

COMPONENTS OF A REAL ESTATE BUSINESS

A successful real estate business is built on a foundation of good systems, tools and practices that lead to reproducible success. Business does not happen by accident, but by strategic actions that produce the intended results.

LEADERSHIP COMPONENTS

CEO

- Mission
- Vision
- Mindset
- Industry Awareness

CFO

- Budget and Finance
- Bookkeeping
- Taxes

Operations

- Technology
- Infrastructure
- MLS Skills
- Industry Changes and Opportunities

Other

- Mindset
- Managing the ups & downs
- Career Development / CE
- Industry Participation / Leadership

PERFORMANCE COMPONENTS

Marketing & Sales

- Lead Generation*
- Database / CRM Management
- Market Knowledge
- Image and Brand Development
- Social Media

Buyer Systems

- Needs Analysis
- Prequal/Preapproval
- Home Search System
- Offer Process
- Negotiation Skills
- Escrow Management
- Closing Process
- Post Closing Process

Seller Systems

- Needs Analysis
- Pricing Strategies
- Marketing Strategies
- Offer Evaluation
- Negotiation Skills
- Escrow Management
- Closing Process
- Post Closing Process

- Escrow Management
- Time and Timeline
- Transaction Coordination Systems
- Vendor Teams
- Communication Systems

If you feel your business is lacking in one of these components, let's talk and develop the tools, systems and mindset you need for your business to thrive!

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