

DML YOU

PROGRAM SUMMARY

MONTH 1



RECRUITING

- Getting a Pulse on the Recruiting Market and Creating the Ideal Recruit
- Learning the Branch Structure and Model Match



MARKETING

- Value Props and Marketing Review
- Resources to Manage your Database



NETWORKING

- 10 Steps to Building Meaningful Relationships



PRO-FORMA/ACCOUNTING

- Product Mix, Margins, Other Revenue, and Leakage



COACHING

- Holistic Review with the CEO



PROGRAM INSIGHTS AND FEEDBACK

MONTH 2



RECRUITING

- Building in Model Match and Developing a Unique Selling Proposition
- Growing with Model Match, Digging Deeper into the USP, and Executing a Marketing Plan



MARKETING

- Why Booklet and Database Management- Agents, Clients, and Leads



NETWORKING

- Creating a Roadmap for Success and DML Elite Coaching



PRO-FORMA/ACCOUNTING

- P&L Training and Analysis
- Production Modeling, Market Pricing: Data for Pricing vs Competition



COACHING

- Holistic Review with the President



PROGRAM INSIGHTS AND FEEDBACK

DML YOU

PROGRAM SUMMARY

MONTH 3



RECRUITING

- Accountability Check-Ins Focusing on the Marketing Plan, Model Match, and Communication



MARKETING

- Social Media Resources
- Creating Content



NETWORKING

- Becoming Part of the Industry



PRO-FORMA/ACCOUNTING

- Branch Reserve Calculations and Margin Targets
- Successfully Negotiating Contracts



COACHING

- Holistic Review with the CEO



PROGRAM INSIGHTS AND FEEDBACK

MONTH 4



RECRUITING

- Accountability Check-Ins Focusing on the Marketing Plan, Model Match, and Communication



MARKETING

- Technical Training for Social Media
- Attending Purposeful Events and Follow-up



NETWORKING

- Cyberspace Leveraging Social Media



PRO-FORMA/ACCOUNTING

- Peer to Peer Branch Comparisons for Relevant KPIs



COACHING

- Holistic Review with the President



PROGRAM INSIGHTS AND FEEDBACK

DML YOU

PROGRAM SUMMARY

MONTH 5



RECRUITING

- Accountability Check-Ins Focusing on the Marketing Plan, Model Match, and Communication



MARKETING

- Making the Most of a “Hosted” Event
- Reputation Management and Purposeful Responses



NETWORKING

- Event Planning



PRO-FORMA/ACCOUNTING

- Appropriate Staffing Metrics, Payroll, and Compensation for Building a Branch
- Additional Compensation Planning and Managing Employees



COACHING

- Holistic Review with the CEO



PROGRAM INSIGHTS AND FEEDBACK

MONTH 6



RECRUITING

- Accountability Check-Ins Focusing on the Marketing Plan, Model Match, and Communication



MARKETING

- Bonuses: Analyzing your Survey and Google Review
- Planning for Ongoing Marketing Needs



NETWORKING

- Do What Winners Do



PRO-FORMA/ACCOUNTING

- Planning for Ongoing Support



COACHING

- Holistic Review with the President



PROGRAM INSIGHTS AND FEEDBACK