



CHEROKEE ASSOCIATION OF REALTORS®
GAR CONFERENCE REPORT FORM

Committee/Class Attended: The Brokerage of Today - Instructor: Philip Becker

Date Held: February 5, 2018 - 1:45-3:15PM

State Director Name: Carole L. Paul, Cherokee Board of Realtors

Association Executive Report Submitted To: Karen Cunningham

Date: 2/8/17

Items Discussed: Our speaker outlined ideas he is putting into practice in his company for creating an exciting office culture in today's office environment. Here are some examples:

1. Stress core values i.e., think bigger, foster respect, inspire growth, be real and enjoy the hustle.
2. Avoid the things that kill the office culture i.e., lack of leadership, failure to ask questions of your agents and engage, lack of common sense and failure to truly care.
3. Be *Customer* Centric (Think Buyers, The Sellers and yes even The Agents).
4. Establish and implement a forward thinking Mission Statement (you are here) and a Vision (where are you going?).
5. Remember that Brokers must be accessible. His office is fully staffed.
6. Do things that attract young people.

NOTE : No one has a private office. He creates a fun place to engage His agents are encouraged to have a team mentality ---they all help each other and collaborate together; they become like family and celebrate each other's successes and all look forward to coming to work. He provides lots of technology by investing in the latest and making them available to the agents and gives lots of training opportunities. He stresses the importance of "giving back". (As an example they found a young woman who needed to sell her home but did not have the money to do much needed repairs so the all worked together to get the materials and labor to get her home repaired so it could be sold.) What an excellent idea. **THERE WAS MUCH MORE!**

Thoughts (Relevancy to CAOR): I think this is an excellent class for Brokers or even Agents with large teams to get new ideas to attract and retain the next generation of top-producing agents.



Signature