The Growth Initiative: The Four Conversations
Step By Step
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Arlington, Texas
Regional Director,
Operating Principal of Multiple Market Centers
The MREA Model

Source: *The Millionaire Real Estate Agent*, Figure 1, Page 119.
The Four Conversations

WALL OF VALUE

1. Appointments
   - OP
   - TL
   - MCA

2. Gross Recruiting
   - OP
   - TL
   - MCA

3. Net Recruiting
   - OP
   - TL
   - MCA

4. Profit
   - OP
   - TL
   - MCA

Pipeline Tool

Cap Management Tool

Trend Tool
LORE Tool
T² Tool

Daily Co$ Tool
The Growth Initiative Tools

V A L U E

Cap Management → Gross Goal Worksheet → Pipeline → Daily CoS

Trend → LORE → T²
The Four Conversations

Three Types of Meetings

1. After Transmittal (OP/TL/MCA)
2. Weekly (OP/TL/MCA)
3. Third Week (OP/TL/MCA)
The Four Conversations

After Transmittal (OP/TL/MCA)

1. Identify Cap location needs
2. Adjust Gross Goal
3. Assess Pipeline potential
4. Examine Break-even Day performance (Daily Co$)
5. Define value/opportunity stories to share (LORE, T², Multi-year Trends)
6. What’s your market share?
The Four Conversations

Weekly (OP/TL/MCA)

1. Appointments, gross, net
2. Who is in the Pipeline
3. Agent mix
4. Capper conversations
Conversation #1: Appointments

Numbers Needed:

• Monthly goal for the number of recruiting appointments
• Actual number of recruiting appointments
• What % of goal is the actual number
• Number of actual recruiting appointments for the same month in the previous year
• Percent change (increase/decrease) between last year and this year’s actual recruiting appointments for the month
Conversation #1: Appointments

Goals of the Conversation:

• Identify how the Ten Recruiting Sources are being implemented
• Identify the number of appointments the TL is setting (Do the Two!)
• Identify who the TL is having appointments with (Cappers vs. non-Cappers)
• Identify what’s occurring in the appointments
The Four Conversations

Third Week (OP TL MCA)

1. Secure/expedite Pipeline candidates
2. Anticipate agent transition requirements
3. Expedite/bulletproof transactions
# Four Conversations Worksheet

## Four Conversations

<table>
<thead>
<tr>
<th>Month: ____________________</th>
<th>Appointments</th>
<th>Gross</th>
<th>Net</th>
<th>Profit</th>
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<tbody>
<tr>
<td>% Change from Last Year:</td>
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</tr>
<tr>
<td>Same Month Last Year:</td>
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<tr>
<td>Goal:</td>
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</tr>
<tr>
<td>Actual:</td>
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<tr>
<td>% of Goal:</td>
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<tr>
<td>Prescription:</td>
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</tbody>
</table>

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WALL OF VALUE

Pipeline Tool

Cap Management Tool

Trend Tool
LORE Tool
T² Tool

Daily Co$ Tool
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