



# STROUD & ASSOCIATES

REAL ESTATE PROFESSIONALS

## TIER LEVELS

EXPECTATIONS:	BRONZE LEVEL 1 0-3 CLOSED PER QUARTER	SILVER LEVEL 2 4-7 CLOSED PER QUARTER	GOLD LEVEL 3 8+ CLOSED PER QUARTER
1 on 1 Role Play	2 per Week	1 per Week	Optional
Weekly Team Trainings	2 per Week	1 per Week	Optional
Team Meeting	Required	Required	Required
10 conversations a day resulting in 1 self generated appt/week	Expected	Expected	Optional
Scoreboard Recording in Sisu	Daily + 9am Marco (Conversation number from previous day)	Weekly (updated by Monday)	Weekly (updated by Monday)
Asks for Referrals a Week	4 per Week	2 per Week	1 per Week
Open House	2 per Month	1 per Month	Optional
Maintain Sierra Tasks Below 48 Hours Past Due	Expected	Expected	Expected
Social Media Posts per Week <small>Professional/Personal</small>	2/2 Times Weekly	1/1 Times Weekly	Optional
Google Review per Week	3 per Week	2 per Week	For Each Closing
Events- Call, text templates, email templates to all PC/SOI	Expected	Expected	Expected

## PERFORMANCE ADJUSTMENTS (IF EXPECTATIONS UNMET WITHIN 30 DAYS OF IMPLEMENTATION)

ISA APPTS	NO	YES	YES
Amount of Monthly Mailers	20	35	50
Closing Gifts for your clients	All Closings	All Closings	All Closings
1 on 1 Coffee Budgets	20.00 Per Month	35.00 Per Month	50.00 Per Month
Pop By's	2 Team Pop By's Annually 20 Each Time	2 Team Pop By's Annually 35 Each Time	2 Team Pop By's Annually 50 Each Time
Lead Gen done with Accountability Partner	Yes	No	No
8:30 AM - 11:00 AM in the office daily	Yes	Yes	Yes