**Sales Meeting Agenda**  
May 2022 (week 1)

**Management Version**

*The theme for the second quarter is* ***Efficient Systems****. During May, we focus on Listing Management. This week’s 15-minute learning sprint is a simple goal-setting exercise. This activity will show up consistently during the first week of every month, so goal setting becomes a habit.*

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| **ROOM SETUP**   * Dry erase board or flip chart and markers   + Label an area “Parking Lot.”   + When an agent brings up a question that needs more thought and time to respond to, add this item to the “Parking Lot.” Discuss this item at the end of the meeting if time permits or at the next appropriate meeting. * Projector/TV/Audio for PowerPoint presentation * Play upbeat music 15 minutes before the start of the meeting.   **HANDOUTS**   * [Monthly Goals Worksheet](https://sparkandlogic.com/wp-content/uploads/2021/06/Monthly-Goals-Activity.pdf) * [Agent Agenda](https://sparkandlogic.com/wp-content/uploads/2022/04/agent-agenda-May2022-week1.docx) (can be distributed electronically to eliminate paper waste) |

**AGENDA**

1. Welcome (5 minutes)
   1. Introduction of new agents and staff

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| Chat bubble with solid fill | *Start your meeting off on a positive note.*   * Ask agents to share their good news. These quick updates can be personal or professional. * Agent recognition: publicly acknowledge milestones such as a work anniversary, birthday, first listing, first under contract, first closing, production milestone, etc. * Be sure to give equal “shine time” to all agents. |

* 1. Good news
  2. General & community service announcements

1. Company Updates (5 minutes)
   1. New company listings and buyer needs
   2. Company Initiatives (company-specific updates or topics you deem appropriate)
   3. Parking Lot items from previous meetings
   4. **Remind agents that the Money Bag Contest begins next week. Let them know how to sign up.**
2. Marketing Updates (5 minutes)
   1. Company marketing initiatives
   2. Company community service projects and events
   3. Agent marketing opportunities that complement company/brand marketing
3. Education Opportunities (5 minutes)
   1. Lunch & Learn Workshop: Listing Lifecycle – What to Manage Before, During, and After

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| Chat bubble with solid fill | * Share the workshop date, time, and location. * Special instructions (i.e., lunch provided or bring a sack lunch) * The workshop will suggest processes and systems to better manage listings before, during, and after the closing. * Agents will leave with processes and systems that can make them look like a rockstar to their clients. * A brainstorming session after the video encourages agents to develop one or two identified processes by listing tasks and actions for each process/system. |

* 1. Other real estate classes, events, conferences, etc.

1. Practical Learning: Monthly Goal Setting (15-20 minutes)

* Make sure each agent has the [Monthly Goals Worksheet](https://sparkandlogic.com/wp-content/uploads/2021/06/Monthly-Goals-Activity.pdf).
* The [Instructional video](https://sparkandlogic.com/videos/monthly-goal-setting/) is embedded into the PowerPoint presentation and will automatically play when you click that slide.

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| Icon  Description automatically generated | **BEST PRACTICE:** Use an agent’s monthly goal-setting sheet during mentoring meetings. Open-ended questions are an excellent way to uncover why an agent did or did not achieve their goals.   * “What happened that allowed you to reach your goal?” * “What prevented you from reaching your goal?”   Allow silence after asking the question; don’t rush to fill the void with words. It may take time for the agent to respond.  If an agent responds with, “I don’t know,” your next question should be, “Well, if you did know, what would the answer be?” |

1. Real Estate Trends/Updates (5 minutes)
   1. Market Reports
   2. Production Updates, Listings, Under Contracts, Closings (various ways to share)
      1. Previous month vs. the same period last year
      2. Year To Date (YTD)
      3. Year Over Year (YOY)
   3. Company Data – this information is beneficial to newer agents
      1. Average DOM from List to Under Contract
      2. Average DOM from Under Contract to Close
      3. Average / Median List Price
      4. Average / Median Sales Price
      5. Company’s List Price to Sales Price Ratio
2. Old Business
   1. Updates and/or follow-up to the previous meeting

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| Chat bubble with solid fill | * Ask the agents who attended the last sales meeting how they felt about the mastermind.   + What went well, and what could use improvement?   + Use this information when planning future mastermind sessions. * Ask if anyone plans to leverage the Mother’s Day pop-by idea presented at the last meeting. |

* 1. Parking Lot items from previous meetings

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|  | **BEST PRACTICE:** Use this time to share with the agents that you are listening \*AND\* taking action. |

1. New Business:
   1. Parking Lot items from this meeting, if time permits; otherwise, add to next month’s agenda.
2. Next Meeting

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| Chat bubble with solid fill | * Share the meeting date, time, and location. * Next week, the 15-minute learning sprint will focus on creating a Marketing Calendar for the seller that focuses on the first 30 days of their listing. |

1. FUN FACT: What is the most expensive residence globally?

Answer: Buckingham Palace, England. Estimated to be around $1.75 billion, the home of Queen Elizabeth II is not likely to ever be listed for sale. Still, this remarkable place is not only the most expensive “house” in the world but also the most famous one.

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| Chat bubble with solid fill | *End your meeting on a positive note with fun facts about Buckingham Palace.*   * The palace is 828,820 square feet. * There are 700+ rooms, including 52 royal and guest bedrooms, 188 staff bedrooms, 78 bathrooms, and 19 staterooms * Besides the throne room and the sprawling grounds, a lot exists inside its walls. There’s a cinema, pool, post office, police station, clinic, and even a cash machine. * If you were to sell the palace at a sales price of $1 billion (a limited pool of buyers may drive the price down from the estimate above), potential GCI could be between $40M to $60M if you double-dipped 😊 Cheerio! |

1. Adjourn