



LEVERAGE IN YOUR BUSINESS: THE SHOWING PARTNER MODEL

Mike + Rachael Novak



Who are The Novaks?

Married 12 years
Three kids, 1 dog

Licensed in 2017

Transactions:

2017 - 79

2018 - 220

2019 - 189

2020 - 265 (224 YTD)



The Problem

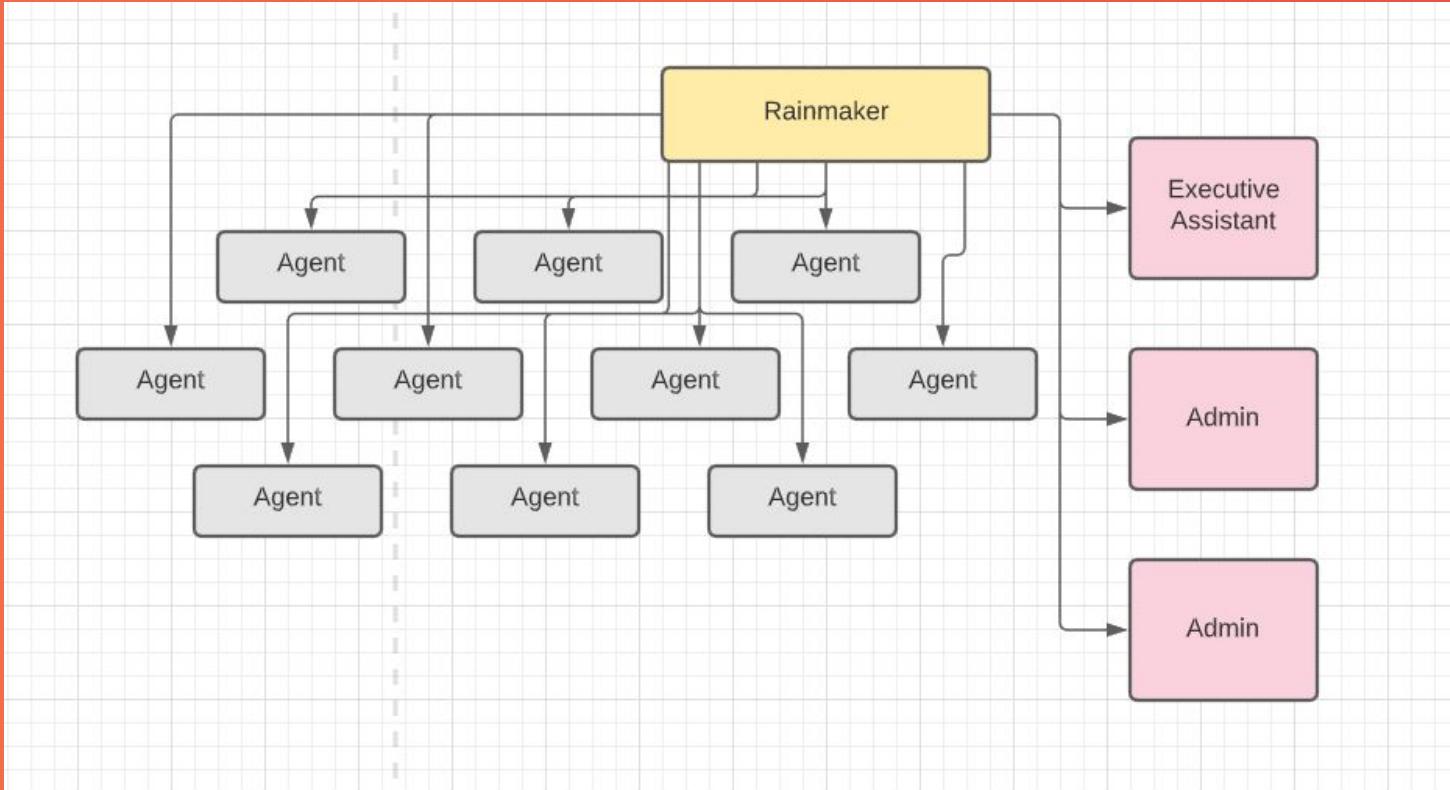
Build It Wide

A Warm Body + a RE License

Get Out of Production



The Old Model



Version 2.0

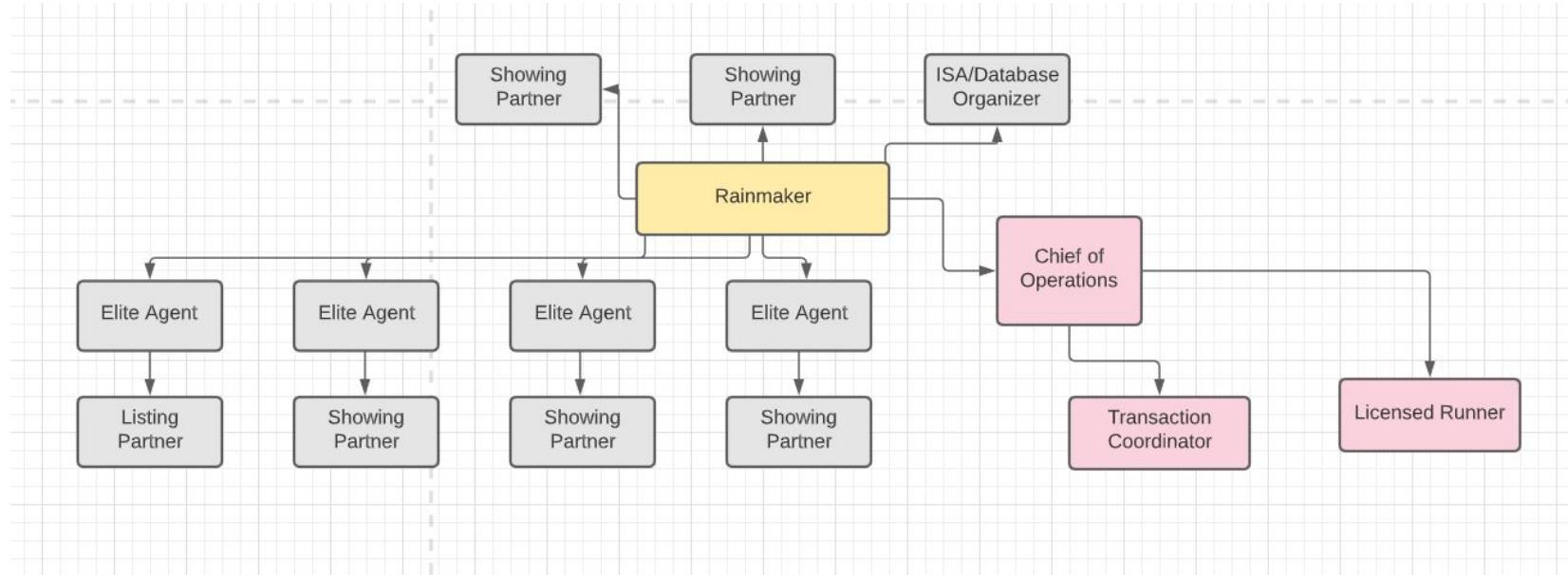
Build it Deep

Stay in production

Develop Career Progression

Baller Agents + Leverage

Showing Partner Model



Build a Team

1. Admin
2. Another Admin
3. Partner
4. ISA
5. Second Partner
6. Add an Agent

Career Progression



The Math | Buyers Agents vs Showing Partners

\$425,000 average sale price

\$12,750 GCI

\$6,375 to Buyer Agent

\$6,375 to Team

200 Transactions x \$6,375 each

= \$1,275,000 net to Team

\$425,000 average sale price

\$12,750 GCI

5% to Showing Partner = \$637.50

200 Transactions x \$12,112.50 = \$2.42M net

**Showing Partner x3 Salaries = \$120,000 +
\$121,000 commissions**

= \$2,179,000 net to Team



Results

- ★ Profit up 500%
- ★ Unit count up 30%
- ★ Turnover almost extinct
- ★ Every other weekend off
- ★ Vacation every quarter
- ★ Headaches down 1000%

Hiring a Partner

When?

- Overwhelm
- Stress fractures
- Zero work/life balance (all work)

What?

- Leverage for the agent
- Train
- Lead Conversion

Who?

- DISC (I/S)
- Hungry, Humble, Smart
- Upward career progression

Hiring Process

- WizeHire, Sphere Engagement
- Review Resumes (& DISC's)
- Step 1: Google Form with Specific Questions
- Step 2: Phone Interview
- Step 3: Email for Google Doc instructions & Essay Questions
- Step 4: In-Person Interview #1
- Step 5: Additional Personality Assessment (KPA)
- Step 6: In-Person Interview #2
- Step 7: Reference Check
- Step 8: Initial Job Offer



Training

(Slow Drip vs Fire Hose)

- ★ 1st: Show Homes
- ★ 2nd: Sales Conversations & Lead Conversion
- ★ 3rd: Real Estate Stuff
- ★ I Show You, You Show Me, you go do
- ★ Collaboration on Training
 - Hatch Modules
 - Trainual
 - Role Plays for Daysss

Showing Partner Schedule

Off Wed/Thurs

Leverage for the weekends

8am-8:45am Role Plays (MWF)

9am-10am Partner-Specific Training

10am-12pm Database Org & Scheduling Showings

12pm- rest of day, showing appointments!



Listing Partner Schedule

Mon-Fri in- office

Available Weekends for communication leverage

*Same daily schedule, but going on Home Editing Walk Throughs,
Organizing paperwork for listings, Shadowing Listing
Appointments, and doing Pre-listing and Active Client follow-ups*



What the heck do you do now?

Train
Consultations
Negotiating Contract details
Developing & Nurturing your Team
Lead conversion... (maybe)

Scale It!

Expand to your Teams Top Agents

- ★ Rent a partner
- ★ Split a partner
- ★ Get your own partner
- ★ Get multiple partners

Common Problems with SP Model

Hiring too fast

Don't make training a priority

Don't build personal connections



The Myth

Your client wants you to do everything, or they will feel “passed off”

The Reality



Highly likely to recommend

08/06/2020 - SarahWheeler603

Sold a home in 2020 in Lake Stevens, WA.

Primary point of contact: Justin Crouch

Review for Member: Rachael Novak

Local knowledge:

Process expertise:

Responsiveness:

Negotiation skills:

The entire Novak team was incredible from beginning to end with selling our house. Other than packing up the house (which we were sent packing supplies by them) it literally felt like I didn't lift a finger. They kept surprising us with little gifts that would show up on our front porch <3 I'd buy and sell a house with this team any day! Thank you guys so incredibly much! You made a very stressful season for us much less stressful! [Less ^](#)



Highly likely to recommend

7/18/2020 - dasomx77

Bought a home in 2020 in Marysville, WA.

Local knowledge:

Process expertise:

Responsiveness:

Negotiation skills:

Mike and his team are the best thing that happened to us within this process of buying our first house. From an impromptu meeting to having an accepted offer in less than a week, Mike showed us his deep knowledge, laid out expectations and worked with us quite openly and was very much accessible! You cannot go wrong with the Novaks! [Less ^](#)

