



Keller Williams Family Reunion

Expand Your Profit: Maintain Your Profit While Adding a Location

Presented By: Brian Gubernick

Panel: Mike Nelson, Carissa Acker, Scott and Sarah Layson, CC Underwood

Learn how mega business owners are increasing their market share, agent count, and transaction count while holding tight to their profit expectations. You can grow and scale your business without sacrificing your margins!

Create a culture no one wants to leave.

Build leaders within your organization.

“The 411 has been a lifesaver for our team.” -Sarah Layson

Track the amount of time it takes to make a new agent productive and work to reduce that time.

CC Underwood - from 193 units (18% profitability) to 291 units (34% profitability)

Get sponsorships from your vendors. They should be spending money to be in business with us.

The book *Profit First* forces you to cut expenses.

If we need to reduce expenses by 20% tomorrow, what would we do? Have a plan just to be prepared.

I can't teach you to sell if I don't know your numbers: dials, connections, nurtures, appointments, exclusives.

“Lose” your credit card every six months so your vendors have to call you and you can renegotiate their fees.



OPS BOSS

COACHING™

Renegotiate your contracts with your agents if they've been with you a long time. Not everyone needs to be on the same splits.

Help the agents get more referrals from their own database.