <p>Proven Process: We partner with talent & provide them with proven marketing, world class coaching & client support to predictably grow their businesses year over year</p>		<ul style="list-style-type: none"> • Helping 3900 families create a better life w/real estate • 263 Partners earn \$350-\$1M+/yr w/work-life balance • 21 High producing, growth minded teams • Our agents are known as the best in the business • Our brokerage partner is the best in the business • Our 1st class marketing sets us apart from all agents • Marketing generates an abundance of quality leads • Best in class SOI marketing done for you • Staff achieving their goals w/work -life balance • Fun work environment w/ continued personal growth • A place where partners love to work, goals become reality & clients become raving fans • World Class "Ritz Carlton" Service (Internal/External) • Annual goal setting for agent's & staff personal goals and quarterly accountability check ins

**JOIN US FOR
OUR STRATEGIC
VISION
WORKSHOP**

Free Bonus: All the Slides



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