

CAR Meetings – Fall, Anaheim 2023 Tim Townley

Broker Conference

First speaker is the President REAL

Sharran Srivatsaa

Started the 5AM club

Tips-

-Bad advice that sounds cool is still bad advice

6 ways to lose money as a Broker

-Treat your brokerage as a loss leader, thinking you can make money in ancillaries.

-Continuously changing splits and making special deals with your agents.

-Offering stuff to agents that they are generally okay paying for.

-Not requiring agents to come to meetings.

-The pretty office is not your value, what happens inside the pretty office is.

-Not taking responsibility when agents leave.

6 ways to win

-You have to be better than them at everything...and they need to know that you are.

-It's not about a better split. It's about a better business model.

-Give them more than brokerage: Another income stream, benefits, investments.

-Your training must be better than any of their paid coaching.

-Value proposition, 2 goods, 1 great.

-What is the best thing you can do to drive performance? ENCOURAGE

-Remember, our job is to take the crap.

CAR Broker Resources

-Melanie McShane

CAR tools

-Weekly talk

-car.org/brokers

-Broker hotline 213-739-8350

Michelle Williams Harrington (first team real estate), Sara Sutachan

What it takes to lead-

Discipline-

-Start with who—hire Disciplined people.

-watch out for distractions

-find your core competency

-stick to what you are good at.

-don't let perfection kill progress.

Agility

-not changing for change sake

-be experimental, fire bullets then cannonballs

-Vision and Core Ideology-Vision is a clear mental picture of what could be, fueled by the conviction that it should be.

-be ambitious for a cause

-Leadership vs Management Leadership is influencing.

-no excuses—the buck stops with the leader.

-Humility is nothing but truth, pride is nothing but lying.

-Gratitude—turns what we have into enough, and more.

Mental Toughness

Now is the time to be stable and trim fat—and look for opportunities to grow.

2023,2024 soft, 2025 gonna get going

Use Buyer agreements