

From 1 to 120

Building a Brokerage Business from the Ground Up



Prepared and Presented By:
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About Travis Everette, DREI

Business strategist and educator, Travis Everette (DREI) is actively involved at almost every conceivable level in the real estate field. Producer of the hugely popular series of YouTube lectures used by more than 150,000 licensees across the country, this award winning speaker provides relatable content with a memorable energy and insightful observations on real life solutions to every day challenges. Get ready for fun, engagement, and learning about actionable strategic tools – all with the intent of helping you get out of your own way of achieving success.

Travis has earned the Real Estate Educators Association DREI (Distinguished Real Estate Instructor) designation and is the current President of the North Carolina Real Estate Educators Association (NCREEA).

As an accomplished Agent and Broker, Travis has learned the tools necessary to build a real estate career from the ground up. In building a residential brokerage from zero affiliated agents up to 120, Travis saw first hand what works and what does not. Travis ensures his sessions will not only increase the energy of individuals and teams, but will provide them with applicable tools and processes to positively impact their professional life.

With a seasoned veteran's instincts, the knowledge of thousands of transactions, a razor quick wit, and a servant's heart, Travis approaches every session as an opportunity to help his attendees develop in the industry he loves so much. Students soon find that they are not only learning, but growing...to be a better version of themselves personally and professionally. It's an interactive and fun experience in professional development all done with a signature sense of humor.

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Growth is a mindset rather than a destination



What is Personality?

📌 Personality is the force that drives us



📌 Pattern of thoughts, feelings, and behaviors that distinguish individuals from one another

So what does nearly every person crave most of all no matter their personality?



They want to be heard!

- Recruitment is less about selling yourself or your office and more about listening to the needs of those you might add to your business.



Create a unique selling proposition

- Why is your office different than the others who might be recruiting this person?
- How does your office mesh with the needs you heard them express earlier in your meeting?

Systemetize Everything

- **Recruiting Appointments**
- **Onboarding Plans**
- **In Office Training**
- **Social Events**



Retention is the best recruiter

- 📌 **Let your agents be your calling card**
- 📌 **Encourage them to participate with new agents**



Growth doesn't happen all at once





2017 Tax Cuts and Jobs Act Deductions for Passenger Vehicle Depreciation

- **\$10,000 first year**
- **\$16,000 for 2nd year**
- **\$9600 for 3rd year**
- **\$5760 for 4th year**



2017 Tax Cuts and Jobs Act Deducting Entertainment Expenses

- **The business deduction for entertainment expenses has been eliminated!**
- **No longer can real estate licensees write off such items as sporting tickets, golf club memberships, theater/show tickets or the like as a tax deduction**

2017 Tax Cuts and Jobs Act Deducting Meals

- **New law maintains 50% deduction level for food for real estate licensees when meeting with clients**
- **This extends to food for the licensee themselves as well as the clients if the licensee pays for the client**
- **Detailed records must be kept**
- **No alcohol expenses may be deducted**



Notes

[illegible]

Session Evaluation

Session Title: **Beware the Tax Man Cometh**
 Presenter: **Travis Everette**

Date: _____

1. How did you find out about this program? (Select all that apply)

- | | | | |
|---|---|---------------------------------|-------------------------------------|
| <input type="checkbox"/> Calendar handout | <input type="checkbox"/> College Bulletin | <input type="checkbox"/> E-Mail | <input type="checkbox"/> Fax |
| <input type="checkbox"/> Internet | <input type="checkbox"/> Mail | <input type="checkbox"/> MLS | <input type="checkbox"/> Newsletter |
| <input type="checkbox"/> Word of mouth | <input type="checkbox"/> Workplace | <input type="checkbox"/> Other | |

Session Evaluation

	<u>Excellent</u>	<u>Very Good</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>
2. Session content (worth time and money invested)	5	4	3	2	1
3. Contribution to overall career knowledge	5	4	3	2	1
4. Likelihood of actual use of session material	5	4	3	2	1

Presenter Evaluation

5. Demonstrated material and subject knowledge	5	4	3	2	1
6. Use of visual aids and technology	5	4	3	2	1
7. Encouraged student involvement & participation	5	4	3	2	1
8. Handout organization & ease of use	5	4	3	2	1
9. Handling of student questions & feedback	5	4	3	2	1
10. Overall presentation style	5	4	3	2	1

11. What could be done to improve the session? (Please use the back if you need more room)

12. If you felt the session was worthwhile and beneficial, please write down your comments for the meeting planner. (Please use the back if you need more room).

I hereby give Travis Everette permission to use my comments in her advertising efforts utilizing any and all media (i.e., internet, newspaper, radio, brochures, etc.)

 Sign Name

 Date

 Print Name