

FRACTIONAL COO - CASE STUDY

Launching a Real Estate Brokerage and Achieving Regional Leadership

ABOUT

A veteran real estate agent aspired to launch his own brokerage and establish a strong presence in the real estate market. Seeking assistance, he engaged Thrive Business Operations and our Fractional COO services to help develop a clear strategic plan, hire agents, implement a CRM system for lead management, and establish a call center with inside sales representatives. The objective was to create a successful brokerage that would thrive and become a regional leader in real estate.



CHALLENGE

The real estate agent faced the challenges of starting a new brokerage from scratch. He needed guidance to develop a solid strategic plan to guide his business growth. Additionally, he required assistance in recruiting and hiring competent agents who would align with his vision and values. Implementing an efficient CRM system for lead management and establishing an effective call center were also crucial to generate and convert leads effectively.

SOLUTION

The Fractional COO collaborated closely with the real estate agent to address these challenges and support the successful launch of the brokerage. They began by developing a clear strategic plan that outlined the vision, mission, target market, and growth strategies for the brokerage. This plan served as a roadmap for the agent's business development efforts.

Next, the Fractional COO assisted in the hiring process, helping the agent recruit and onboard his first agents. They identified the necessary skills and characteristics to build a competent and cohesive team that aligned with the brokerage's values and goals.

To streamline lead management, the Fractional COO implemented a CRM system tailored to the brokerage's needs. This system enabled efficient tracking, nurturing, and conversion of leads, improving the overall sales process and customer experience.

Additionally, the Fractional COO helped establish a call center, including hiring and training inside sales representatives. These representatives were responsible for scheduling appointments and nurturing leads, freeing up the agent's time to focus on high-value activities such as client meetings and negotiations.

RESULT

The collaboration with the Fractional COO led to significant achievements for the real estate brokerage. The clear strategic plan provided a roadmap for sustainable growth and expansion. The efficient hiring process resulted in a team of over 25 agents who shared the agent's vision and contributed to the brokerage's success.

The implementation of a CRM system improved lead management and conversion rates, enabling the brokerage to maximize opportunities. The establishment of the call center further enhanced lead nurturing and appointment scheduling, increasing efficiency and allowing the agent to focus on crucial client-facing tasks.

As a result, the real estate brokerage grew to become a regional leader in the real estate market. The combination of strategic planning, competent team members, streamlined lead management, and effective call center operations contributed to the brokerage's success. Today, the brokerage continues to thrive, serving as a reputable and influential player in the regional real estate industry.