

The Agent Journey ROADMAP



Elegran | **Forbes**
GLOBAL PROPERTIES

Elegan VISION

To provide a safe family environment that nurtures and matures real estate advisors at all stages of their careers

Our Goal is Simple: Humanize the World of Real Estate



Agent PERSONAS

Are you an:

- Originator?
- Doer?
- Supporter?

**Take the self assessment
to find out.**



Agent PERSONAS



Self-Assessments: What Gives You Energy?

- A. Meeting people & building relationships
- B. Networking
- C. Showings & research
- D. Client support
- E. Getting things done



JOHN DUGAN

My great love for NYC, paired with my passion for cultivating deep, personal relationships with my clients, and leading my team is a combination that is rewarding. Throughout my time in the US Marine Corps and in working in Michelin Starred restaurants in Manhattan, I was able to hone my ability as a leader in intense and demanding settings. Building a real estate business from scratch was no easy task and initially I relied on working in volume to surmount many challenges. With Elegran's support, I've been able to work smarter, and have gained time back by utilizing in-house support.

Originator

**If you answered yes to A or B,
you might be an Originator.**

Who: Builds relationships and generates business

What: Generates more business than they can effectively handle

Best Aligned with: Doer and/or a Supporter

An Originator is always creating opportunities.

What gives you energy?

- A. Meeting people & building relationships**
- B. Networking**
- C. Showings & research
- D. Client support
- E. Getting things done



PIA SKRIKO

My goal is to create a superior experience for my clients when purchasing in New York City. A big part of that is absorbing the stress and tasks that accompany buying and selling a home. Elegran's support systems have been essential in enhancing my existing ability to get things done. This allows me to focus on what I love which is making dreams come true and brings fulfillment to my life.

Doer

**If you answered yes to C or D,
you might be a Doer.**

Who: Does the day-to-day job of an Agent

What: Shows properties, submits offers, researches the market, runs comps and does marketing

Best Aligned with: An Originator to generate more opportunities to work

A Doer is building their business and needs access to more clients and opportunities.

What gives you energy?

- A. Meeting people & building relationships
- B. Networking
- C. Showings & research**
- D. Client support**
- E. Getting things done



JARED ANTIN

I began my career in real estate as an assistant for two agents. This allowed me to learn the nuts and bolts of the business. The opportunity to begin at the bottom was really the best gift, allowing me to learn and gain an appreciation for all the moving pieces which are vital for deals to happen. In that role, I learned the importance of attention to detail, and that doing the little things right and in a systematic way is the key to scaling success in this business. Working with Elegran has allowed me to choose my own path, going from an entry-level position and parlaying that experience into my current role as Managing Director of Elegran. After all, you can't build a skyscraper on a weak foundation.

Supporter

**If you answered yes to D or E,
you might be a Supporter.**

Who: Either Admin [back-office] or Jr. Agent [front-office]

What: Runs operations efficiently to support teams

Best Aligned with: Originators and Teams

Fun Fact: Elegran has support personnel on teams who have more than tripled their starting salaries.

What gives you energy?

- A. Meeting people & building relationships
- B. Networking
- C. Showings & research
- D. Client support**
- E. Getting things done**

The Agent Journey

ROADMAP

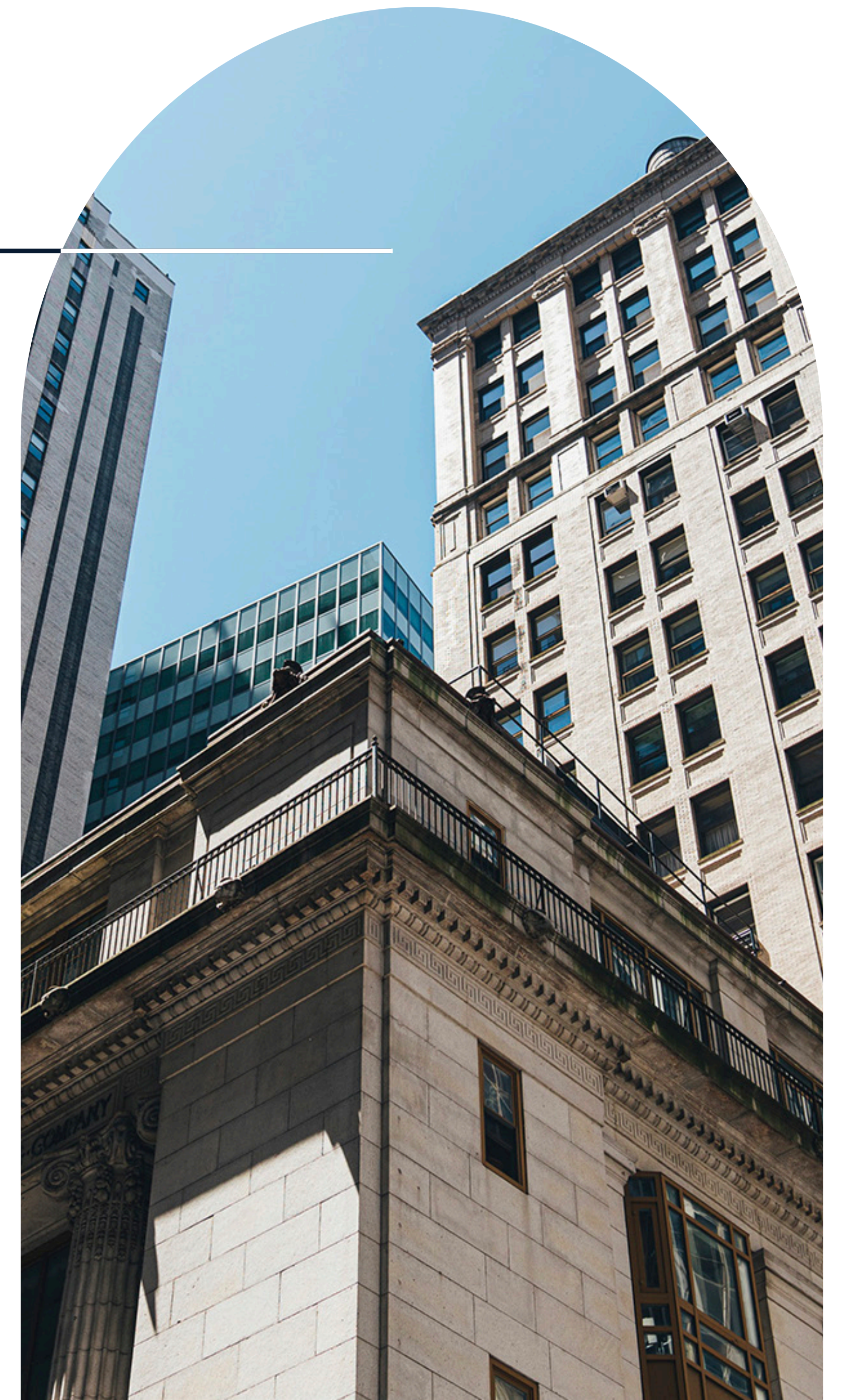
Are you working for your business, or is your business working for you?
Can't tell the difference?

In the first scenario, you're busy investing in yourself, learning the business, chasing leads that may never materialize and building systems and processes.

In the second scenario, you're able to reap the rewards of the relationships you've nurtured, the systems you've built and the team supporting you so that you're able to focus on your AND.

Ultimately, you want to have a business that can run without you. What happens when you go away? ... Does your business survive, thrive or fall apart?

Read on to identify where you are on the Agent Journey, and the strategies you need to build a business that works for you.



WORKING FOR YOUR BUSINESS:

YOUR BUSINESS IS WORKING FOR YOU:

What should I do? (Day 1 T1R/S)
Unconscious Incompetence

- Leads
- Training
- 101 Sales & Marketing Support

How do I do it Better?
Conscious competence

- What are your gaps?
- What are the tools and resources necessary for next level?

Learning Which way is up? + Which way is Fun?
Conscious Incompetence

AGENT PERSONAS

1. Originator
2. Doer
3. Supporter

When are you generating more business than you can handle yourself?

Repeatable Processes:

- Build Team OR
- Leveraged Team OR
- Franchise your work
- Checklists to facilitate delegation

Can your business run without you?
Unconscious competence

The AND: What's Next? What is the real estate a vehicle for?

- Investor
- Developer
- How do you get paid for the work you've done in the prior years as you focus on your AND
- Is your business generating dividends

What is your succession plan?

What Legacy?

Self Assessment (SA)

SA

SA

SA

SA

Rentals

Sales/Listings
25% Self Generated (SG)

50% SG

Add Admin or Jr. Agent or Franchise
75% SG

Agent Journey Roadmap

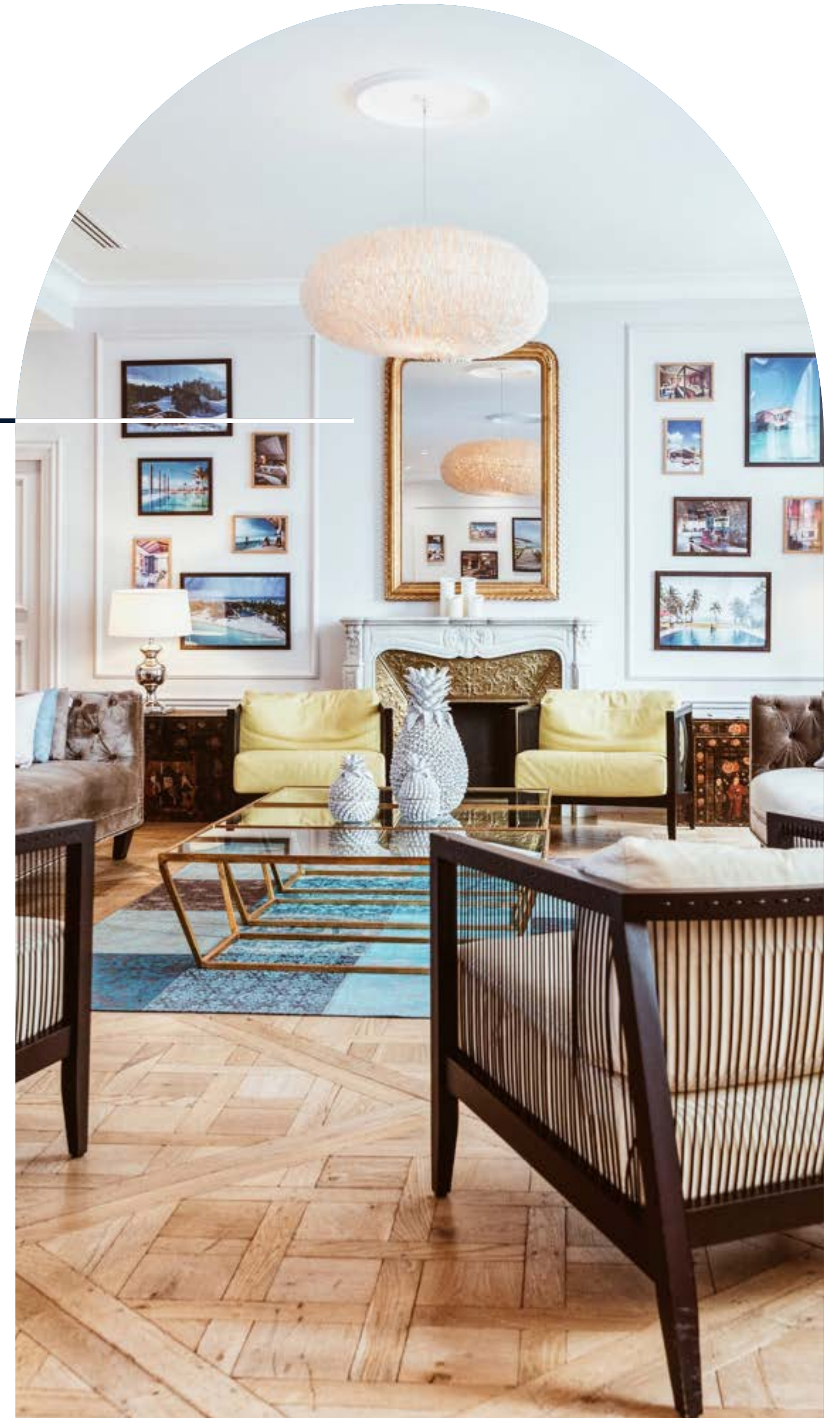
Agent Journey

STAGES

1

New to the business: What should I do?

- A. Learn the basics & fundamentals
- B. Invest in Elegran Academy
- C. Preview inventory & shadow agents
- D. Complete self-assessment to identify your Persona today



Agent Journey

STAGES

2

Learning which way is up & having fun along the way

- A. You've done a few deals
- B. Understand what you need to learn
- C. Foundation of your business is forming
- D. Complete another self-assessment to identify if your Persona has evolved



Agent Journey

STAGES

How do I do it better?

- A. Produce consistently
- B. Confidently navigate a client through the sale & rental process
- C. Reassess your approach if your business is plateauing
- D. Be aware of a necessity to work smarter or more efficiently to continue growing
- E. Search for how to level up
- D. Gain traction on marketing

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Agent Journey

STAGES

4

Generating more business than you can handle

- A. Consistently procuring new clients
- B. Feeling of not being able to effectively handle all opportunities
- C. Uneasiness with or unsure of how to delegate
- D. Inability to take time off
- E. Desire to continue to grow
- F. Create defined systems and processes for scale



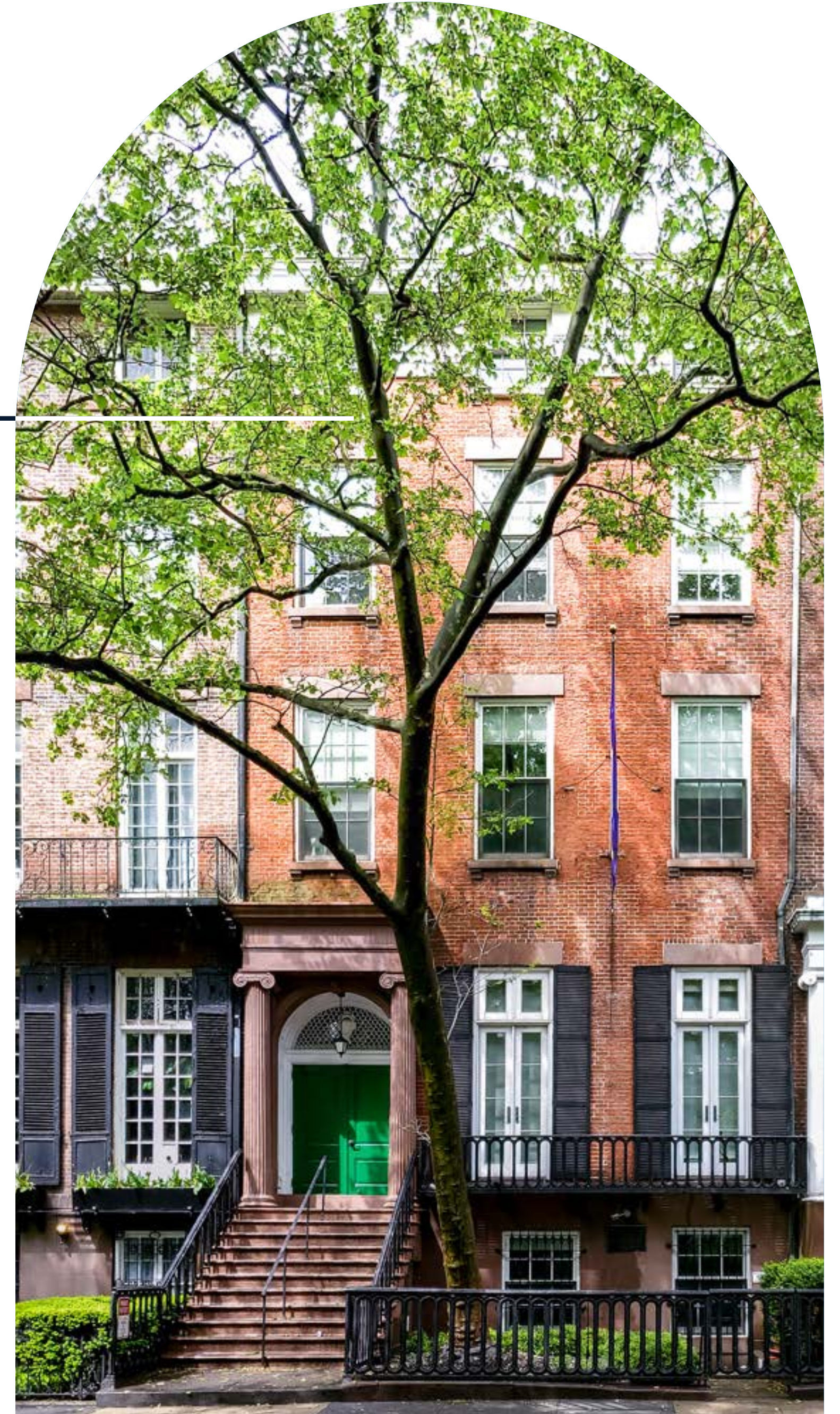
Agent Journey

STAGES

What is your AND?

- A. What are your interests beyond being a real estate agent?
- B. How do you know you are ready for your AND?
- C. If you leave for 2 months what happens to your business?
 - (1) Falls Apart [not ready]
 - (2) Survives [almost there]
 - (3) Thrives [you're ready!]
- D. Past business provides you passive income
- E. Elegran examples: Investor, Developer, Designer, Artist, Coach, Charity

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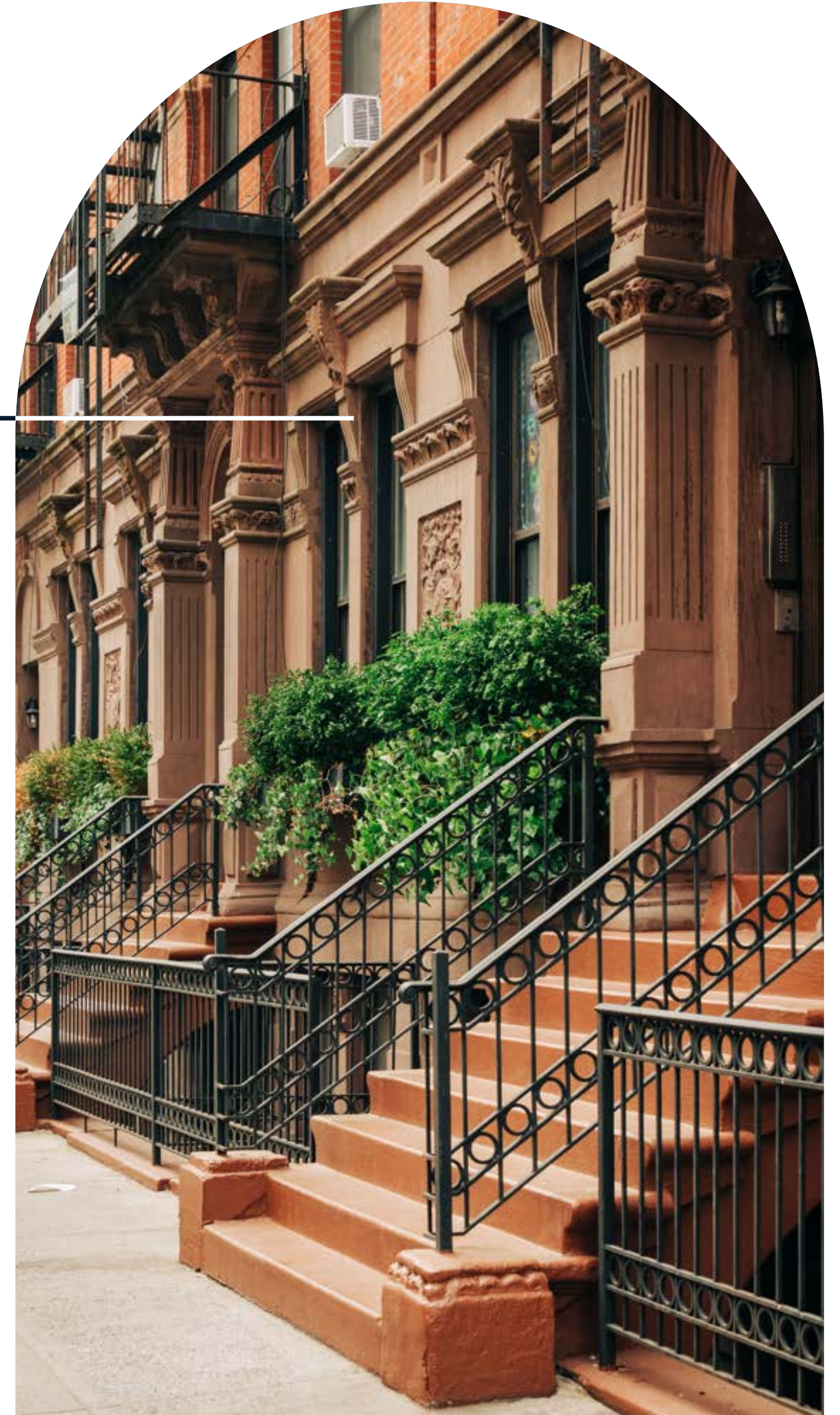
Agent Journey

STAGES

Succession Plan?

- A. What is your plan with the relationships you've curated and nurtured over the years as you start taking steps back from your business?
- B. What is the value of those relationships and how can you monetize them and ensure they're taken care of?
- C. You have the option to stay as engaged as each situation dictates, while getting paid as deals materialize [passive income] from the network you've built

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Real Estate is a JOURNEY

Real Estate is a Journey.

It's not about the destination, it's about the people you meet and experiences and fun you have along the way.

With Elegran you have a team and family by your side for your journey.



Elegran



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