

Solo Agent Business Model

From Hayley Siefert, Oakwood, IL

Solo Agent is defined as MREA (Millionaire Real Estate Agent) Level 1:
Agents operating without full-time employees or sales people, but may have help from Virtual Assistants (VAs) or part-time admin.

VALUE TO CUSTOMERS

1. Will stop at nothing to fiercely represent the interests of her clients.
2. The details matter and she leave nothing to chance.
3. Treats each client like they are her only one and responds to requests and questions very quickly.

VALUE TO TEAM

Hayley does not have any agents currently associated with her and she sold 293 units in 2022

LEAD GEN LEVERS

Haley lives in a very small town and her name is synonymous with residential real estate within it. Her business is primarily past clients and referral based and is driven by and through her community. She told us that, "I love and take care of my community and in return it takes care of me." Coffee and donuts for first responders, gift drops for teachers, floats in the local parades, clients events, and making sure that she is front and center whenever there is a community member in need of help to keep her top of mind. She told that she works "24 hours a day" and is always reachable. She is excited to start adding leverage into her life is next on her list and it starts with her first administrative hire.

1. **SOI:** Last year she had the exterior windows of her top clients washed for free
2. **Community Events:** She uses community outreach (local charities and local movements) as the basis for her events. Giving back to her community and leading efforts to better her community drive her activities.
3. **Teachers and First Responders:** give donuts and coffee to all Vermilion County teachers when they go back to school, we stopped by all five fire stations and took the firemen and women dinner, and just one last example we just took goodie bags and thank you cards to all of the police departments in our county.

Hayley
Siefert



Agent + Admin Agent Business Model

From Amber Hart, Lakeway, TX

Agent + Admin is defined as MREA (Millionaire Real Estate Agent) Levels 2-3: Agents operating without full-time employees or sales people, but may have help from VAs or part-time admin.

VALUE TO CUSTOMERS

1. Market expert/knowledge
2. Integrity before everything else
3. Strong negotiation skills mean clients get the right houses at the right prices
4. Always staying calm and working the problems, not the people

VALUE TO AGENTS

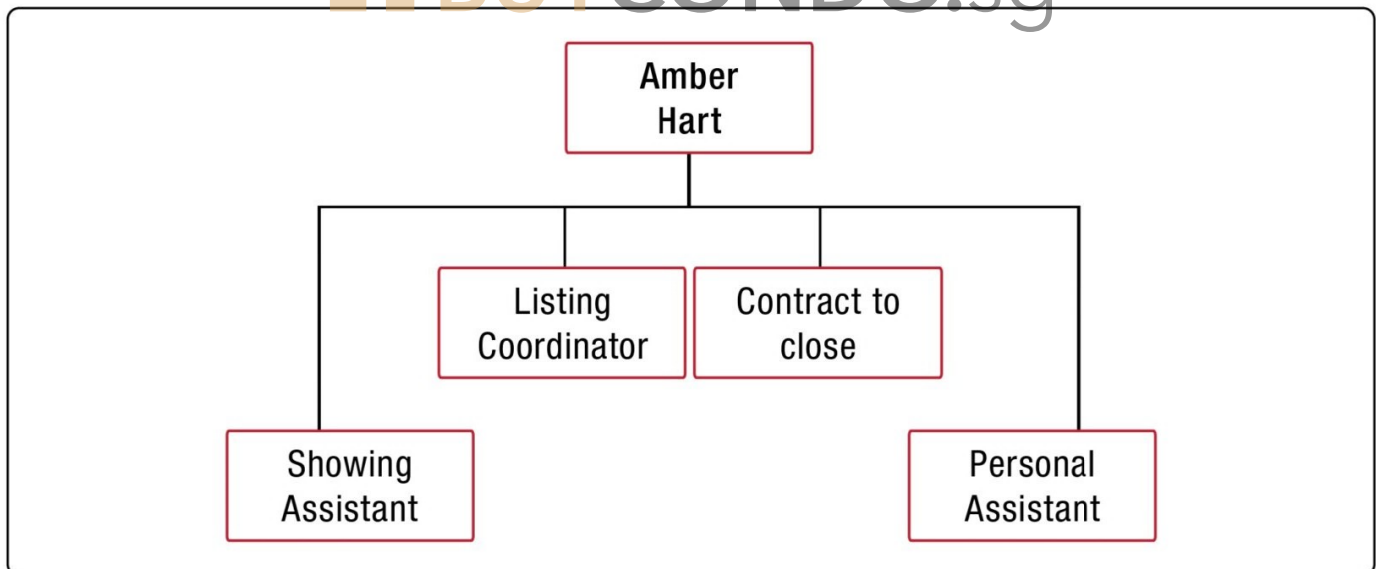
Amber is proud that two of her four full-time staff members have been with her for over fourteen years. She credits this to her three core offerings to her staff:

1. Stability
2. Security
3. Mentorship

LEAD GEN LEVERS

1. Sphere of Influence
2. Past Clients
3. Agent Referrals

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Small Team Agent Business Model

From Dan Holt, Springfield, MO
Holt Homes Group

A Small Team is defined as MREA (Millionaire Real Estate Agent) Levels 4-6:
Agents operating with 4 or less salespeople.

VALUE TO CUSTOMERS

1. Track History
2. Transaction Transparency
3. Team Member Role Specification
4. Market Knowledge/Economist of Choice
5. Our Values and Belief System

VALUE TO AGENTS

1. Appointments
2. Leads and Access to Lead Ponds
3. Listing and Transaction Management
4. Marketing and Design
5. Database Management
6. Coaching and Accountability

LEAD GEN LEVERS

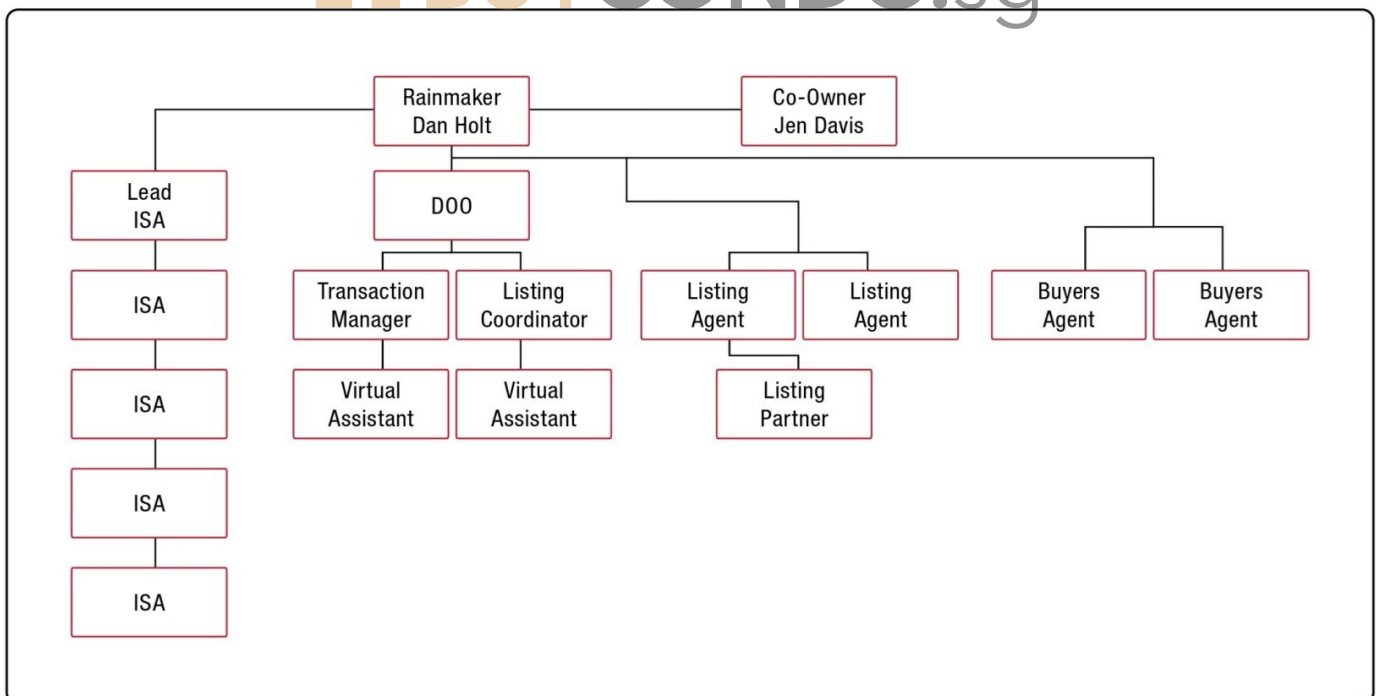
ISAs

1. FSBO
2. Expired
3. Internet Lead Generation

Agents

1. Past Clients
2. Sphere of Influence
3. Investors





Large Team Agent Business Model

From Laura Gillott, Lebanon, OR
The Gillott Home Team

A Large Team is defined as MREA (Millionaire Real Estate Agent) Level 6:
Agents operating with five or more licensed salespeople.

VALUE TO CUSTOMERS

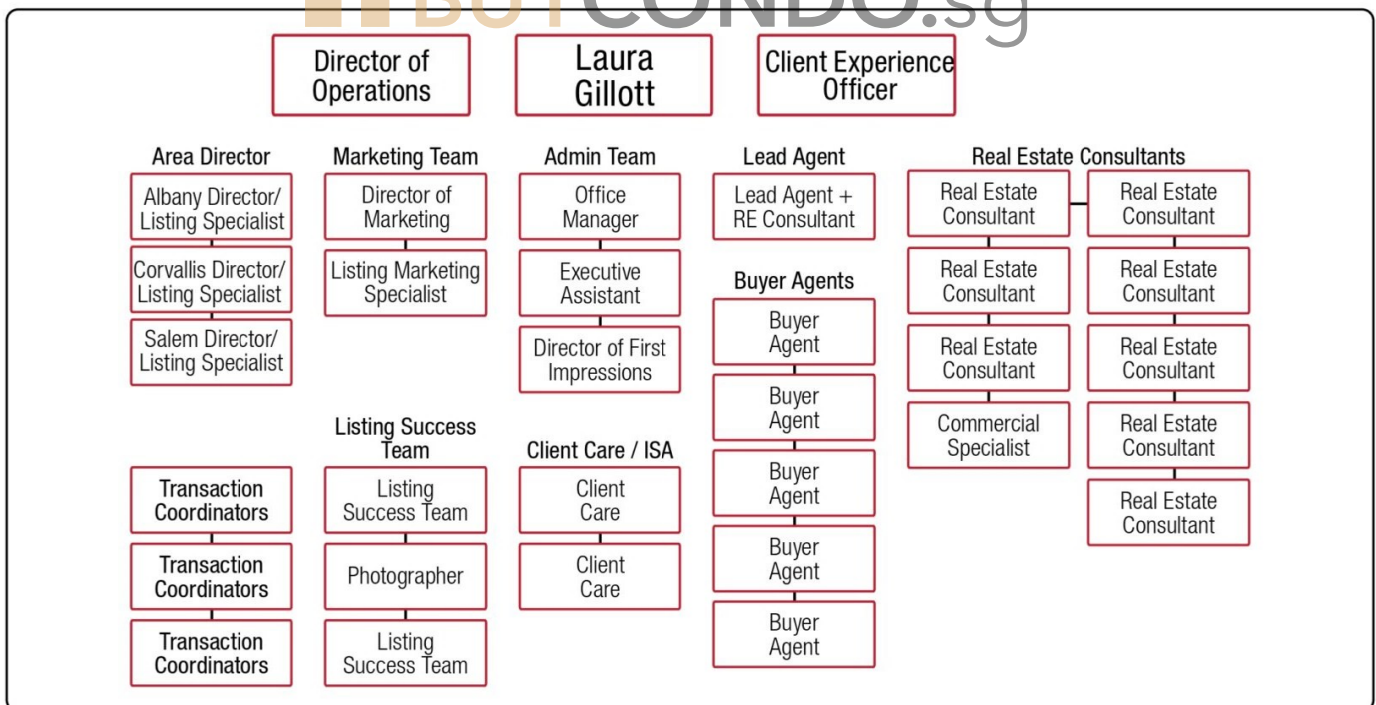
1. We listen and prioritize your needs, finding you the perfect home or selling with our proven systems that exceed expectations.
2. When you choose us, you become more than just a client; you become a friend for life.
3. With our long market presence and extensive connections, we uncover exclusive off-market properties.
4. Your success is our success, and we're committed to giving back to the community.

VALUE TO TEAM

1. Our proven system and brand recognition provide the leverage you need to excel.
2. Join a team that consistently ranks in the top 5% of NAR.
3. Experience a culture of belonging, teamwork and community, creating a supportive tribe.
4. Work in a beautiful office with world-class facilities.
5. Benefit from our robust database, nurtured since 1992.
6. Weekly 1:1 with accountability, encouragement and 411.

LEAD GEN LEVERS

1. Past Clients
2. Client Events
3. Robust CRM System



TCPA Reminder: Remember to comply with the TCPA and any other federal, state or local laws, including B2B calls and texts. Never call or text a number on any Do Not Call list, and do not use an autodialer or artificial voice or prerecorded messages without proper consent. Contact your attorney to ensure your compliance.
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