



COE LEARNING SOLUTIONS

PRODUCTIVITY AND GROWTH PROGRAMS PRODUCED FOR

Sotheby's
INTERNATIONAL REALTY



COE LEARNING SOLUTIONS

WHAT WE DO

Provide learning programs that drive productivity and growth by building sustainable new habits focused on reaching goals through

- GOAL SETTING
- DEVELOPMENT OF WINNING MINDSETS
- OUTCOME ORIENTED ACTIVITIES
- HANDS-ON SKILL DEVELOPMENT

HOW WE DO IT

Our central growth is to drive the growth that so many brokers and agents need to build successful and sustainable businesses.

In our outcome-oriented programs, agents and brokers focus on the critical activities they must accomplish if they are going to get results that move the needle. And we have the results to prove it! Agents who take LCOE training are 30% more productive than those who don't.

Our training is designed to empower our audience with the skills and resources they need to reach their goals, whatever their goals may be, and wherever they are on the pathway of their real estate career.



AGENT PATHWAY

Accelerate Your Business






Foundational skills and activities to quickly build sustainable production

 AGENT PRODUCTIVITY	 AGENT MASTERMINDS	 JUST IN TIME
--	---	--

Participation recommended for:
New/Relaunching, New to Brand,
Experienced

Grow Your Business

Mastery of skills and systematization of activities to attain award level production

 Sphere of Influence Farming Open Houses Expireds Social Media Lead Conversion LEAD GEN	 LISTINGS NEW EDITION	 BUYERS	 MENTORING	 OBJECTION HANDLING
---	---	---	--	---

Participation recommended for: New/Relaunching, New to Brand, Experienced

Run Your Business

Strategies and systems for business building efficiencies

 BUSINESS PLANNING*	 TEAMS	 HIRING	 COACHING	 VALUE PROPOSITION¹
--	---	--	--	---

Participation recommended for: experienced, new to brand, top producers

*Note: this is a critical program for all agents to attend, regardless of level of production or experience

AGENT PATHWAY



AGENT PRODUCTIVITY

[COURSE_NAME] is productivity training that is boosting the effectiveness of agents nationwide. Participants focus on the critical activities proven to build skills and deliver sustainable results. Using a combination of activities, teamwork, and prospecting, highly-engaged participants make contacts and can achieve ten appointments in four weeks

SCHEDULING: In this program, agents and the facilitator meet twice a week for four weeks. Additionally, the agents work together on teams, completing self-paced, business-building activities to create the essential tools and resources they can put to use on the job

TARGET AUDIENCE: Any agent who would like increased productivity

WHAT YOU'LL DO:

- Set your transaction goals
- Prioritize your activities
- Build your Sphere of Influence
- Explore lead generation sources
- Develop a Listing Presentation including marketing and pricing plans
- Create a Buyer Consultation that will reduce the time you spend with buyers

COURSE DESCRIPTION

LEAD GENERATION: SOI

Top agents have a lead-generation system and spend time on it every single day. Cultivating a Sphere of Influence is the most significant lead-generation source for every agent and is estimated to be more profitable than any other form of prospecting. In this course, you'll dive into prospecting principles and develop a plan for consistent, value-driven contact with your Sphere.

SCHEDULING: Three-hour mastery class with hands-on practice and group learning.

TARGET AUDIENCE: All agents ready for a strong business

WHAT YOU'LL DO:

- Set the number of daily contacts you need to keep your business growing
- Explore strategies to reframe head trash and remove self-doubt
- Discover how to systematize your network
- Create REALationship Campaigns for your Sphere

LEAD GENERATION: FARMING

Farming in real estate is a tried and true technique used by numerous successful agents to build their business. However, many agents restrict their Farm to geographic areas and direct mail campaigns. Time to think bigger! In this course, you'll discover how to become a Next Generation Farmer who is able to provide expertise and value to their target audience and reap the rewards in commissions.

SCHEDULING: Two-hour mastery class with hands-on practice and group learning.

TARGET AUDIENCE: All agents ready for a strong business

WHAT YOU'LL DO:

- Choose the right Farm for your business
- Identify steps to establish yourself as an expert in your Farm
- Build an inventory of items of value that are both affordable and appealing to your Farm
- Create an annual REALationships Builder Campaign for your Farm



RECRUITING PATHWAY

LEARNING: BUILDING SKILLS



RECRUITING WORKSHOP



IPROspect



Attraction Tool



MOBILE SCRIPTS

Participation recommended for: XXXXXX

DOING: ACHIEVING GOALS



PERFORMANCE RECRUITING




VIDEO SERIES

Participation recommended for: XXXXXX


DOING: ACHIEVING GOALS



RECRUITING MASTERY SERIES



VALUE PROP COACHING



RETENTION COACHING



VIDEO SERIES

Participation recommended for: XXXXXX

FINANCIAL MANAGEMENT PATHWAY

PATHWAY TO PROFITABILITY

The goal of any office and franchise is profitability! Metrics and financial reports help brokers/ managers make sound financial decisions to reach their growth and profitability goals and identify issues and opportunities. In addition, as brokers/managers implement their strategies and action plans, metrics and financial reports will guide them on what they should be measuring and if they are making progress. The Financial Management module will help brokers/managers identify the key company metrics and financials to review each month, determine what the numbers mean, and create action steps to reach goals and address issues.

SCHEDULING: Half-day workshop

TARGET AUDIENCE: Brokers/Managers who want to have an understanding of key financial indicators

WHAT YOU'LL DO:

- Explore a profit-focused mindset
- Discuss the value of industry financial targets and a profit-driven business plan
- Identify the KPIs to profitability
- Determine the “off target” red flags and improvement strategies to get you back on track

AGENT COMMISSION & FEE STRUCTURES

Choosing the right commission and fee structure is a critical component of any productive and profitable brokerage. However, it is becoming increasingly difficult to carry on with business as usual when competitors are using commissions and fees to disrupt the market. The Agent Commissions course will help brokers/managers push back against the disruption by focusing on three things: Making informed decisions based on market research, Creating a competitive edge using a unique brokerage value proposition and attractive commission plans, and Recruiting agents to grow both office size and production.

SCHEDULING: Full-day workshop

TARGET AUDIENCE: Brokers/managers

WHAT YOU'LL DO:

- Examine the disruptive forces impacting broker profitability
- Explore how agent commission structures can be leveraged to combat these forces
- Use tools to track and compare competitor information in a commission structure analysis
- Learn a process for how to assess the need for a change in your current commission structures
- Analyze the potential impact a commission structure change could have on a brokerage

COURSE DESCRIPTION

FINANCIALLY NAVIGATING A CRISIS

The real estate industry is no stranger to adversity and disruption caused by a crisis. A downturn in the market, a natural disaster or a disruptive competitor can have a snowball effect on a brokerages financial stability. The Financially Navigating a Crisis module will help brokers/ managers create a continuity plan to help minimize losses and maintain financial stability.

SCHEDULING: 90-Minute Virtual ILT

TARGET AUDIENCE: Broker/Owners/Managers who want to prepare their office for a crisis or want to manage a crisis

WHAT YOU'LL DO:

- Explore the value of servant leadership
- Discuss offensive tactics to monitor retention, recruiting and M&A
- Identify how-to manage expenses through benchmarking, eliminating non-essentials and negotiating
- Create what if plans by running the numbers and stress-testing cash flow
- Determine when to tap into insurance coverage, financing and disaster aid

ANCILLARY SERVICES

The average profit margin for a real estate brokerage hovers around a mere 3%. With such a tight margin and increasing competition, it is becoming more difficult to increase profitability with brokerage revenues alone. The Ancillary Business module will help brokers/managers diversity their revenue stream by adding ancillary services to their office operations.

SCHEDULING: 90-Minute Virtual ILT

TARGET AUDIENCE: Brokers/owners looking to establish ancillary services

WHAT YOU'LL DO:

- Explore the benefits of adding ancillary services
- Determine if ancillary business makes sense for your office
- Identify the steps for starting the 4 most common ancillary services:
 - Mortgage Joint Venture or a mortgage company
 - Title company
 - Property casualty insurance agency
 - Property management



2020 COURSES IN PROGRESS

LEAD CONVERSION

When you think of leads, you may think of the infinite opportunities to generate new leads and drive them to your Sphere. However, infinite lead generation can breed a false sense of confidence. The reality is that the number of people who will actually buy or sell property in YOUR market is finite, and if you don't have systems in place to get their business, another agent will. In this course, you'll discover strategies and techniques that will help you win the race to face-to-face to get the business!

SCHEDULING: 90-Minute mastery class with hands-on practice and group learning

TARGET AUDIENCE: All agents ready for a strong business

WHAT YOU'LL DO:

- Evaluate and prioritize your lead sources
- Discover techniques to lead with speed
- Explore how to group leads by urgency and trust
- Create follow up plans based on urgency
- Use dialogues to get the appointment

LEAD MANAGEMENT

Best in class real estate companies differentiate themselves from other companies on the systems they have in place. A key differentiator is their lead generation systems and processes. Systematized lead generation has specific goals and rules to drive optimum profitability. Without defined goals and rules, leads can be lost ultimately translating into money down the drain. The Leads Generation module will help brokers/managers identify best practices for sourcing and distributing leads, learn how to manage agent response to leads, and create an action plan to develop rules that are fair and profitable.

SCHEDULING: Half-Day Workshop

TARGET AUDIENCE: Leadership

MANAGER SUPPORT

The most successful brokerages provide growth opportunities through learning and have understood the critical role that managers play to support their agents on the journey. Because learning and growth are never "one and done" managers must act as both advocates and accountability partners for their agents at every level of productivity to achieve the best results in productivity and retention. The manager support online module will show managers how to drive attendance, get engagement, and establish follow-up programs that will make the learning "stick."

SCHEDULING: Undefined

TARGET AUDIENCE: Agents

YOU CAN INSERT A CLOSING MESSAGE
HOW THE COE TRAINING OPENS THE MOST
PRESTIGIOUS DOORS FOR AGENTS..



COE LEARNING SOLUTIONS

FOR MORE INFORMATION PLEASE VISIT WWW.WEBSITE.COM

Sotheby's
INTERNATIONAL REALTY