



BUSINESS DEVELOPMENT MENTORSHIP PROPOSAL

Realogy Advantage Network

Our goal is to provide an environment for productive mentorship in the Business Development space. This mentorship program is designed to be inclusive of all brokerages and brands; regardless of brokerage size or standing in the network.

Coldwell Banker Bain's Business Development Team is delighted to provide this mentorship proposal to all Realogy Advantage Network Brokerages. Through this mentorship program we offer support and a path to success through education and collaboration.

Brokerages will have the opportunity to participate and engage with our Business Development Team through this mentorship program. Detailed below is a sample of mentorship topics and resources we can provide.

Getting to know one another -

- Learning more about personality styles, professional love language/languages of appreciation, and how to work together
- Dealing with difficult people/conversations and how to advocate for yourself

Servant Leadership -

- Balancing leadership and teamwork
- Working toward long-term career and life goals
- Developing talent, retention, and succession planning
- Empowering staff through trust
- Treating team members as individuals
- Fostering a collaborative environment
- Being an approachable leader
- Incentivizing your team and your agents
- Leveraging strengths and creating opportunities from weaknesses
- Bridging gaps between generations
- Participating in *What Moves Her* and other industry talent development
- Building a mentor program within your company and externally with schools/student organizations (future talent sources for recruiting)

ESG -

- Developing a company policy / strategy
- Aligning with corporate client initiatives
- Creating employee/broker/agent resource groups
- Leveraging ESG for recruiting and retention
- Implementing or participating in local community and professional programs/groups

Client Relations -

- How to be successful at conferences, networking and how to continually update your skills
- Diversifying your business segments (i.e., Asset Management, eCommerce, in-house Affinity programs)
- Building your sphere - ERC, RDC, regional relo councils, community and/or industry forums
- Template for annual review presentation for clients
- EOY Review with Accomplishments for internal promotion and measurable accountability
- Leveraging vendor partnerships
- Establishing value internally with leadership
- Marketing (internal and external)

Technology, Tools, Resources & Operations -

- Assessing current business development operations
- Leveraging your data with the systems you currently have
- Identify system needs
- Referral Platform and other referral CRMs
- Project management tools (i.e., Trello)
- Communication tools (i.e., Slack)
- Leveraging marketing or independent creative (i.e., Animoto, Wix, Canva)
- Engaging and converting web traffic (i.e., Roof AI)
- Tracking and implementing powerful client relations through tech (i.e., Salesforce)

Strategic Thinking Toward Innovation -

- How to become a profit center for your brokerage
- How to shift your mindset to be solution oriented
- Cross-training across books of business to share best practices and processes
- How to create a flexible and agile team dynamic
- Positioning OGR's, AGR's as tools to enhance business plan, and customer retention
- Using eCommerce leads to develop agent talent
- Agent townhalls
- Creating agent led panels for peer-to-peer education
- Accountability and role difference between coordinator and account manager
- Company buddy system for new hires to help with assimilation to company culture
- Creating roadmaps for implementing strategic plans
- Facilitating and preparing RFP requests

Best Practices -

- Training and education
- By book of business
- By referral source
- By market

- By corporate client company culture
- Overall process

Quantifying mentor program to measure success -

- Measuring metrics during mentorship timeframe
- Acknowledgment at the annual conference for mentors/mentees that participated
- Creating different “tracks” for brokerages (leads director/ coordinators)
- Establishing a Young Professionals group to nurture new talent and create camaraderie
- Surveys and check-ins with participants through the duration of the mentorship program
- Coordinate with Realogy’s Directors of Network Success, so we can help coach peer-to-peer in areas that need improvement

Mentorship Implementation, cost, and options -

- Mentorship programs to run twice annual, every six months. Offering relevant up-to-date topics, allow time for emergent industry trends or changes
- Participation/subscription fee for mentor program usage

Optional Fee-based Resources -

- Consulting Services
 - Virtual and/or Live one-on-one training sessions with staff
 - Review of current set-up to help identify areas for improvement
 - System use for tracking, monitoring, and gauging goal success
 - Technology assessment
- Outsourcing CB Bain’s Business Development Team and/or services and systems for brokerages that do not have a department in place, or that require additional support and knowledgeable talent/staff

Additional Considerations -

1. Mentorships (mentee/mentors) will not be in the same market areas
2. NDA so proprietary information provided is not shared outside of mentorship brokerages
3. This could be a value-add service for brokers that are looking to join the Realogy Advantage Network, or brokerages moving from an associate to a principal