



## Agent Workshops (1 hour)

### Create Your Business Plan



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A business plan is essential for guiding strategic decision-making, attracting clients, and achieving production goals. During this workshop, agents better understand a business plan's value and come away with a draft plan for next year. In addition, they create a task list for finishing their business plan on their own or with the help of a mentor.

### Set Yourself Apart From Your Competition 4 Numbers to Bring to Your Next Listing Appointment



### Four Numbers to Bring to Your Next Listing Appointment

Learn four numbers that demonstrate real estate expertise during a listing presentation. Explore absorption rate, sales price to list price ratio, percentage of listings sold, and market intelligence statistics. Effectively communicating market conditions allows agents to differentiate themselves from the competition.

### AGENT MASTERMIND Business Technology



### Agent Mastermind: Business Technology

Agents collaborate to identify business technology challenges and share solutions and best practices. Attendees come away with technology strategies they can leverage immediately. *Note: Spark & Logic can lead mastermind sessions on various topics. Other popular options include value exchange marketing, generating repeat and referral business, and profitable lead sources.*

## Additional Topics & Learning Sprints

Our training library is robust. We offer many workshops (30 to 60 minutes) and Learning Sprints (hyper-focused 15-minute sessions) to complement your training goals.

- Attracting New Business
- Retaining Past Clients
- Prospecting
- Lead Generation & Management
- Listing Management
- Outperforming Competition
- Time Management
- Technology
- Market Strategies
- Business Best Practices
- Financial Strategies
- Risk Management



## Broker/Manager Workshops (1 hour)



### Nurturing Recruits

Understand the power of developing strong relationships with potential recruits. Your recruiting team will learn to leverage open-ended questions to identify an agent's motivation, pain points, and goals. Keeping the focus on the recruit allows you to build trust and showcase how you will meet an agent's needs. This hands-on session includes role-playing in a supportive environment.



### How to Build a 5-Star Mentoring Program

Building a mentoring program involves several key steps to ensure its effectiveness and success. Sounds hard? It's not! You'll learn how to set up a program that agents want to participate in. We'll cover how to leverage open-ended questions that will help guide your agents to the business answers they need to grow.



### Strategically Analyze Agent Production

Owners and managers will learn to identify risks and opportunities by analyzing agent production data. Explore how to separate your agents into quartiles and what each quartile needs to succeed.

## Broker/Manager Mastermind Sessions

Brokers and managers collaborate to identify solutions to business challenges. Popular topics include:

- Ancillary Business – Adding to Your Operation
- Retaining Good Agents and Letting Toxic Agents Go
- Value Proposition – Tangible and Intangible Amenities

## About Spark & Logic

Spark & Logic helps real estate brokerages provide sales meeting education that fosters agent growth. Our comprehensive industry experience includes selling as a licensed agent, backend office support, real estate training, brokerage strategy, and franchise development. To learn more, visit [www.sparkandlogic.com/about](http://www.sparkandlogic.com/about).

