



STROUD

& ASSOCIATES

REAL ESTATE PROFESSIONALS

Now Brokered by **REAL**

350 CLIENTS SERVED & 10 AGENTS NET TO TEAM

PRIORITY 1

Agent Attraction

PRIORITY 2

Strong Leadership

PRIORITY 3

Community

STRATEGIES FOR PRIORITY 1

- + Build Front End Value Package and Back End Agent Attraction Systems by End of 2nd Quarter
- + 175 Agent Attraction Conversations, 20 Appointments Set, 15 Appointments Met per Month
- + Hire 3 Vetted & Qualified Agents to Team Each Month
- + Bring 100 Agents to REAL by the End of Year
- + Hold 3 Large Agent Masterminds by the End of the Year: 2 KC - 1 AR Offices

STRATEGIES FOR PRIORITY 2

- + Hold 2 Annual Leadership Retreats, Fall and Spring - Continue Monthly Meetings
- + ISA, Marketing and Client Care Departments using monthly KPI Scorecards by End of 2nd Quarter
- + Leadership Team Identify Future Leaders in Organization through Monthly Conversations at Meetings
- + Encourage Growth and Leadership Throughout Organization by 85% Team Attendance at Weekly Agent Growth Hub
- + Build Bench and Hire Event Coordinator, ISA, Client Care, Video/Marketing Positions by the End of the Year

STRATEGIES FOR PRIORITY 3

- + Event Coordinator Hire in charge of all StroudCorp Events by End of 1st Quarter
- + Create High Level Donors List in all Communities and Add 100 new Donors each Quarter
- + Improve & Increase Vendor Relationships by holding 2 Vendor Events in each Community by the End of the Year
- + All Team Members Participate in 2 Additional Community Events by the End of the Year
- + Give away \$20,000 through Moving 4 Munchkins in all Communities we Serve by the End of Year

WORK HARD, *Be Kind*