

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 should not happen by accident but by strategic actions that produce the intended results.



Prospecting Systems

Prospecting is the number one job for a Realtor®. Without clients we can't sell houses.

- Lead Follow Up Systems
- Client Follow Up Systems
- Social Media / Web Presence
- Maintain a regular Prospecting Plan - experts say that successful Realtors® have 8-12 prospecting methods working at all times.
- Effective Strategies and Tactics for each prospecting method.

Buyer & Seller Management Systems

The proper tools and systems are needed to effectively work with buyers and sellers from start to finish. A good agent has good skills. A great agent has great skills and is always learning. Professionalism matters.

- Needs Analysis
- Prequal / Pre Approval
- Market Knowledge
- Home Search (b) / Pricing Strategies (s)
- Offer Process (b) / Offer Evaluation (s)
- Negotiation Skills
- Vendor Teams/Management
- Closing Process
- Post Closing Processes

Escrow Management Systems

Realtors® only get paid when transactions close. A good management system for escrows is vital to success.

- Time & Timeline Management
- Transaction Coordination System
- Vendor Teams
- Communication Forms / Systems

The Intangibles—those systems, tools and business practices that have you stand out from your competition.

- A Vision or Why for your business that drives decision making
- Financial Management Skills
- Professionalism
- Mindset and managing the ups and downs of business.
- Career Development
- Accountability
- Focus
- Technology Skills
- Tracking

Butch Leiber is an 18 year veteran of the real estate industry and business coach. Butch has extensive training and experience in coaching professionals to exceed their own goals and

