



STROUD

& ASSOCIATES
REAL ESTATE PROFESSIONALS

225 CLIENTS SERVED & GROW 10 AGENTS TO TEAM

PRIORITY 1

Agent Resources

STRATEGIES FOR PRIORITY 1

- + Increasing priority lead dialed percentage 10% from the previous Quarter
- + Provide high-level, relevant training with agent attendance at 70% monthly
- + Stroud.app fully functioning as intended by end of 1st Quarter and maintained through remainder of year
- + MO/KS - Every other month higher-level trainings in person. AR - 2 times a year
- + Provide educational and consumer intriguing social media posts for agents to share weekly

PRIORITY 2

Strong Relationships

STRATEGIES FOR PRIORITY 2

- + Action plan created 2 months before client event and executed as planned
- + At least 80% of coffee card allotment/month used
- + 60 closed transactions to come from referrals
- + Increase closed and archived status call percentage 10% per Quarter
- + 20 one-on-ones per Quarter with co-op agents and/or vender partners

PRIORITY 3

Agent Attraction

STRATEGIES FOR PRIORITY 3

- + ASPIRE - Level up monthly Zoom masterminds & host 2 annual events
- + Request introductions from vendor partners that lead to 20 agent conversations by the end of the year
- + Introduce 10 agents a month by group text with Ed
- + Average 8 Stroud agents monthly in attendance at agent attraction Monday meetings by end of the year
- + Agent attraction small events - 3 times Annually

**WORK
HARD,**
Be Kind



e-STAR HOMES & COMMERCIAL

10 NEW CONSTRUCTION HOMES SOLD IN 2025

PRIORITY 1 Great Systems

STRATEGIES FOR PRIORITY 1

- + Quarterly meetings with Ed to plan out future projects.
- + Procedures for day-to-day with accounting in place by end of 2nd Quarter
- + Day-to-day SOP for Project Management in place by end of 2nd Quarter
- + Standard procedure for Bidding and Contracts in place by end of 2nd Quarter
- + End of Project expectations and final walk through process in place by end of 1st Quarter

PRIORITY 2 Future-Proof our Business

STRATEGIES FOR PRIORITY 2

- + 2026 Projects Calendared out by end of 3rd Quarter
- + Increase 5 land/lots for future builds by end of 2025
- + Put 2026 Foundations in before December to be able to keep business going through winter
- + Make long term e-Star growth and leverage plan by end of year that integrates with other Stroud Corp goals
- + Establish 12 new sub-contractor relationships by end of 2025

PRIORITY 3 Marketing

STRATEGIES FOR PRIORITY 3

- + Social Media updated and relaunched by end of 1st Quarter, with 2-4 Stories or Reels posted monthly
- + e-Star website fully modified to show off our projects/different build completions and opportunities by end of 1st Quarter
- + Professional e-Star marketing video completed by end of 3rd Quarter
- + Google Local Services and Business Identification up-to-date by end of 1st Quarter
- + Brand our company through strategic and intentional local marketing for a 6-month period during 2025



STROUD

INSURANCE GROUP
HOME • AUTO • BUSINESS

GROW TO 3.5 MILLION IN PREMIUM BY YEAR END

PRIORITY 1 Systems

STRATEGIES FOR PRIORITY 1

- + 100% Participation for onboarding trainings with Vertafore
- + Monthly procedures for accounting to be up to date by close of business Jan 31 and every month following
- + Turn on PPC and Website Leads and intergrate to QQ Catalyst by end of 1st Quarter
- + Quarterly reviews on Marketing Plan with CEO, VP of Ops and Marketing Director
- + Create SOP for Agents - CSR's - and Accounting by end of 1st Quarter

PRIORITY 2 Growth

STRATEGIES FOR PRIORITY 2

- + Grow 2 agents by end of 4th Quarter
- + Grow 1 CSR by end of 2nd Quarter
- + Grow 6 Carriers in 2025
- + Grow Additional 2 Million in new business premium in 2025
- + Finalize 1.8 Million in premium buyout by end of 1st Quarter

PRIORITY 3 Marketing

STRATEGIES FOR PRIORITY 3

- + Social Media updated and relaunched be end of 1st Quarter, with 2 reels or stories posted monthly
- + Brand our company through strategic and intentional Local Marketing for a 6-month period during 2025
- + Google Local Services and Business Identification up-to-date by end of 1st Quarter
- + Facebook Marketing Ads Starting after 1st Quarter



STROUD

PROPERTY MANAGEMENT

ADD 50 DOORS IN 2025

PRIORITY 1 Systems

STRATEGIES FOR PRIORITY 1

- + Procedures for day to day with accounting in place by end of 1st Quarter
- + Rental procedures SOP for move in/out's developed and implemented by end of 2nd Quarter
- + Vacancy Rates under 2% throughout year
- + Maintenance SOP developed and implemented by end of 1st Quarter
- + Appfolio System evaluated for efficiency and capability by end of 2nd quarter. Transition to new system or updated training completed by end of 3rd Quarter

PRIORITY 2 Growth

STRATEGIES FOR PRIORITY 2

- + Database and Leads system in place for generating new owners and doors by end of 1st Quarter
- + Create intentional plans for calls and contact opportunities with potential owner leads by end of 2nd Quarter
- + Add 6 new vendors in 2025
- + Make 10 calls to new or potential owners each week
- + Make 10 Calls a Month to new vendors to build bench for maintenance

PRIORITY 3 Marketing

STRATEGIES FOR PRIORITY 3

- + Social Media Updated and Relunched by end of 1st Quarter
- + Google Local Services and Business Identification up-to-date by end of 1st Quarter
- + Use Postcards to brand our company through strategic and intentional Local Marketing for a 6-month period during 2025
- + Manager to post on Social Media Platforms 3 times weekly, with SOP for this in place by end of 1st Quarter
- + Website fully modified to attract owners, show client/owner reviews, and owner registration by end of 1st Quarter