**Sales Meeting Agenda**  
April 2023

**Management Version**

*The theme for the second quarter is* ***efficient systems****. During April, we focus on* ***lead generation and management.***

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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 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/april-lead-generation-management/) |

**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. 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)*.*

* [**5 Ways to Get More Leads**](https://sparkandlogic.com/videos/5-ways-to-get-more-leads/)
  + Explore five techniques for generating quality real estate leads.
* [**Find the Right Real Estate Niche**](https://sparkandlogic.com/videos/find-the-right-niche/)
  + A real estate niche makes you stand out from the crowd and can help you gain new business. This video explores tips for choosing the right niche for you.
* [**Profitable Lead Generation**](https://sparkandlogic.com/videos/profitable-lead-generation-2/)
  + Not all lead sources are created equal. During this learning sprint, we explore possible lead sources and how to evaluate your ROI.
  + Handout: [Lead Source ROI Spreadsheet](https://sparkandlogic.com/wp-content/uploads/2022/03/lead-source-ROI.xlsx)
* [**Value Exchange Mini-Mastermind**](https://sparkandlogic.com/wp-content/uploads/2023/03/Value-Exchange-MiniMastermind.pptx)
  + During this mini-mastermind, agents will leverage the wisdom in the room to identify topics and resources that would be of value to potential buyers and sellers. Later, agents can create valuable giveaways to exchange for email addresses or phone numbers.
  + [Facilitator Instructions](https://sparkandlogic.com/wp-content/uploads/2023/03/Value-Exchange-Mastermind-Facilitator-Instructions.pdf)
* [**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/2023/03/AprilGuestSpeakers.png)**

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

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| Chat bubble with solid fill | **30-Year Fixed Mortgage Rates: 6.50** (February 2023)   * Mortgage rates increased sharply from January to February. Experts cite sustained economic growth and continued inflation as the primary cause. * Many markets across the US are experiencing buyers being unable to buy a home due to high-interest rates, tight inventory, and higher home prices. * The good news is that many economic indicators remain strong, such as the labor market and a rise in personal income and consumer spending.   **Existing Home Sale Rate: -0.7%** (January 2023)   * Per the National Association of REALTORs, in January 2023, existing home sales fell for the 12th straight month. * Tracking your market’s absorption rate or pace of sales could provide beneficial information to buyers and sellers. |

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| Chat bubble with solid fill | **Existing Home Sales by Region** (January 2023)   * During January, the South saw the largest percentage of sales versus the rest of the country. This is unsurprising since many people in the colder states start looking for warmer accommodations during the winter. * This information will be good to share with your sellers, especially as sellers may be experiencing longer DOM than they anticipated. * Combine this information with your market’s average DOM from list to under contract, as well as the average DOM from under contract to the closing.   **Sales by Price Range** (January 2023)   * This information will be good to share with buyers and sellers as agents explain current market conditions. * Combine this national data with more local data, such as the Pace of Sales percentages or Absorption Rate by Months in price ranges to match this graph to drive the message home for your clients. |

* 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

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|  | **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

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| 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!

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|  | **Easter Sunday, April 9, 2023 (Pop By)**  *Always ready to help your PEEPS!* Give past clients a gift bag with assorted colors of Peeps. Add a clever tag and insert your business card.  Example tag available from Esty seller [Front Porch Portraits](https://www.etsy.com/listing/953996307/easter-real-estate-marketing-spring-pop?click_key=f7216b6475084cd362173358e5844e94c1760173%3A953996307&click_sum=49ec2ca2&ref=shop_home_active_3&pro=1&sts=1). Use code SPARK20 for a 20% discount. |
|  | **National Pet Day, April 11, 2023 (Pop By)**  *I am FUR-ever grateful for your referrals.* Surprise your pet-loving SOI with a small gift bag with appropriate pet treats or toys. 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/1434702253). Use code SPARK20 for a 20% discount. |
|  | **National World Art Day, April 15, 2023 (Postcard Mailing)**  Purchase postcards featuring famous or local artwork. On the back, consider writing something relevant, such as:   * “April 15 – World Art Day – Inspire Your Heart with Art” * “April 15 – World Art Day – Creativity is Contagious!” * “April 15 – World Art Day – We don’t make mistakes, just happy little accidents (Bob Ross).”   Add your name and contact information. The goal is that the postcard is so beautiful that the recipient will save it, giving your marketing a longer shelf life.  Check out famous painting postcards on [Zazzle](https://www.zazzle.com/famous+paintings+postcards?rf=238689132076650504&tc=Cj0KCQiA6LyfBhC3ARIsAG4gkF9WnCj8LvrKjnoSZsirAfzU2m9kWQhyE4JPcwEpWPKAFxNk_B0asTMaAlHUEALw_wcB&utm_source=google&utm_medium=cpc&utm_campaign=18444201245&utm_term=&gclid=Cj0KCQiA6LyfBhC3ARIsAG4gkF9WnCj8LvrKjnoSZsirAfzU2m9kWQhyE4JPcwEpWPKAFxNk_B0asTMaAlHUEALw_wcB) for inspiration. |