

Wednesday with RMA
Meeting Summary – January 6, 2021

Hello Team,

Thank you for the great attendance at this session! It was packed with information.

Bruce kicked off the meeting announcing that Linda will be moving out of state in the next few months. We are grateful for her 5.5 years of support to the RMA Team. She will transition from full-time in the middle of this month. She will be available, as needed part-time, for the next month or so. Sharon will assume her responsibilities in the near term.

Numerous kudos went out to members of our team, and we also welcomed our newest agents.

Much discussion was focused on our internal efforts to add value to our agents. Recent survey results indicate overall satisfaction with the tools currently made available (Listings Magic, BombBomb, etc.). We have room for improvement in both training and utilization, and additional effort will be targeted towards that. A couple new tools have been suggested and will be researched. Additional comments and suggested areas of improvement will also be reviewed to improve office efficiency and agent support. Reach out to me anytime if you have improvement ideas.

Bruce introduced Ray Brown as taking a leadership role to support Business Development for RMA, and also to provide coaching and Business Development support at the agent level. Ray is available to assist all agents in developing their business plans, implementing strategies to achieve individual goals and to pursue growth. Ray and TJ are both Brian Buffini graduates. On Jan 20th TJ will give a preview of the upcoming Buffini “Path to Mastery” program that he will be leading soon. We will invest in your success again this year if you decide to participate. Our existing agent mentorship program has received a face-lift. Starting from a comprehensive on-boarding process with clear roles and responsibilities and including the addition of new Mentors, like Michelle Gutschick, and performance monitoring.

Bruce also announced a new transaction fee structure. If you currently pay \$150 or \$200 on 24 deals in the year, you will pay \$295 on only 12. If you currently pay \$450 on 18 deals, you will only pay on 12. If you have teammates, each teammate will only add 6 transaction fees to your team total, instead of 12. In all cases, the net cost to you is reduced. You are also encouraged to collect this fee from your clients as a “compliance and documentation” charge. If you’d like help with this dialog, we are available. If you would like to sit down for a one-on-one review to be sure you’re on the best compensation plan for you, feel free to reach out to me and we can go through numbers in detail.

RMA has begun dedicating additional time and resources towards recruiting. Welcoming new high-quality agents into the fold at RMA is the best way to ensure the office can provide exceptional and affordable value to our partner agents. Our facility and staff have the capacity to support around 100 agents, and it is Bruce’s goal to see us get there soon. One of the best ways to ensure we bring on only quality agents is to approach other agents that you know, like and trust. If they have your respect, they would likely be a good fit at RMA. Please let Bruce know if there are realtor friends/peers that you believe would be a good addition to our team! We want more team members just like you.

The closing section of the meeting focused on “winning the deal”. We add value to our client relationships by helping them win. A significant amount of time was spent discussing strategies for our agent partners to stand out from the competition, and for our offers to stand out from the competition, to help our clients win. An update has been made within our CTM Clause Library to reword and “bundle” key differentiators into one clause for convenience. “BUYER SUCCESS ADVANTAGE (Use all or part as needed) “. Please take time to review this “bundle”. It may help your clients win. Let them decide which clauses they want to include in their offer. We are also working on an Agent Resume Template to send with offers to separate you from the crowd of unknown agents. See Bruce for details.

The meeting did run long because of some good group discussion and success stories. We will focus on keeping these down to an hour in the future...while still allocating time for round-table like conversation.

May 2021 be your best year ever!

Respectfully, Scott