



Sales Meeting

BROCKPORT OFFICE – 1/19/22

“You can make more friends in two months by becoming interested in others than you can in two years trying to get other people interested in you.”

-Dale Carnegie



Agenda

- 1st Priority
- Office Notes
- Market Conditions
- 2021 Recap
- 7 Habits
- Office Top 5
- Awards/Ceremony

1st Priority

- Mary Marone



Office Notes

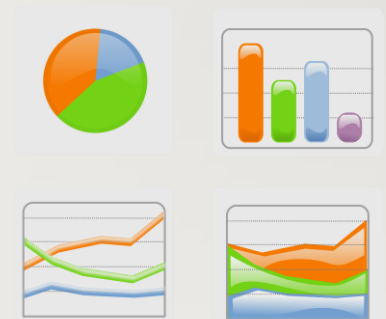
- Deposit Procedures
- Success Letters – Eileen will mail them
- Floor Time & Phone Leads
- 1 on 1 Meetings



Market Conditions – December – Brockport Office

Year	Listings	Written	Closed
'18	6	\$3,025,530	\$1,824,340
'19	5	\$2,416,227	\$3,232,837
'20	4	\$1,413,100	\$4,813,500
'21	8	\$4,319,507	\$4,319,507

7 Mile Radius
12 Active (Residential, Condo/Twn)
1 Price Drop
40 DOM (Average)
32 DOM (Median)



(As of 1/14)

2021 Year Recap – Brockport Office

Year	Total Units	Listing Units	Listing % of U	Closed Volume
'18	240	159	66%	\$29,782,941
'19	224	170	76%	\$31,187,428
'20	269	181	67%	\$40,528,253
'21	308	181	59%	\$52,269,305

2021 Year Recap – Brockport Office – Market Share

Listing Volume			Sold Volume	
Rank	Company	% of Market	Company	% of Market
1	ReMax Titanium	17.66%	<u><i>HH Brockport</i></u>	<u><i>12.59%</i></u>
2	<u><i>HH Brockport</i></u>	<u><i>16.12%</i></u>	KW Gr Roch. 1	11.45%
3	KW Gr Roch. 1	12.81%	ReMax Titanium	10.88%
4	HH Penfield	7.11%	HH Pittsford - Main	8.15%
5	ReMax Plus	6.63%	KW Gr Roch.	8.12%

Brockport Village-Clarkson, Brockport Village-Sweden

Jimmy Burgess

- Chief Growth Officer, Berkshire Hathaway HomeServices Beach Properties of Florida
- 27 Years in Real Estate






7 Habits of Highly Effective Agents

The Real Estate Sales Podcast




7 Habits of Highly Effective Real Estate Agents

- Be Proactive
 - Begin with the End in Mind
 - Put First things First
 - Think Win-Win
 - Seek First to Understand, then to be Understood
 - Synergize your Relationships
 - Sharpen your Saw
- 



What can I do RIGHT NOW to grow my business?

- One Handwritten Note Per Day
 - Add People Daily to your Database
 - Send a Personalized Property Per Day
 - Send One CMA Per Day
 - Build a Next 10 List
 - Have 10 Meaningful Conversations Per Day
 - Add a System to your Business Each Month
- 

Congratulations to our
TOP 5 AGENTS!



MARK SWANSON
LIC. ASSOC. RE BROKER

BROCKPORT OFFICE



Real Estate Services



JOANNE BOCACH
LIC. ASSOC. RE BROKER



KIMBERLIE DONLEY
LIC. RE SALESPERSON



TIM CLARK
LIC. RE SALESPERSON



BRENDA SWANGER
LIC. RE SALESPERSON

*Based on Closed Sales Volume YTD



2022 Awards Categories & Criteria

(based on 2021 calendar year numbers)



Real Estate Services

Rising Stars

Agents BRAND NEW to business, at least 6 TRX or at least \$1 Million Volume OR, if on a team, a minimum of \$25,000 in earnings during trailing 18 month timeframe

Top Listing Leaders (Individuals & Teams)

Starting at 24 units OR \$8Mil Volume

Million Dollar Producers

Minimum of \$1Mil in Volume

Top Office Producer (Individuals & Teams)

Based on Units & Volume

National Sales Excellence

\$152,000 GCI & Up

President's Circle New Inductees

15 years service and \$65Mil Volume or 600 Units, plus \$4.5Mil Volume in each of the 3 previous years. Qualify once, Member for life

Champions Club

\$2.5 Million Written Sales Volume or 25 Sales Units OR \$4.2 Million Listing Volume or 25 Listing Units, Ranked 3x Annually

Best of the Best

Top 3% of Agents based on GCI

Very Best of Best

Top 1% of Agents based on GCI

Green Penguin Award

10 or more Positive Client Evaluation Survey Responses/Reviews

Questions about award eligibility should be directed to your Office Manager



Awards 2022

STRONGER TOGETHER



Real Estate Services

Join us

for an in-person cocktail party
after the show to celebrate your achievements!

TUESDAY FEBRUARY 8TH

4:00 – 6:30 PM

LaLuna at High Falls
60 Browns Race, Rochester NY 14614

Please RSVP by January 31st

[CLICK HERE TO REGISTER!](#)



Thank you for being here today!