

LAND AGENT'S THREATS

PRESENTED BY WAYNE JOHNSON

HOW TO RUN A VIABLE BUSINESS WITH A LONG-TERM FUTURE

For Principals & Sales Consultants
running a business within a business



TESTIMONIAL
Absolute Gold! Best eye opening training & most valuable I have attended in my career!
- From Last Workshop!



WAYNE JOHNSON

Society of Auctioneers & Appraisers (SA) Inc President in 2008, Wayne has 30 years of experience in Real Estate including Sales and Property Management, multiple office agency ownership, National franchise CEO, and risk management consultancy. Wayne has an MBA - Bachelor qualification in property and is a qualified workplace trainer.

Is your business structured to remain profitable and sustainable?

This workshop, presented in an easy to digest manner, examines multiple scenarios demonstrating the effect on the net profit levels of various gross commission returns (average \$ return per transaction), sales commission structures and the growing level of referral fees paid to intermediaries

The workshop covers the following topics:

- The notion of adequate compensation for business owners and sales people
- The critical implication of the margin of gross profit
- Average gross commission returns
- Sales staff remuneration structures including the impact of the new Award introduced on 30th April 2018

THURSDAY 17TH OCTOBER 2019

9.00am for 9.30am start to 12.30pm

Arkaba Hotel | 150 Glen Osmond Road, Fullarton SA 5063

Members and Employees \$129 each OR \$99.00 each for two or more from the same office

RSVP BY FRIDAY OCTOBER 4TH

LEARN HOW TO

- Calculate the thresholds for costs and commissions to breakeven
- Calculate activity necessary to maintain breakeven point - client contacts, listing opportunities, listings, sales
- Set targets & forecasts based on your average commission
- Shows what you need to do to make a profit & to be successful
- Look at a typical scenario analysis
- Desk cost per sales person
- Break-even point for sales
- Look at strategies to improve the bottom line
- Determine what commission rate you should walk away from
- Change your existing model to your advantage
- Discover the break-even point for each transaction
- How many appraisals, listings, and sales do you need to produce an average commission

With multiple disruptors all looking for their share of a decreasing commission pie, the industry is facing intense competition with enormous pressure on professional fees.

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