**Sales Meeting Agenda**  
May 2022 (week 2)

**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 talks about creating a Marketing Calendar for the first 30 days of the listing explicitly designed to give to the seller.*

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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. * Money Bag Agent Contest begins this week.   + Print or email the [rules](https://sparkandlogic.com/wp-content/uploads/2022/03/money-bag-contest-rules.docx) and [activity trackers](https://sparkandlogic.com/wp-content/uploads/2022/03/money-bag-contest-tracking-sheet.pdf).   + Post the [sign-up sheet](https://sparkandlogic.com/wp-content/uploads/2022/03/money-bag-signup.docx).   + Decorate the meeting room to reflect the Contest theme. For ideas, review the [Money Bag Contest Instructions](https://sparkandlogic.com/wp-content/uploads/2022/03/money-bag-contest-instructions.pdf).   **HANDOUTS**   * Money Bag Contest [rules](https://sparkandlogic.com/wp-content/uploads/2022/03/money-bag-contest-rules.docx) and [activity trackers](https://sparkandlogic.com/wp-content/uploads/2022/03/money-bag-contest-tracking-sheet.pdf) * [47 Point Ultimate Listing Marketing Plan Checklist](https://theclose.com/real-estate-listing-marketing-plan/) (courtesy of The Close) (email or print) * [Agent Agenda](https://sparkandlogic.com/wp-content/uploads/2022/04/agent-agenda-May2022-week2.docx) (email or print) |

**AGENDA**

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

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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. 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
2. Money Bag Contest Begins

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| Chat bubble with solid fill | * Hand out and review the [contest rules](https://sparkandlogic.com/wp-content/uploads/2022/03/money-bag-contest-rules.docx). * Hand out and review the [agent tracking sheets](https://sparkandlogic.com/wp-content/uploads/2022/03/money-bag-contest-tracking-sheet.pdf) (enough for 1 per week per agent.) * Identify when and where to turn in each week’s tracking sheets. |

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| Icon  Description automatically generated | **BEST PRACTICE:**  The due date for turning in activity tracking sheets should be at least one day before the sales meeting so you can tabulate points and post the results. |

1. Marketing Updates (5 minutes)
   1. Company marketing initiatives
   2. Company community service projects and events
   3. Agent marketing opportunities that complement company/brand marketing
2. Education Opportunities (5 minutes)
   1. Lunch & Learn Workshop: Four Numbers to Bring to Your Next Listing Appointment

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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 cover four numbers agents should be prepared to share during a listing appointment. HINT: It’s not the suggested list price. * Agents will leave with a fresh perspective on information to include during a listing appointment that will help set them apart from their competition. |

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

1. Practical Learning: Create a Marketing Calendar designed for the seller (15-20 minutes)

*The* [*Instructional video*](https://sparkandlogic.com/videos/marketing-calendar-first-30-days/) *is embedded into the PowerPoint presentation and will automatically play when you click that slide.*

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| Chat bubble with solid fill | * Today’s learning sprint covers the first 30 days of a listing and how to create and leverage a marketing calendar that the seller will appreciate. * After viewing the video, engage agents in a short brainstorming session on marketing activities or tasks to complete during the first 30 days of a listing.   + Write responses on the board.   + When finished, suggest agents take a picture of the board for future reference. * The optional handout [47 Point Ultimate Listing Marketing Plan Checklist](https://theclose.com/real-estate-listing-marketing-plan/) (courtesy of The Close) provides additional ideas. |

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| Icon  Description automatically generated | **BEST PRACTICE:** Understanding that most adults learn best when a visual is included with the audio, agents will see the value in using a sample marketing calendar at their next listing appointment and with their sellers once they have gotten the listing. |

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 follow-up to the previous meeting
   2. 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 share pricing and marketing strategies. |

1. Spark Your Business: Memorial Day Marketing Ideas

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| Chat bubble with solid fill | Actively leverage this National holiday with any of these ideas.   * Local parade? Line the parade route with small US flags * Do a patriotic photo shoot.   + Take some photos in your market to use with your social media marketing.   + July 4th decorations will look similar to Memorial Day, so your photos can serve double duty. * Memorial Day is the unofficial start to summer.   + Create a calendar filled with local summer events.     - Farmers’ markets     - Fireworks     - Arts & crafts festivals     - Sidewalk sales   + Brand the calendar with your logo and contact information and hand them out to your SOI and Past Clients.   + You can also use this as a Value Exchange Marketing promo piece on your website or social media accounts. * Put together some quick pop-bys.   + Grab some premium BBQ sauce or rub, a condiment set, or just some BBQ tongs/spatula.   + Add a red, white, and blue bow and your business card.   + Stop by a few of your SOI and clients.   + Consider taking a photo of yourself preparing and delivering these goodies to share on social media. * Attend a Memorial Day service and participate or volunteer. If you’re a veteran or work with many military families, this is a great time to show your respect for their service and sacrifice. * Any other ideas? |

1. Adjourn