



Sales Meeting

BROCKPORT OFFICE – 2/8/22

*“Nothing really worth having comes
quickly and easily;
If it did, I doubt that we would ever
grow.”*

-Eknath Easwaran



Agenda

- 1st Priority
- Office Notes
- Market Conditions
- 2021 Awards
- Awards/Ceremony

1st Priority

- Mary Kern



Office Notes

- Email Usage
- Meeting dates
- Floor Time & Phone Leads



Market Conditions – January – Brockport Office

Year	Listings	Written (Units)	Closed (Units)
'18	9	\$1,792,850 (14)	\$1,118,400 (9)
'19	10	\$1,249,100 (9)	\$1,793,300 (12)
'20	8	\$1,194,400 (7)	\$1,602,095 (14)
'21	6	\$1,317,429 (7)	\$2,335,400 (17)
'22	10	\$2,297,701 (13)	\$2,386,900 (15)



Business Forecasting – Brockport Office

% of Closed Business	Regional Trend	2021 Office Actual
Quarter 1	18%	19%
Quarter 2	26%	23%
Quarter 3	31%	31%
Quarter 4	25%	26%

Average Sales Price – Brockport Office

Year	Avg Sale Price	% +/-
2019	\$139,938	-
2020	\$151,753	+8.4%
2021	\$172,137	+13.4%
2022 (Projected based on written sales)	\$176,746	+2.6%



- Editable Template available in Canva
- Office FaceBook Page
- Personal FaceBook Page
- Opportunity to reach out to your audience



Real Estate Services

BRONZE
AWARD WINNER


Awards 2022

STRONGERTOGETHER

- Lazarus Bhujel
- Morgan Fisher



Real Estate Services

SILVER
AWARD WINNER


Awards 2022

STRONGERTOGETHER

- Pamela Ketchum
- Tim Clark



Real Estate Services

GOLD
AWARD WINNER


Awards 2022

STRONGERTOGETHER

- Brenda Swanger
- Vickie Sweet



Real Estate Services

PLATINUM
AWARD WINNER


Awards 2022

STRONGERTOGETHER

- Joanne Bocach
- Kimberlie Donley
- Mark Swanson



On with the show!