**Sales Meeting Agenda**  
March 2023

**Management Version**

*The theme for the first quarter is* ***sustainable growth****. During March, we focus on* ***prospecting.***

|  |
| --- |
| **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 response time, add it 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**   * [Agent Agenda](https://sparkandlogic.com/wp-content/uploads/2023/02/agent-agenda-template.docx) (can be distributed electronically to eliminate paper waste) * [Learning Sprint Handouts](https://sparkandlogic.com/march-prospecting/) |

**AGENDA**

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

|  |  |
| --- | --- |
| 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. Agent Sales Contest
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)
4. Practical Learning (15-20 minutes)

*Choose one learning sprint per meeting or consider inviting a* [*guest speaker*](https://sparkandlogic.com/wp-content/uploads/2022/07/Guest_Speakers_How_To.pdf)*.*

* **[7 Tips for Boosting Your Prospecting](https://sparkandlogic.com/videos/7-tips-prospecting/)**
  + Real estate prospecting takes creative effort and discipline. This learning sprint provides agents with seven tips to help their prospecting become more productive and enjoyable!
  + **Resource Link:** [17 Prospecting Letter Templates from The Close](https://theclose.com/real-estate-prospecting-letter-templates/)
* [**Reconnect With Past Clients**](https://sparkandlogic.com/videos/reconnect-with-past-clients/)
  + One of a real estate agent’s best sources of income is repeat and referral business. However, we often lose touch with past clients over the years. This learning sprint provides reconnecting scripts that help you reestablish relationships.
  + **Handout:** [Scripts for Reconnecting with Past Clients](https://sparkandlogic.com/wp-content/uploads/2022/01/ReconnectScripts.pdf)
* [**Effectively Schedule Prospecting Time**](https://sparkandlogic.com/videos/effectively-schedule-prospecting-time/)
  + A career in real estate allows you to set your own schedule. However, to succeed in this business, you need to plan and execute. This learning sprint helps you create a prospecting plan that works for you and produces results.
* [**Monthly Goal Setting**](https://sparkandlogic.com/videos/monthly-goal-setting/)
  + Setting goals regularly is linked to improved performance and success. This quick exercise helps agents set and achieve a personal goal and professional goal.
  + **Handout:** [Monthly Goals Worksheet](https://sparkandlogic.com/wp-content/uploads/2021/06/Monthly-Goals-Activity.pdf)
* **[Guest Speaker Ideas](http://sparkandlogic.com/wp-content/uploads/2023/02/March-Guest-Speakers.png)**

1. Real Estate Trends/Updates (10 minutes)
   1. Market Reports

|  |  |
| --- | --- |
| Chat bubble with solid fill | **30-Year Fixed Mortgage Rates: 6.17** (January 2023)   * The good news is that 30-year fixed mortgage rates dropped month over month and dropped almost a full half percent, into the 5% range, at the beginning of February 2023. * To put this into perspective, if your buyer is looking at a home priced at $400,000 with a 20% down payment, the monthly PITI payment is almost $300 LESS than it would have been last fall. * Lower rates are attributable, per Federal Reserve Chairman Jerome Powell, due to inflation somewhat easing. * However, none of the market experts are predicting interest rates dipping into the 4 percent range anytime soon. |

|  |  |
| --- | --- |
| Chat bubble with solid fill | **Existing Home Sale Rate: -1.5%** (December 2022)   * Per the National Association of REALTORs, in December 2022, existing home sales fell for the eleventh consecutive month. * The national sales rate has slowed significantly since 2021. * The good news is that while home prices are still increasing overall, that increase has dropped below 3%. Many home sellers still want to price their homes based on the overwhelming demand before July 2022. Agents should be prepared with key market stats to demonstrate how home sales prices are slowing down from 2022. * Tracking your market’s absorption rate or pace of sales could provide beneficial information to buyers and sellers.   **Monthly Supply of New Houses: 9.0** (December 2022)   * Nationally the absorption rate has remained steady for the past 3 months, hovering around 9 months. * This translates to homes staying on the market longer, with potentially more price adjustments. * Compounded with the slight interest rate drop for 30-year fixed rate mortgages, buyers may be more willing to submit offers now that the market has been solidly in a buyer’s market for several months. * The best way to demonstrate this statistic to your sellers and buyers is by preparing a monthly Absorption Rate chart that relies on data from your MLS. * What’s happening in your specific market? |

* 1. 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)
  2. 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

1. Old Business
   1. Updates and follow-up to the previous meeting
   2. “Parking Lot” items from previous meetings

|  |  |
| --- | --- |
|  | **BEST PRACTICE:** Use this time to show your agents 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

|  |  |
| --- | --- |
| Chat bubble with solid fill | * Share the next meeting date, time, and location. * Provide a teaser to build excitement. |

1. Spark Your Business

End your meetings on a positive note! We suggest fun pop bys and other creative ways for agents to *spark their business* and build brand awareness. Choose one idea per meeting or share them all!

|  |  |
| --- | --- |
|  | **National Plant a Flower Day, March 12, 2023 (Pop By)**  Give past clients a small envelope or gift bag with flower seeds (sunflowers or Forget-Me-Nots are a good choice), pretty gardening gloves, plastic plant tags, or pruners. Add a clever tag and insert your business card.  *Example tag available from* [*Tidylady Printables*](https://tidylady.net/products/floral-marketing-referral-gift-tags-88799)*. Use code SPARK10 for a 10% discount.* |
|  | **Saint Patrick’s Day, March 17, 2023 (Pop By)**  Surprise your SOI with a small envelope filled with several lottery tickets (scratch-off is suggested). Add a clever tag to the outside and insert your business card.  *Example tag available from Esty seller* [*Front Porch Portraits*](https://www.etsy.com/listing/962390387/st-patricks-day-lottery-ticket-lotto?click_key=ad6aa3580aba08b1cf40c3ed8a5d1240921003bb%3A962390387&click_sum=2a02cec3&ref=shop_home_active_1&pro=1&sts=1)*. Use code SPARK20 for a 20% discount.* |
|  | **First Day of Spring, March 20, 2023 (Pop By)**  I will spring into action for your referrals! Deliver small envelopes with flower or vegetable seeds or a small gift bag with a slinky toy (especially good if the recipient has age-appropriate children). Add the tag to the outside and insert your business card.  *Example tag available from Esty seller* [*Front Porch Portraits*](https://www.etsy.com/listing/957167647/spring-pop-by-tags-printable-tags-small?click_key=a92732ad20a3b37078881e2dab5dd7e959f0cc43%3A957167647&click_sum=2ba5f21c&ref=shop_home_active_55&pro=1&sts=1)*. Use code SPARK20 for a 20% discount.* |