



## Keller Williams Family Reunion

### Operations Equals Opportunity

Presented By: Christy Belt Grossman

Panel: Stephanie Brackett, Rebecca Vanderkolk, Ellenmarie Foga, Mandy Pyfferoen

*Adding operations makes your sales practice a business. Doing so means equal opportunity for growth to agents AND their ops staff. Our panel of operations leaders will share how they empowered their agents' evolution from solo agent, to team owner, to multiple business owner. And, how their job became a career along the way.*

Mandy said, "my clients." She owns the job and takes responsibility.

Opportunity map instead of organization chart.

Send a weekly wrap-up email to all the agents/staff on the team: What do we need to start doing? What do we need to stop doing? What do we need to keep doing? What do you need to tell me? Some weeks you'll get no responses, and other weeks you'll get great responses.

411 helps with communication.

Don't text a to-do item. Email it. If the ops person gets to inbox zero four times a day, your email request is certain to be handled.

When building your onboarding system ask these questions:

Know - What do they need to know?

Do - What do they need to do, and what do we need to do for them?

Feel - How do we want them to feel during the process? Read *The Power of Moments*