

## Foundation

### Our Mission

To be the most dominate real estate company in the local region.

### Our Core Values

- Integrity - we stand by our integrity in the real estate industry.
- Dedication - the client is receiving perceived value for the services provided to them from our agency, with the clients' best interest at heart. We are committed to 100% customer satisfaction.
- Trust - establish a sense of trust with our agency, by developing and enhancing all aspects of our client relations.
- Pursuing excellence - pursue excellence and integrity in workmanship and customer relationships.

## Competitive Advantages

### What we do best

**Brand Recognition:** Customers associate the name Coldwell Banker with wisdom, integrity, and proven service in the industry.

**Flexibility** - To take advantage or maximize the downturn in the market trends, by creating programs that are targeted to the market fluctuation.

**Specialty markets** - Investing in banking relationships in order to capitalize on the enormous profits with bank-owned properties. (Foreclosures)

**Standard Sales** - Staying focused with an existing sales team that will maintain conventional sales activity and avoid the short sales and bank-owned properties. Trends come and go, maintain the regular client base.

## Organization-Wide Strategies

### How we will get there

**Customers for Life** - To build brand recognition by creating a campaign, "Customers for Life": with the key elements of customer satisfaction and referral at its foundation.

**A Team** - Mentor sales associates that will help procure the "Customer for Life Campaign".

## Long-term Strategic Priorities and Organization Goals

### Financial

- 1. Revenue Growth: Grow business 5% per year for the next 3 years, for a total percentage growth of 15.75 from today total.**
- 2. Profitability: Increase our net operating profit by 3-5% per year by 2011.**

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|---|---|
| 1.1. Revenue growth of Reno offices by 7.87% in the next three years.     | 2.1. Consolidation and refinement of the entire organization              |
| 1.2. Revenue growth of Sparks offices by 7.87% in the next three years.   | 2.2. Reduce the office/general expenses                                   |
| 1.3. Increase advertising by 3% per year, to increase consumer awareness. | 2.3. Develop a concierge program; each concierge will pay \$500 annually. |

### Customer

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| <b>3. Current Customers: Retain and touch our customers.</b>   | <b>4. Investors: Convince investors on the benefits of dealing with a real estate firm, rather than dealing directly with the banks.</b>   | <b>5. Short Sales: Educate the public on appropriate procedure and legalities</b>                                |
| 3.1. Customer for life campaign  | 4.1. Advertise investment properties in the newspaper  | 5.1. Develop public seminars for distressed homeowners   |
| 3.2. Good Customer Value: Increase the available information that is unbiased and readily available to help the customer make the right decision the first time. | 4.2. Develop a program of investment seminars in which individual investors would be invited to attend a series of presentations regarding both commercial and residential foreclosures. | 5.2. Develop a brochure for general distribution to the public, that would explain the legalities of short-sales |
|  |  | 5.3. Develop material for the buyers of short-sale properties  |

### Internal/Operational

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|--|---|--|
| <b>6. Virtual Tours: Continued improvement with technology</b>                       | <b>7. Community Involvement: Increased participation in community fund raising events</b> | <b>8. Open House: Monthly open house intended to enhance the image of Olsen Banker</b> |
| 6.1. Continued improvements through software enhancement                             | 7.1. Develop a golf tournament that all proceed go toward a public school in need.        | 8.1. Invite present and past clients.  |
| 6.2. Expand availability of a greater number of homes being viewed via virtual tours | 7.2. Get involved in holiday fun raising programs   | 8.2. Invite mortgage bankers and escrow officers who work closely with Olsen Banker    |
|  | 7.3. Participate in food drives   | 8.3. Develop list of additional invitees, such as vendors and potential investors      |

### People and Learning

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|--|---|---|
| <b>9. People: To work together as a cohesive team by inspiring each other or others to work as a team.</b> | <b>10. Agent Retention: Retain high quality and highest producing agents.</b> | <b>11. Recruiting: Look at other industries and other professions to attract sales professionals to our company</b> |
| 9.1. Education towards mentoring.  | 10.1. Evaluate current commission splits                                      | 11.1. Develop a list of professional and personal relationships with sales professional outside the industry.       |
| 9.2. Offer off sight training  | 10.2. Evaluate and implement new training procedures and programs.            | 11.2. Develop a compensation package to entice these professionals to come to work for us.                          |
| 9.3. Consider the concept of actually developing teams of agents for a specific sales purpose              | 10.3. Encourage a positive sales environment                                  | 11.3. Organize a program that will contact the individual and offer them the opportunity to join us.                |

## Key Performance Indicators

### How we measure success

Measure	Target
Quarterly	4
Quarterly	4
Quarterly	4
Monthly	12
Quarterly	4
Monthly	12

## Vision

### What our business will look like

Innovation, "We never stop moving for you in the real estate market"

## Implementation

### How we make strategy a habit

Designate a Strategy Manager  
 Hold Monthly Strategy Reviews (30 minutes)  
 Hold Quarterly Reviews to review large topics (1.5 hours)