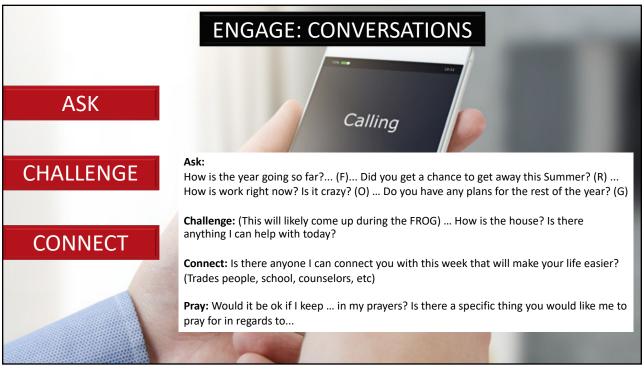


ENGAGE: DATABASE ALERTS	
4 ALERTS TO MEASURE	
Search terms: YOUR NAME	
Search terms: YOUR CLIENTS	
Search terms: YOUR COMPETITION	
Search terms: YOUR COMMUNITY	
	#KwFR



CLIENT CONNECTION:

- Thank you for the **TRUST** you have shown in our Company over the years and recognizing the unique **VALUE** that we bring in Real Estate.
- In the future when someone asks about Real Estate we would love for you to connect us. Simply ask for their **PERMISSION** and copy us on a text or email with them!

9

RETRACE JOHN SUSIE TOM JEN THANK YOU SUCCESS BECAUSE OF YOU

CYCLE FOLLOW UP

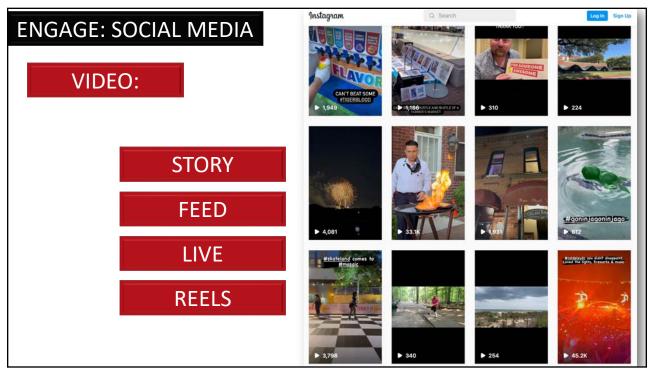
- 1. CONTESTS/REGISTRATION
- 2. WEALTH PORTFOLIO
- 3. CHARITY (FOOD BANK/EVENT)

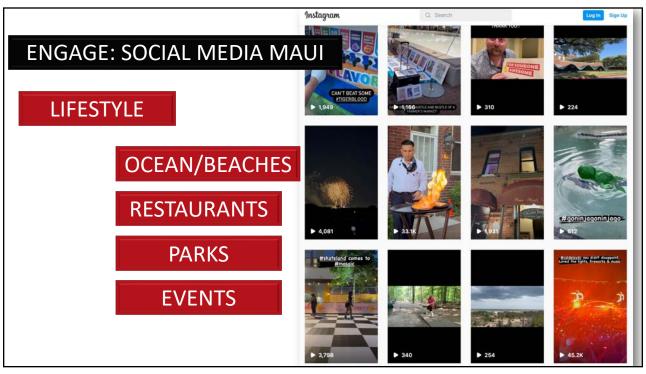


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MISSION STATEMENT

MISSION

TODAY: 1-2 SENTENCES THAT DESCRIBES THE PURPOSE OF YOUR COMPANY



SAYLES TEAM MISSION

MISSION

CREATE A MISSION STATEMENT TODAY

Be the leading resource and expert with a customized relationship.



VISION STATEMENT

VISION

FUTURE BASED: A STATEMENT THAT DESCRIBES YOUR LONG TERM GOALS AND IMPACT YOU WANT TO HAVE AS A COMPANY. (5-15 YEARS OUT)

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SAYLES TEAM VISION

VISION

MAKING MAUI A BETTER PLACE FOR FUTURE GENERATIONS THROUGH INVESTING IN OUR CLIENTS AND CULTURE.

ENRICH THE LIVES OF OUR CLIENTS TODAY AND GENERATIONS TO BECOME BY INVESTING IN MAUI REAL ESTATE AND CULTURE. CREATING A BETTER MAUI FOR TOMORROW.



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CORE VALUES

CORE VALUES/VALUE STATEMENT

LIST OF VALUES THAT DRIVE YOUR COMPANY (COMPANY CULTURE)

SAMPLE CORE VALUES

Accountability

Boldness

Collaboration

Continuous

improvement

Curiosity

Customer

commitment

Diversity

Honesty

Humility

Inclusion

Innovation

Integrity

Making a difference

Passion

Persistence

Self-improvement

Sustainability

Teamwork

Transparency

Trust

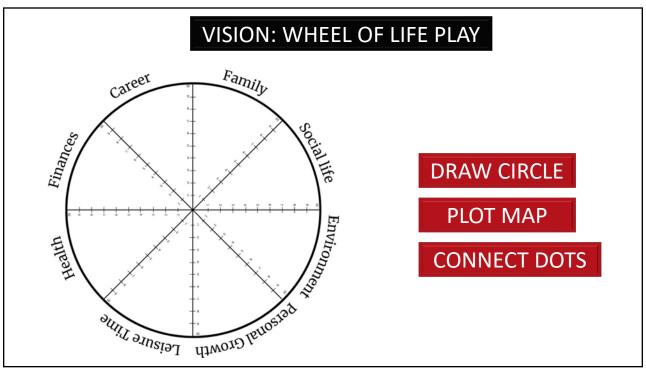
Vulnerability

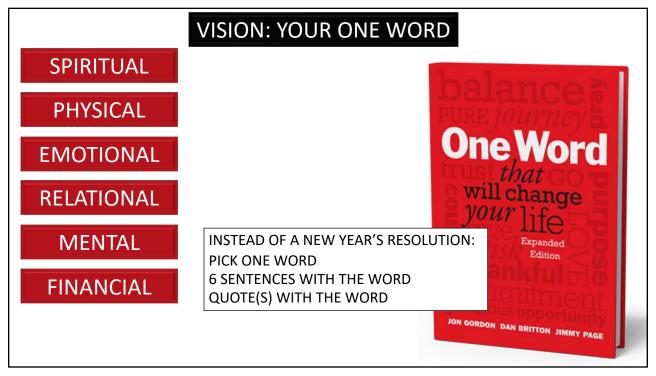
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VISION: YOUR ONE WORD

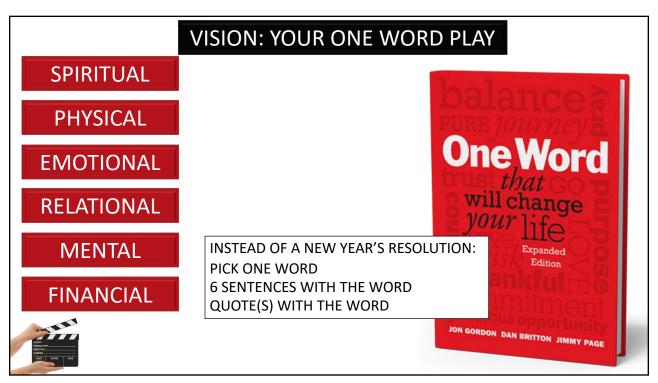
SAMPLE ONE WORDS:

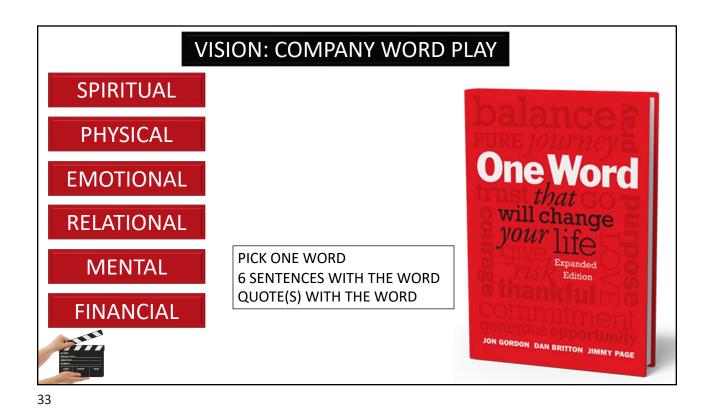
FUEL
TREASURE
LOVE
LIGHT
BLOSSOM
GROWTH
BUILD
CONSISTENCY
ABUNDANCE

GRACE
FOCUS
FIT
HEALTH
THRIVE
JOY
EMBRACE
CHANGE
CREATE



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FAMILY BUSINESS

PAGE

P

SAYLES TEAM MISSION

MISSION

CREATE A MISSION STATEMENT TODAY

Be the leading resource and expert with a customized relationship.

We deliver reliable real estate experiences beyond expectations to enhance our client's Hawaii lifestyle through lifelong relationships and our local expertise.

Leading the real estate industry with exceptional service.



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SAYLES TEAM VISION

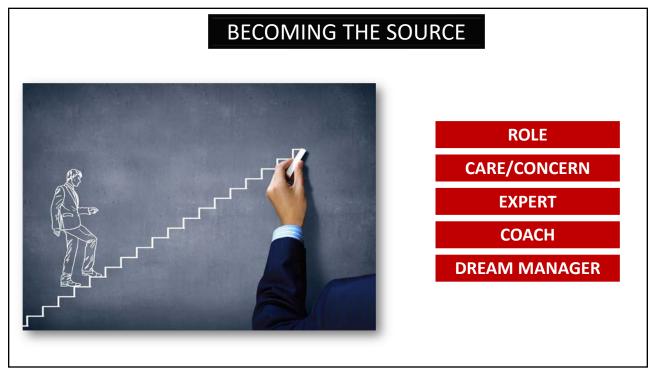
VISION

MAKING MAUI A BETTER PLACE FOR FUTURE GENERATIONS THROUGH INVESTING IN OUR CLIENTS AND COMMUNITY WITH ALOHA.



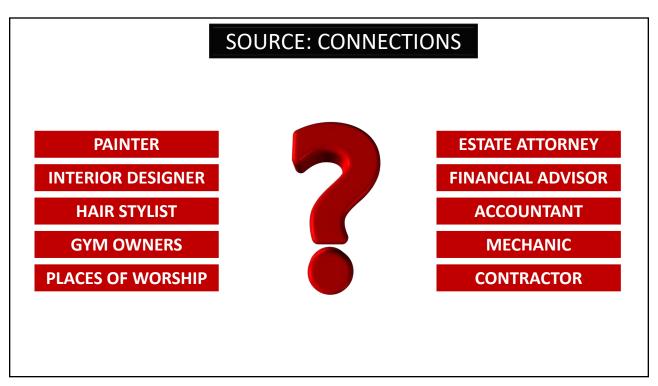
ENRICH THE LIVES OF OUR CLIENTS TODAY AND GENERATIONS TO BECOME BY INVESTING IN MAUI REAL ESTATE AND CULTURE. CREATING A BETTER MAUI FOR TOMORROW.













STRENGTHS WEAKNESSES OPPORTUNITIES THREATS · Things your Things your Underserved Emerging company does well company lacks markets for specific competitors products Qualities that · Things your Changing regulatory environment separate you from competitors do · Few competitors in your competitors better than you your area Negative press/ Internal resources Resource limitations · Emerging need for media coverage such as skilled, your products or Unclear unique · Changing customer knowledgeable staff services selling proposition attitudes toward Tangible assets such Press/media your company as intellectual coverage of your property, capital, company proprietary technologies etc.

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STRENGTHS | What do we do well? | What do our customers say we do well? | What is our unique selling proposition? | Do we have strong brand awareness? Customer loyalty? | Supplier, distributor, influencer relationships? | What proprietary or unique assets do we have? | What skills do we have that our competitors don't? | Strong capital? | Do our profit margins compare to industry benchmarks?

5 STRENGTHS

OUR BRAND/COMPANY

Relationship Oriented

Local Knowledge

Location/Office - IN with the H owners

Seasoned Team/Experience

Specialty Roles (dedicated client care, marketing) – staffing

Robust website

Connections - access to properties, restaurants on island

#1 brand on Maui

Personalized attention and care (taylor made/bespoke)

Relationship with developer/builders

Selling developments

Networking (Global Connections)

Quick rapport - rapport building

Longevity of relationships

Ambassadors/Cheerleaders

Invest in RE practice - buy tools to serve clients

Negotiate: deal makers

Designations/Constant Learning



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WEAKNESSES

_							
	\ \ \ /	here	COD	1410	im	nro	1107
	V V	nere	Call	VV =	1111	DIO	ve:

- ☐ What do our customers frequently compain about?
- ☐ Which objections are hard to address?
- Are we new or not well known?
- Do we have any limitations in distribution
- Are our resources and equipment outdated or old?
- Are we lacking in staff, skills, or training?
- ☐ Do we suffer from cash flow problems? Debt?
- Are our profit margins smaller than industry benchmarks?

5 WEAKNESSES

IMPROVE

Task Management: Top priorities

Delegation

Weekend Coverage (availability)

Social Media

Videos (edit and push out production) – using the same as others – finding your OWN

Banking synced (QB) - CC - different accounts

Ego in the way of best interest

Clear Job Descriptions

Projects not done (urgent vs important)

No vendor list

Duplicated efforts (resource management)

Banking emails/responses (adding to it)

Home-anniversary

Systems – things doing consistently

Follow up with past clients (7 years or more)

Expansion plans

Lacking team wide database for digital media – pool ALL photos/videos to team.

More Community Pages

Plan for Marketing & Publication

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5 WEAKNESSES

IMPROVE

Editing Team we control

Not an in-house photographer/videographer

Finishing community videos (drone work)

Prior planning when we have the people ready for it.

Sourcing the BEST vendors

Vetting vendors properly

Having connections (not combined with resources and planning)

Availability & Planning

Creativity with Photography

Sunset instead



OPPORTUNITIES
Do our competitors have any weaknesses we could benefit from? Target market growing or shifting in our favor? Is there an untapped pain point or niche market? Are there upcoming events we could benefit from? Are there geographic expansion opportunities? Are there potential new sources of financing? Industry or economic trends that could benefit us? Social or political trends that could benefit us? Any new technology that could benefit us?

5 OPPORTUNITIES

OPEN/CURIOSITY

Locations/Referrals

Pick up Agent biz getting out of biz

Pick up biz in other parts of Maui

Floor opportunities in different locations – pick up biz during those slots

Open Houses

 $\stackrel{\cdot}{\text{CB}} \text{ resources/marketing department} - \text{Oceanfront mail out project/guides on communities} - \text{don't recreate it}$

Monthly stats – do our own version – original content with it

Referrals (incoming/outgoing)

Send biz to CB to prop management: every month (2%)

Past clients – keeping them close and doing TOMA

Speaking opportunities

Virtual Seminars

Company Meetings – meet more often (2 times/month)

Communication Tools –

Reviewing inventory – knowing stats

Role playing/scripting

New home neighborhoods



THREATS
TITICEATO
New competitors or expansion in existing competitors?
Is our target market shrinking or shifting?
Could any indirect competitors become direct competitors?
Industry or economic trends that could work against us?
Social or political trends that could work against us?
Any new technology that could work against us?

CHALLENGES

5 THREATS

Listing Volume at H – owners holding on to the properties

Making too much money on the rental

Competitors: Robbie Dean, Ryan McLaughlin, Tom, Villa Group, Carla, Josh German

H owners – want private sale not MLS

Limited Inventory

Economic Uncertainty

High interest rates/FED

 $\label{lem:mclaughlin-connected} \mbox{McLaughlin-connected with developers (multi-generational)}$

Rob Merriman – (Discovery) 1% - if not within a month they keep the client (re-registration)

Buyer Agency Commission- commission compression

Carla – 1.5% on list side – 2.5% coop

Online Presence: Big Corporations – AVM

Social Media – influencers

Home Searching BETTER with others

Misperception by online information

Myth vs Reality

Climate Change - new report - sea level rise forecast - what is the shoreline? What will it be?

Building Permits

Water rights

Health care – poor care on the island

Technology of youthful people

New Agents that master tech at a higher level

Natural disaster/hurricane/tsunami











DOOR KNOCK OH PACKAGE CHARITY BAGS	OPPORTUNITY: OPEN HOUSES Register for our NG Open House	
* Fir	Name * Last Name il * Phone	

CONNECT		UNITY: OPEN HOUSES er for our NG Open House
VIDEO TE	XI	
PBE		
	* First Name	* Last Name
	* Email	* Phone













VIDEO: PLAY & SHARE



VERBAL FILLERS
STANCE
ARTICULATION
ENERGY

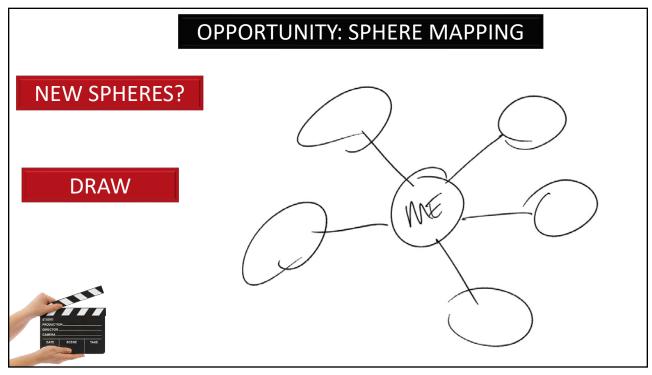
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OPPORTUNITY: VIDEO



MARKET OF THE MOMENT FEATURED HOME VIDEO BUSINESS SPOTLIGHT COMMUNITY FEATURE CHARITY SPOTLIGHT SCHOOL REVIEW





OPPORTUNITY: SPHERE MAPPING

Family

Past Jobs

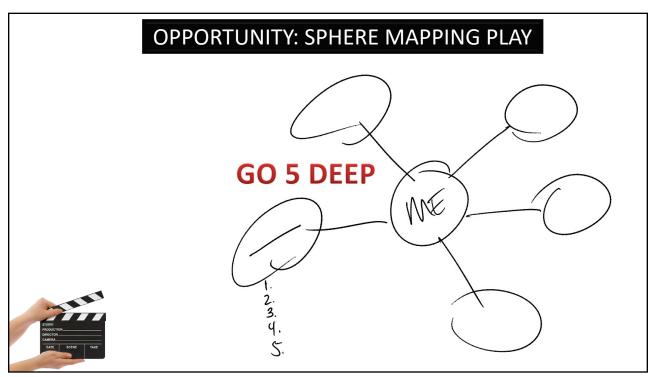
EXAMPLES

Friends

Sports Teams

Church/Synagogue

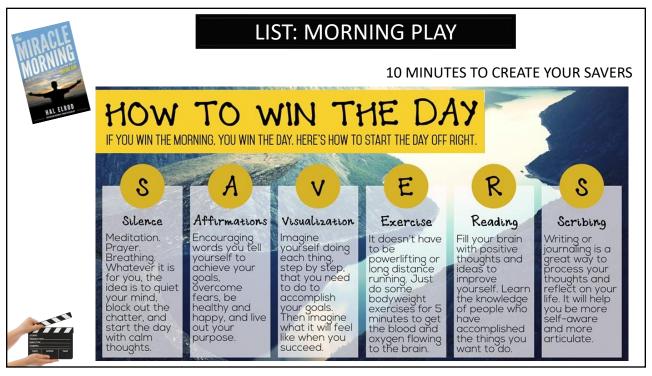
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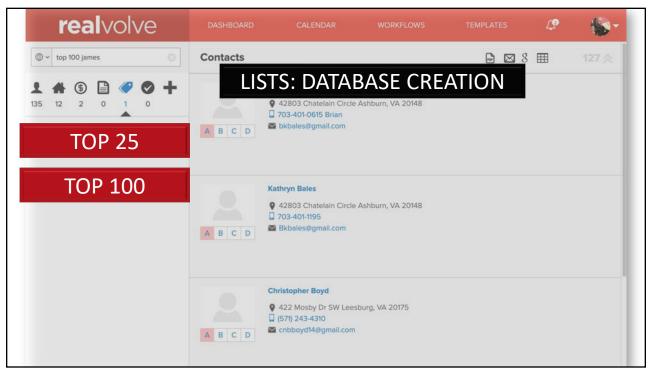


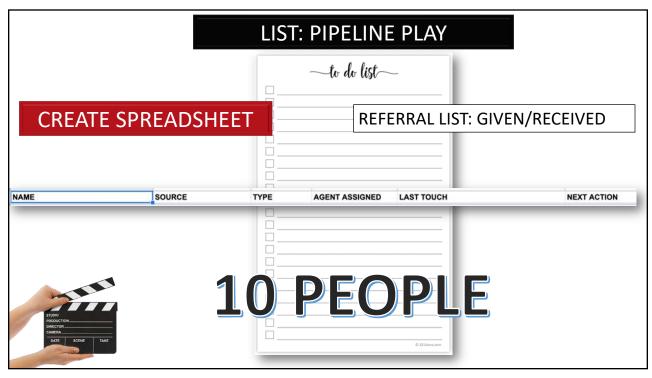






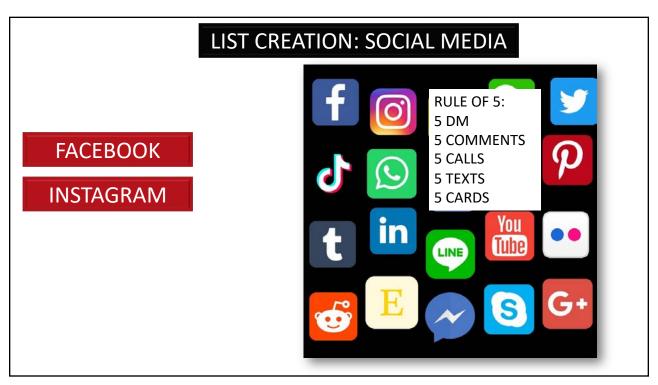
LIST: DAILY QUESTIONS	
MORNING RITUAL BUSINESS	1. What are your TOP 3 priorities today? 2. Which clients are in your active search? Did you search this AM - did you find any homes for them? 3. Who is on your PROSPECT list that needs a call? 4. Do you need help with any of the clients today?

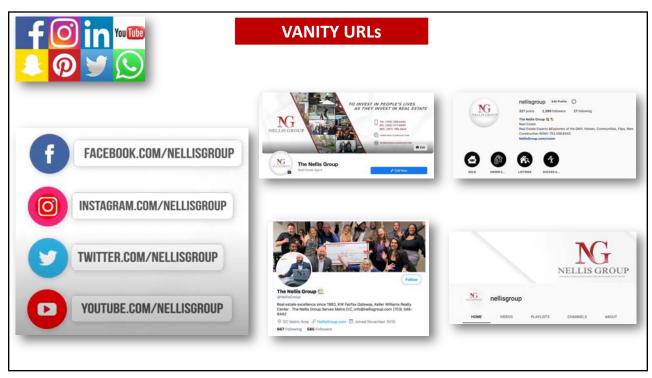


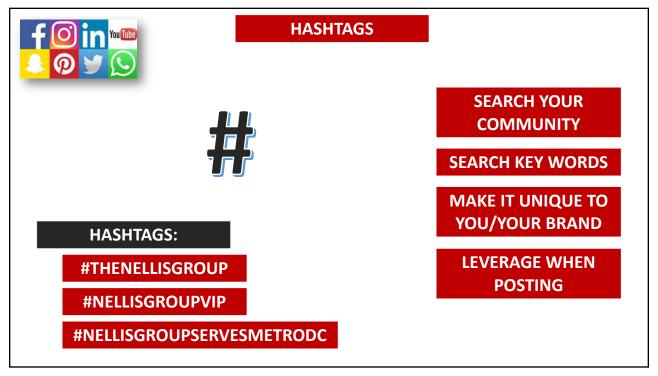






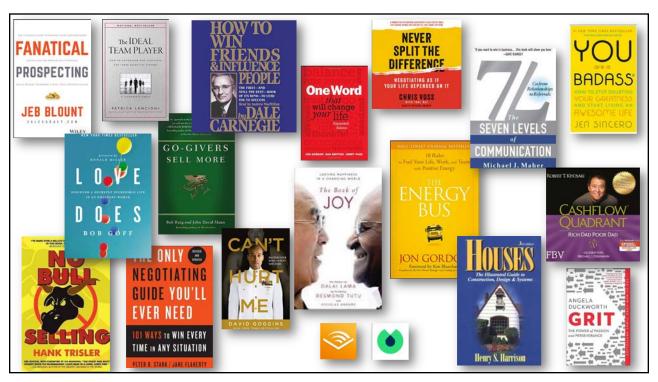




















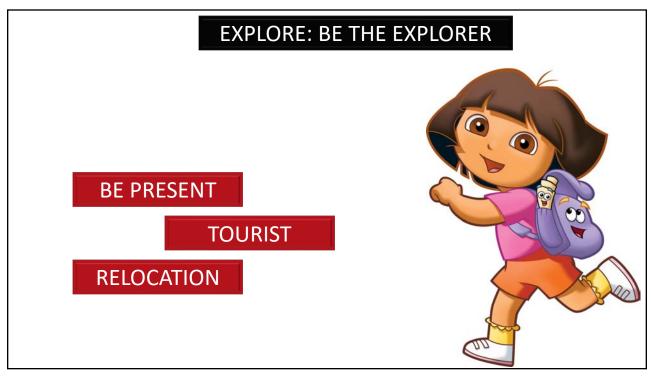














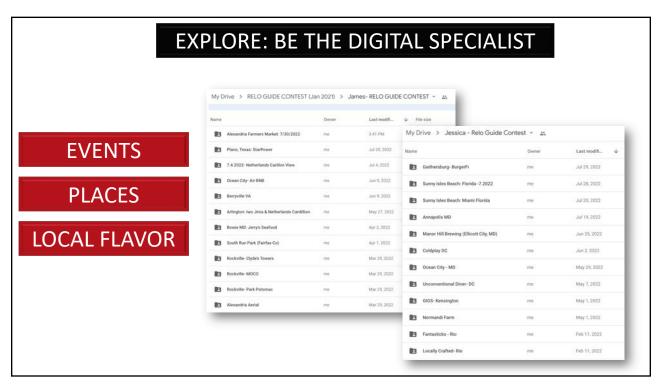


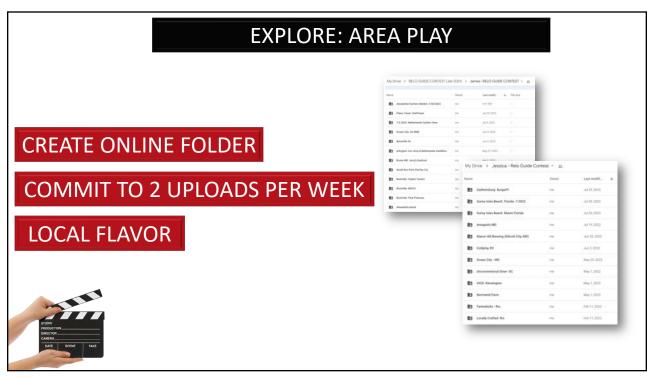




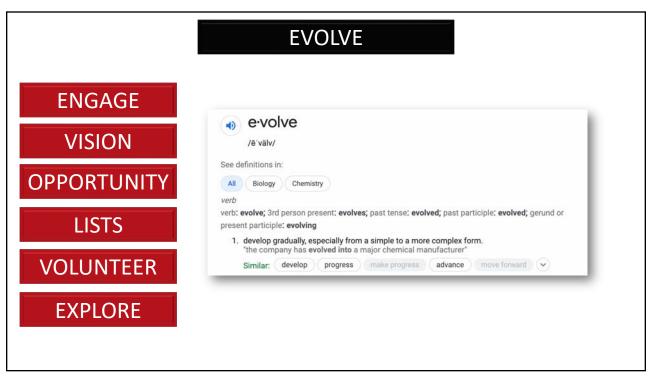
























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