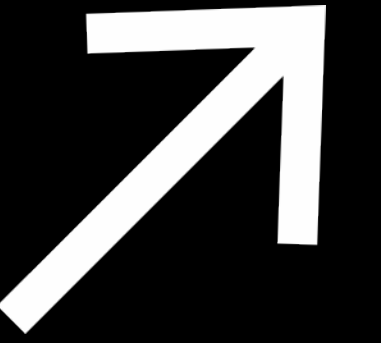


Built For Growth



HARRIS

Harris Numbers

12

Offices

3700

Sales

6200

PUM

1200

New Managements

875

Losses

325

Net Gains

-2%

Negative Losses

HARRIS

3 Key Things

01 Build A Unique Model

02 Inside PM

03 Tactics For Today

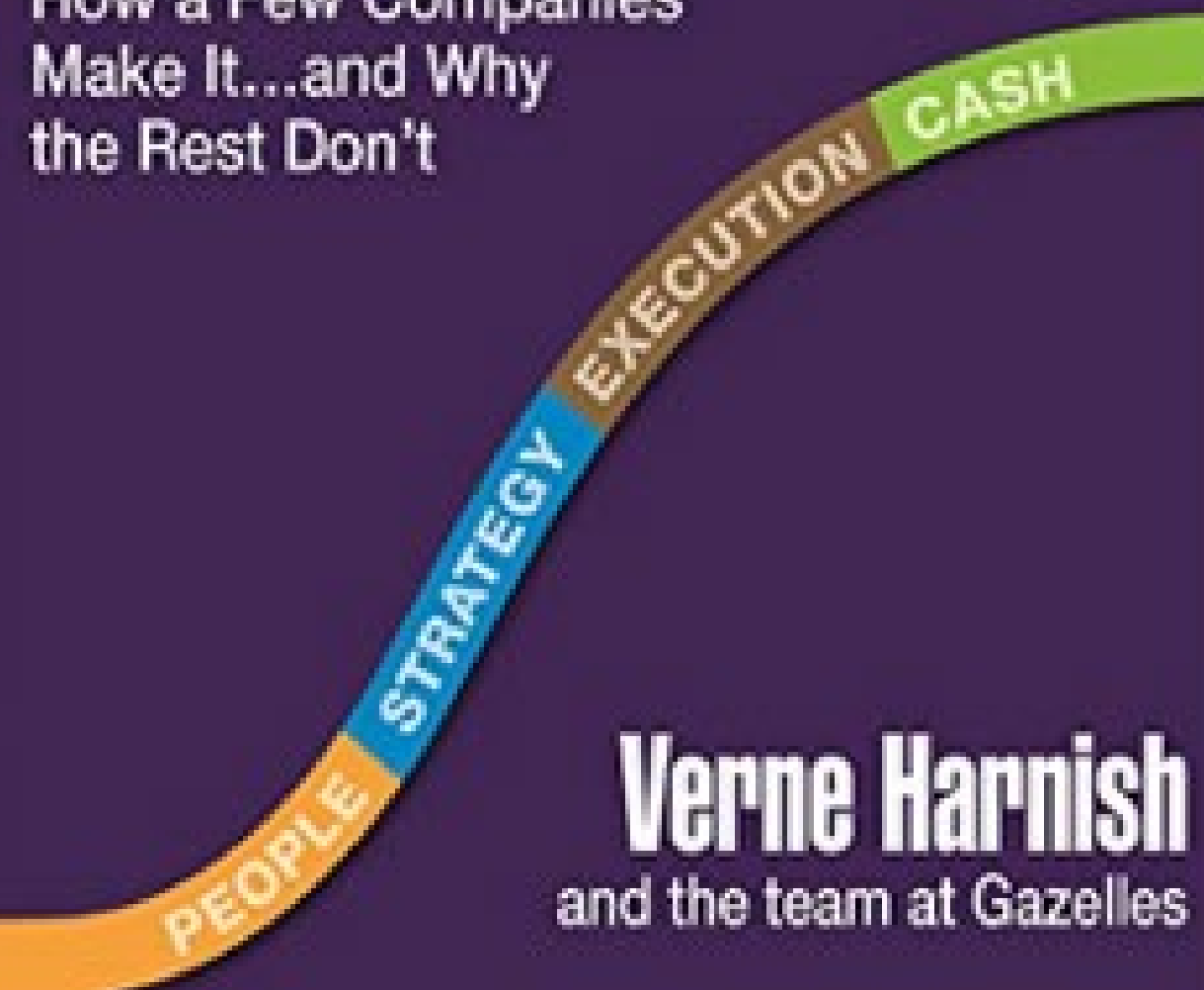
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"Verne delivers more value per page than anyone else in the business!"
— Henry McGovern, co-founder and Chairman of AmFlex (NYSE: EAT)

Mastering the Rockefeller Habits 2.0

SCALING UP

How a Few Companies
Make It...and Why
the Rest Don't



Verne Harnish
and the team at Gazelles

#1 BESTSELLER
THREE MILLION COPIES SOLD

Why Some Companies
Make the Leap...
and Others Don't

GOOD TO GREAT

JIM COLLINS

Coauthor of the bestselling
BUILT TO LAST

01.

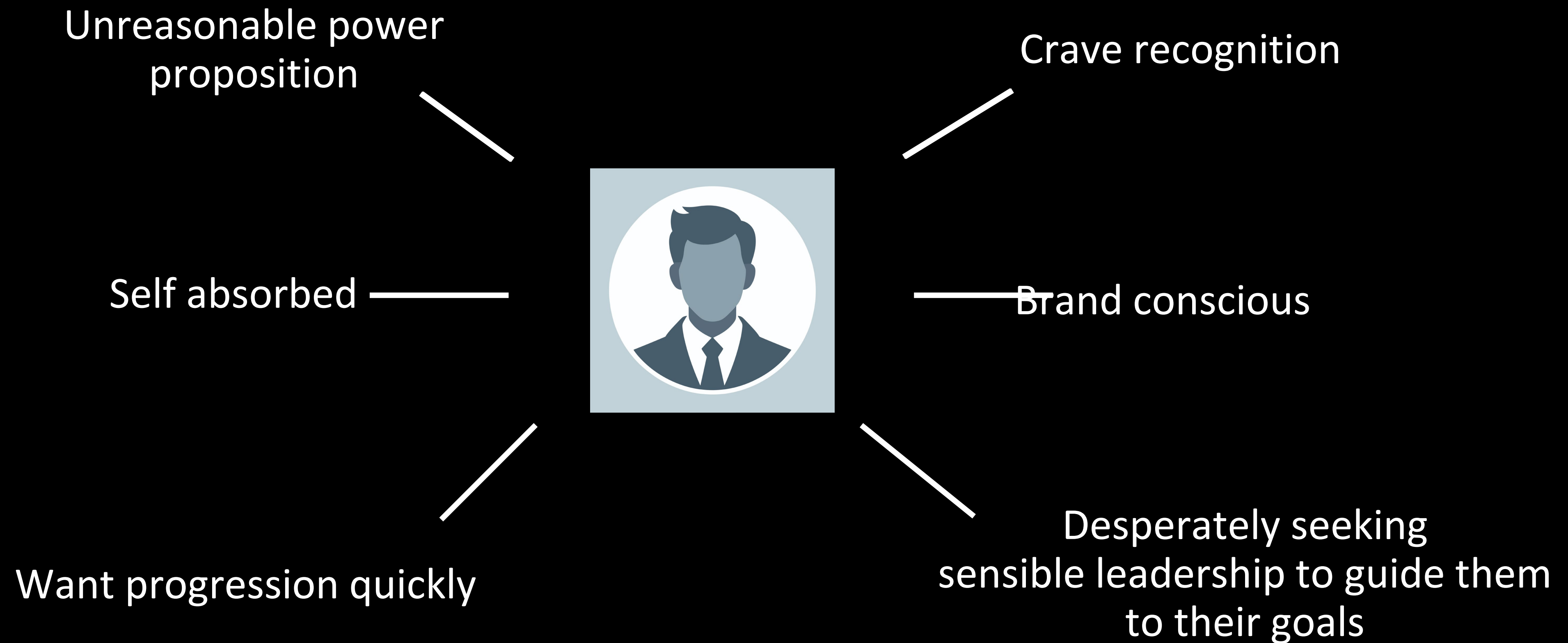
Build A Unique Model

HARRIS

How The Industry Competes

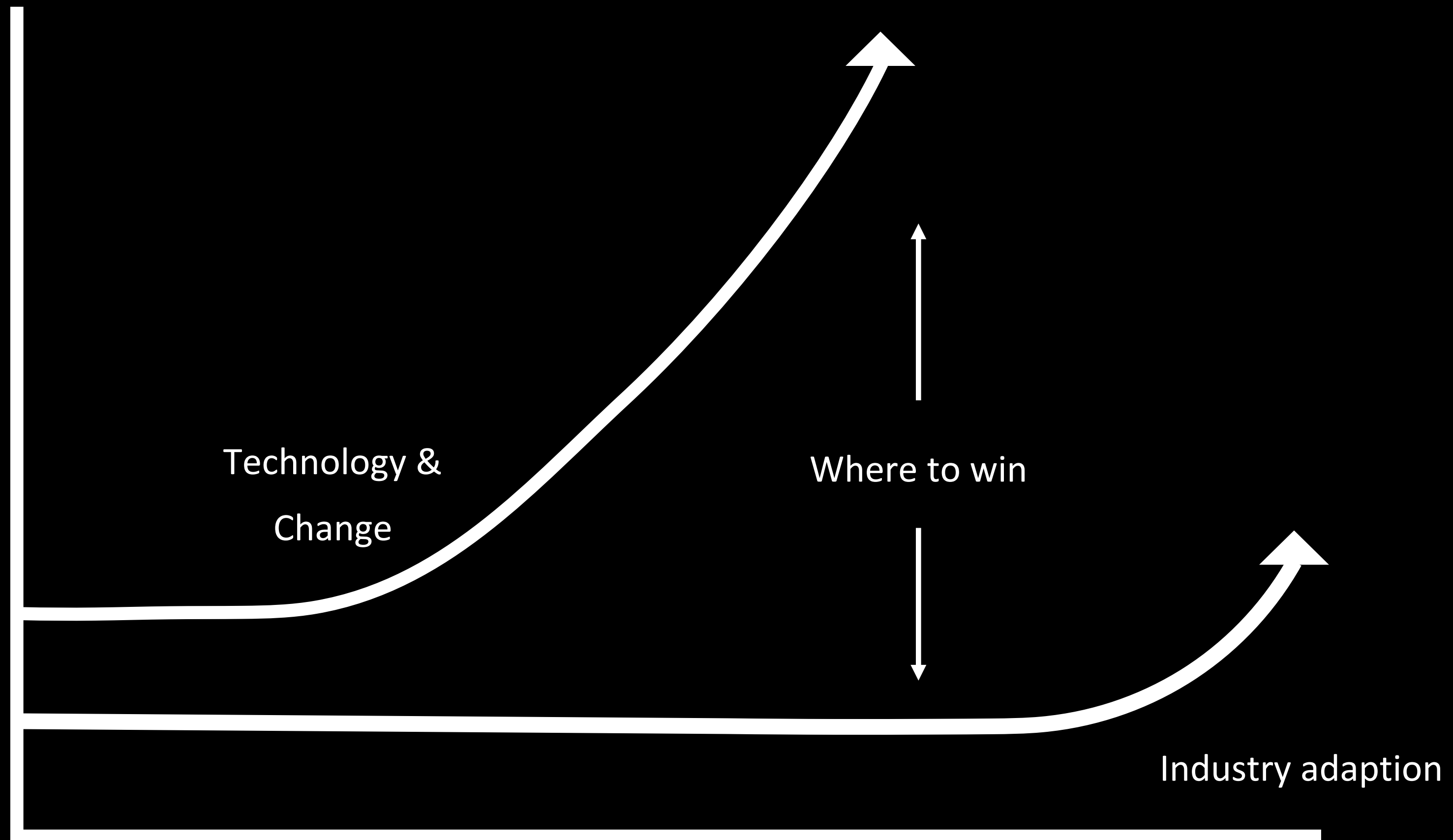
- We are #1
- We are the biggest
- We have won more awards
- We pay higher splits

Understanding Sales People



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Current State of The Industry



AVOID NORMAL REAL ESTATE
COMPETITION AND FOCUS ENTIRELY ON
BEING UNIQUE

1. Leading tech and efficiencies - easier to do more deals
2. Support teams with hands on leadership
3. High quality brand
4. Industry leading, training, education and coaching

PROVIDE A
PLATFORM
THAT DELIVERS
OPERATIONAL
EXCELLENCE

RETAIN, DEVELOP
AND GROW AGENTS

1. Higher retention
2. Higher transactions
3. Growth of each agent and each team
4. Winning culture

DEVELOP A
SELECT GROUP OF ELITE
PERFORMERS
AS BRAND
AMBASSADORS

1. More agents writing >\$1m
2. Agents building their teams within Harris
3. Agents actively recruiting for Harris
4. Agents building next generation of Harris agents
5. Reward elite brand ambassadors

ATTRACT AGENTS THAT WANT
TO
BE PART OF A WINNING TEAM
RESULTING
IN MORE TRANSACTIONS

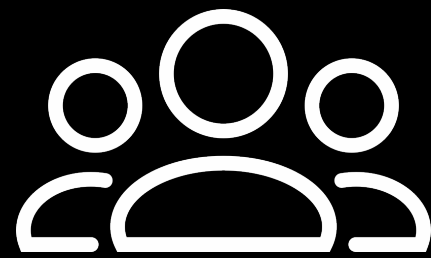
1. More established agents joining
2. More junior high potential agents joining
3. More business partnership opportunities
4. More PM acquisition opportunities

The Game We Are In

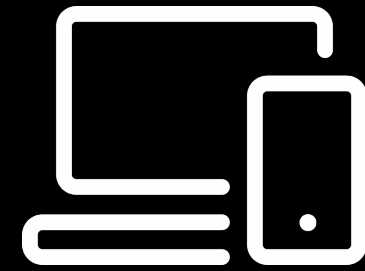
- Platform
- Brand
- Training

HARRIS

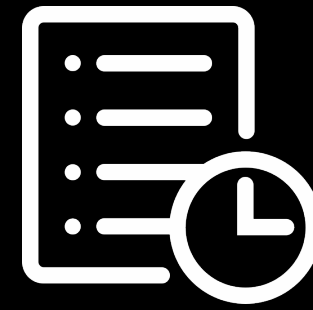
G.A.S.P



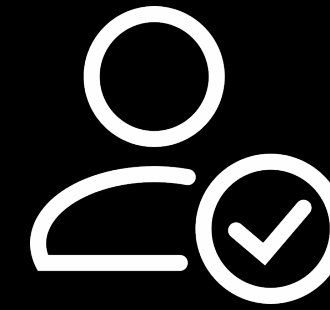
Infrastructure
and technology



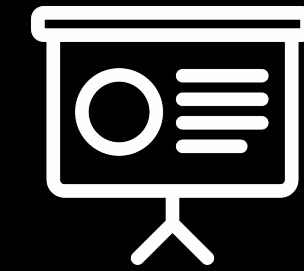
Tech
efficiency



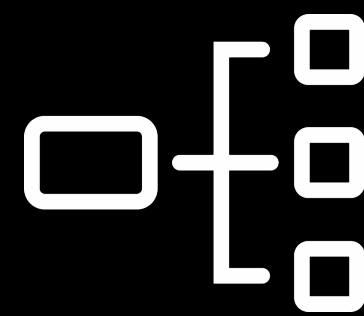
Training & coaching



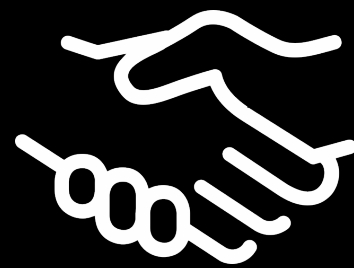
Agent
branding



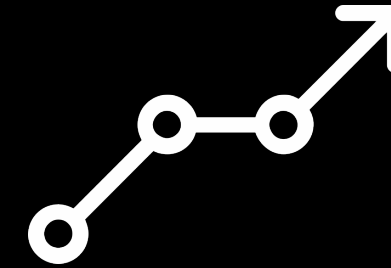
Company branding and
marketing



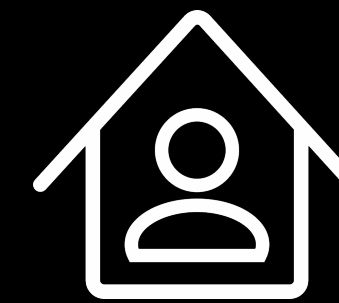
Innovation
Centric



Servant
leadership



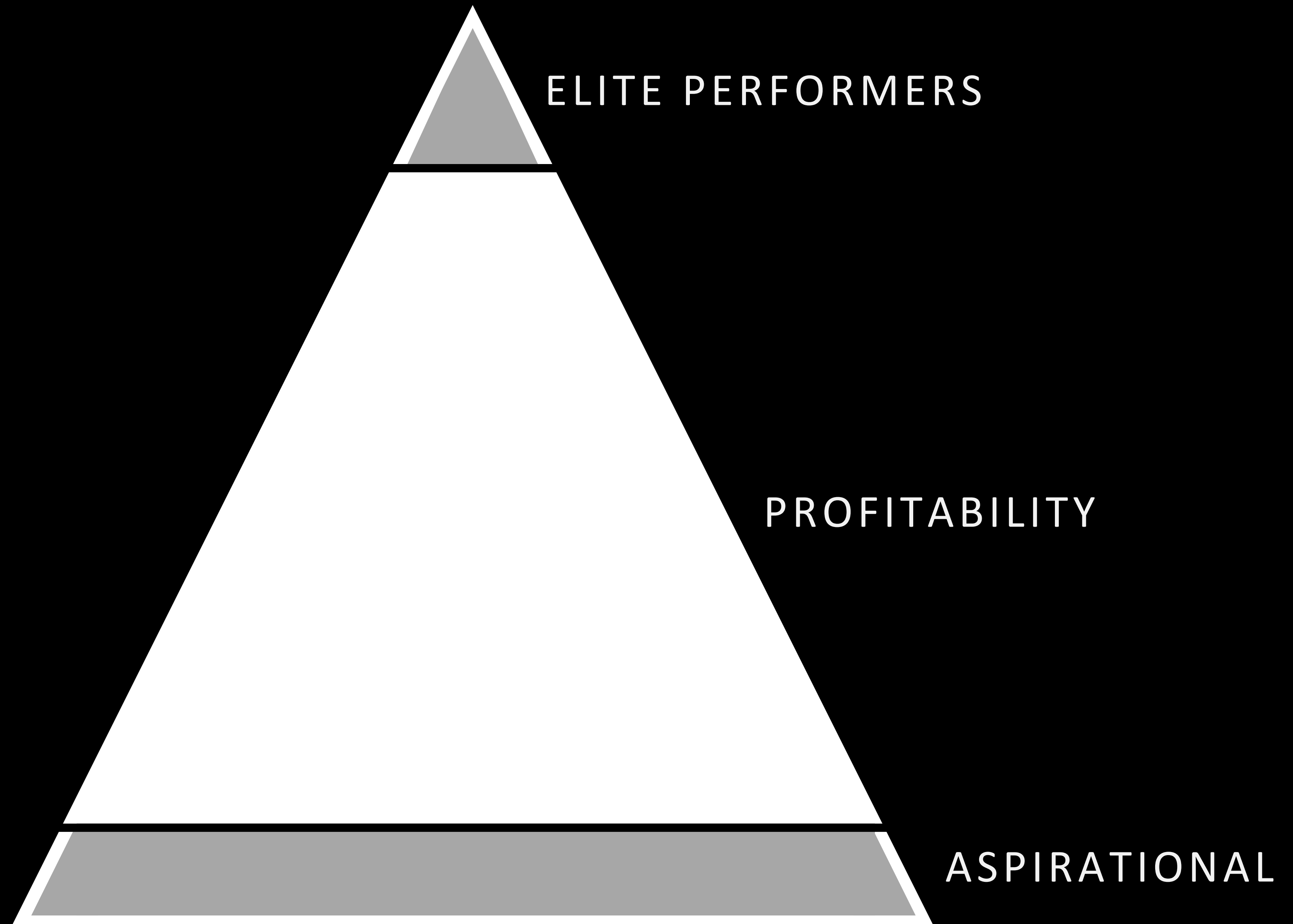
Unlimited career
Progression



Economic
upside

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Simple Beliefs

Grow people better
than your
competition

Get more better
people than your
competition

Continually invest
in the
long game

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3 Brand Promises

1.

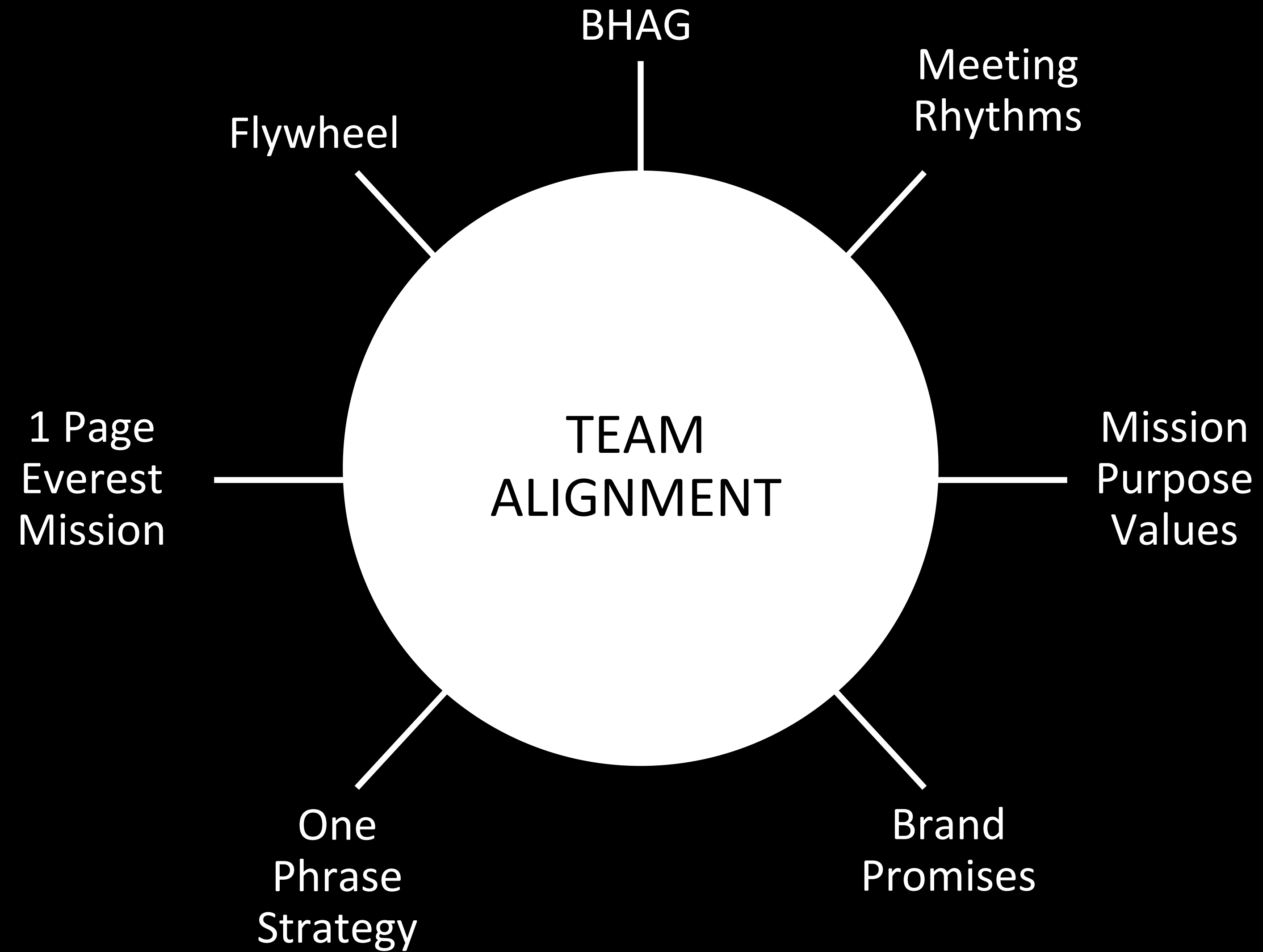
We provide a
platform for
operational
excellence

2.

We provide
industry best
training and
coaching

3.

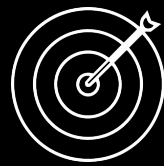
We are fair and
reasonable





MISSION

3500/6500



PURPOSE

To create the best place
to do real estate



VALUES

Work as a team
Think like a customer
Grow as a leader



BIG 3

Harris University
Recruit / Retain
Top 5 Teams



MEETINGS

Daily Huddle DP
Weekly Sales Management
Weekly Management
Personal Weekly Review
Monthly Board Meeting

Monthly Team Strategy
Monthly Sales Meeting
Monthly Brad Giles
Annual Board Strategy Day
Personal Mentoring



IDEAL WEEK

5am Morning Routine
6am - Respond / Prepare
8.30am - Daily Meeting
9am - Harris University
12pm - Lunch
1pm - Retain / Recruit
6pm Home

MONTHLY PERFORMANCE REVIEW

On a scale of 1-10, rate last months sales meeting in terms of content, preparedness and delivery
Did you record more than 5 hours of educational content last month? (Podcasts/HU)
On a scale of 1-10, rate your contribution to the elite teams last month including board room sessions, mentoring, deal support.
Did you meet your monthly KPI's?
What have you done, who have you spoken to and what process / system are you reviewing to ensure Harris remains on the cutting edge of the industry?
What haven't you enjoyed doing in the last 30 days?
Did you hold one speaking engagement last month?

Did you call a minimum of 8 auctions last month?
Have you met every new employee that has joined us this month?
On a scale of 1-10, rate our talent pool of sales agents you are currently trying to recruit.
Are you up to date with your monthly staff birthday cards?
On a scale of 1-10, how would you rate the development of our emerging agents last month?
Are there any sales staff you are concerned about?
Anything else you wish to discuss?

02.

Inside PM

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“EGO - NOMICS”

The art of discussing anything apart from
the reality of your business.

Questions You Should Be Asking

What was your organic net gain/net loss last year excluding acquisitions?

Is your balance sheet increasing and is your debt decreasing every month?

How many properties did you list last year?

Do your people genuinely see a future inside your business?

How many managements are you losing to other agencies?

Without your sales team do you have a lead source for your business?

How many PMs have you lost to competitors this year?

What's your EBIT % ?

Lead Gen That Works

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PM 30/40/30

30 PRE APPRAISAL

- P Prospect daily to constantly have warm relationship appraisals
- T Appraisal notepad
- P Return phone call immediately using great dialogue
- PR CRM – Enter notes and tag appropriately + attach task morning of
- T Pre-list Kit
- PR World class preparation > knowledge of rentals, what has Harris rented in area

40 LISTING PRESENTATION

- TP Day prior or day of appraisal confirmation SMS
- T Meeting agenda pad
- T Rental appraisal report
- T Information books
- S Know your top 15 listing questions
- PR Arrive 5 minutes early
- PR During the tour of the property, understand the invisible value
- S Set the agenda
- T Listing system
- T Summary close

30 POST APPRAISAL

- TP Send thank you SMS immediately after appraisal
- TP Update agent box with A, B or C Appraisal + apply follow up strategy
- TP Send suitable rental proposal within 24 hours
- S If appropriate, arrange second appointment to go through proposal
- P Have you got any further questions?
- P Send managing director email for customer service call
- P One week after appraisals all to offer and trades

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Staff Retention

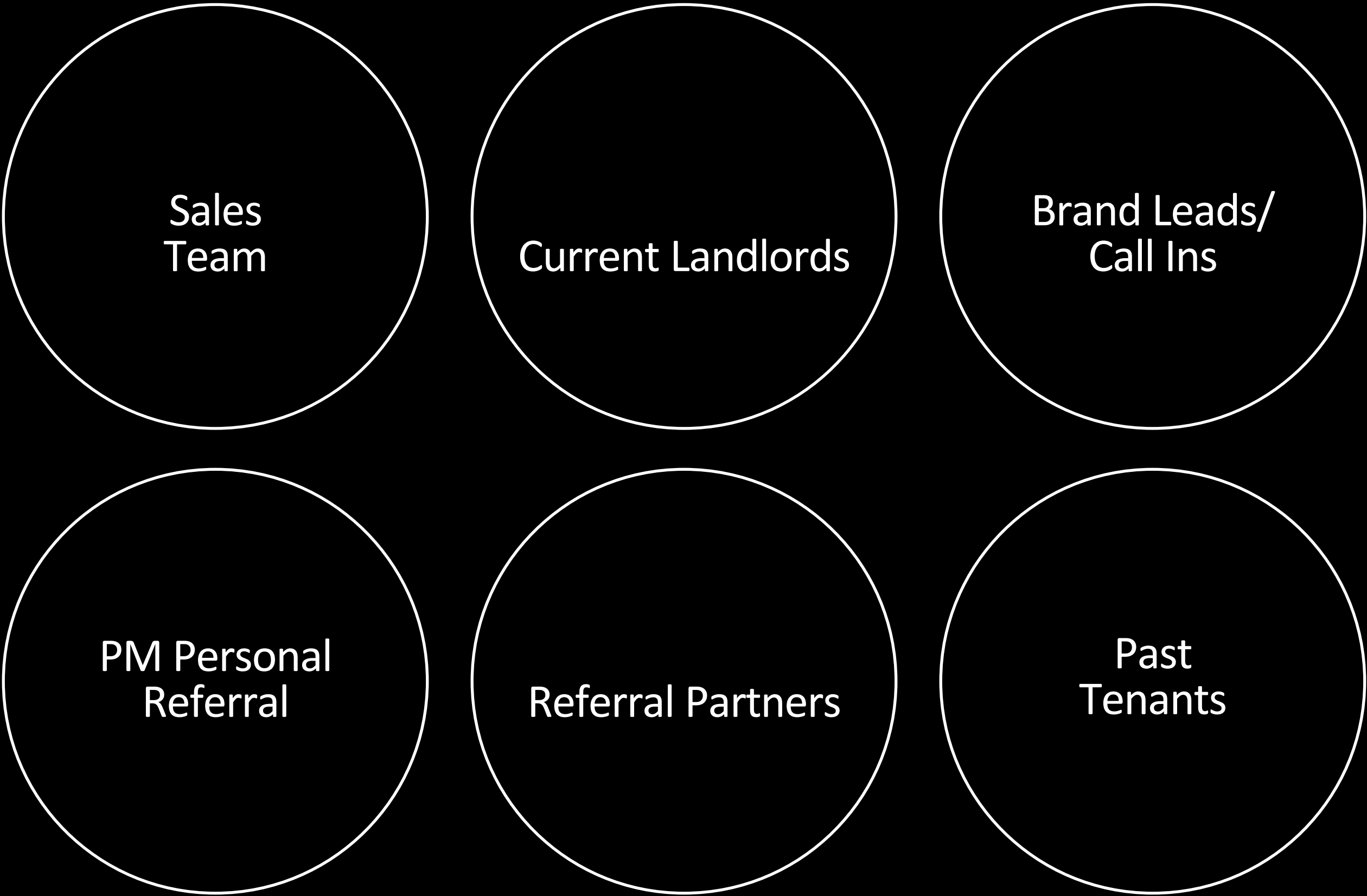
- | | | | |
|----|--------------------------------|----|--|
| 01 | Fortnightly Training | 06 | Career Progression |
| 02 | Operations Team Roadshows | 07 | Development of both current and future leaders |
| 03 | Harris University | 08 | Smaller Portfolios |
| 04 | New Staff Onboarding 30 Days | 09 | Annual Leave - Floating PM's |
| 05 | Cadet Program – Entry Level Op | | |

Landlord Retention

- 01 Staff Retention
- 02 Founder Led Culture
- 03 Harris Fly Wheel (Continual Improvement)

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Prospecting Spheres



Action List

- An honest look at the reality of your business
- What's the unique model that you can create?
- Organic growth requires a disciplined ongoing approach

03.

Tactics For Today

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Changed Market Mindset

- No Process = No Sales
- You will carry more stock so build your systems accordingly
- You are going to withdraw more properties
- You will have tougher conversations
- Daily vendor call sessions are the new normal
- Its not about selling its about getting 1 step closer every day - PPM
- You will get greater fee opportunities
- Agent and track record now becomes of relevance
- 2nd agent in opportunity
- Intentional dialogue and greater knowledge will be required
- If you have a holistic plan you will be fine
- The biggest opportunity in 10 years to take market share is right now

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Keep The Plan Simple

- 8 HRS Sleep
- Healthy Diet & Nutrition
- Daily Exercise
- AM PM
- Vendor Call Session
- Daily Price Presentation Marketing
- 2X 45 Min Prospecting Session
- Appraisal Prep
- 5 F2F
- Feed your body, mind and spirit every day
- Love your family and friends
- Remember its a long game

HARRIS

Pattern Disruption Strategy

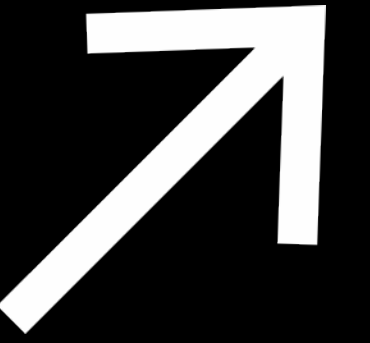
1. Identify upfront which properties are problematic
2. Launch property with a Wednesday, Thursday, Friday, Saturday, Monday Open Homes
3. Keep offers and activity high
4. Book private show-throughs at unusual times
5. Midweek opens / Sunday opens
6. 2x face-to-face meetings in the office per week
7. Third party vendor meeting (Sales Manager/MD/GM)
8. Change from Private Treaty to Auction
9. Re-Auction the property for a second/third time
10. Send them to competitor's opens / see what they are up against
11. Have another Haiven agent go through to give an opinion on the price
12. Fresh face with a new agent, you take the backseat and go agent #2
13. Ask them to attend your open home with you and listen to buyers
14. Do callbacks from their house with them listening
15. Video during open home for immediate feedback
16. MD/GM/Sales Manager company concerned call
17. Re-Photograph / New Marketing / more financial commitment
18. Negotiate on the phone with the buyer and vendor present

20 Mile March



1. 6am wake up
2. Daily team meeting at 8am
3. 20 connects per day
4. 20 thank you cards per day
5. Book 2 appraisals
6. Conduct 2 appraisals
7. 3 wholesome meals (appropriate portions)
8. V2 fit or PT for 45 mins
9. 3 lines written in my gratitude journal
10. Bed at 9:30pm

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Thank you

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