



YOUR REALTY LEVERAGE
 Recruiting | Training | Coaching
 Consulting | Admin Services

THE 80/20!



YOUR LEVERAGE COACH
 Powered by Your Realty Leverage, Inc.

80/20 for every role on a Real Estate Team.

RAINMAKER	
80%	20%
EVERYTHING ELSE!	Lead Generation
	Lead Follow-up
	Go on Appointments
	Negotiate Contracts
	Scripts and Role Play
	Leadership & Accountability

AGENT	
80%	20%
EVERYTHING ELSE!	Lead Generation
	Lead Follow-up
	Go on Appointments
	Negotiate Contracts
	Scripts and Role Play

ISA	
80%	20%
EVERYTHING ELSE!	Dials
	Contacts
	Appointments Set
	Appointments Held
	Closings

DIRECTOR OF OPERATIONS	
80%	20%
EVERYTHING ELSE!	Numbers & Financials
	Systems
	Reviews & Referrals
	Customer & Agent Experience
	Accountability & Leadership

EXECUTIVE ASSISTANT	
80%	20%
EVERYTHING ELSE!	Transaction Management
	Listing Management
	Database Management
	Client Experience
	Marketing & Events

TRANSACTION COORDINATOR	
80%	20%
EVERYTHING ELSE!	Timelines/Contract Deadlines
	Paperwork & Broker Compliance
	Client & Vendor Communication
	Reviews & Referrals
	Closings

LISTING COORDINATOR	
80%	20%
EVERYTHING ELSE!	MLS Entry
	Paperwork & Broker Compliance
	Marketing
	Reviews & Referrals
	Activate Listings

CONTENT MANAGER	
80%	20%
EVERYTHING ELSE!	Digital Content
	Grow Following
	Increase Engagement
	Revenue from Paid Ads
	Reviews & Referrals