



# 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

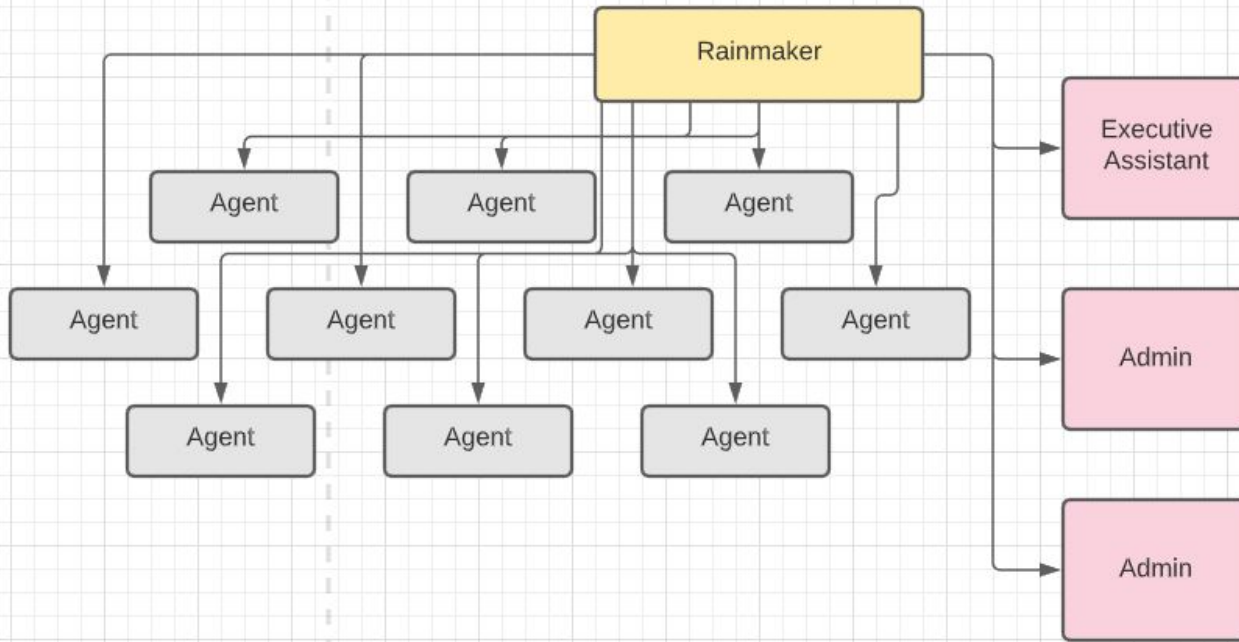
*Build It Wide*

*A Warm Body + a RE License*

*Get Out of Production*



# The Old Model



# Version 2.0

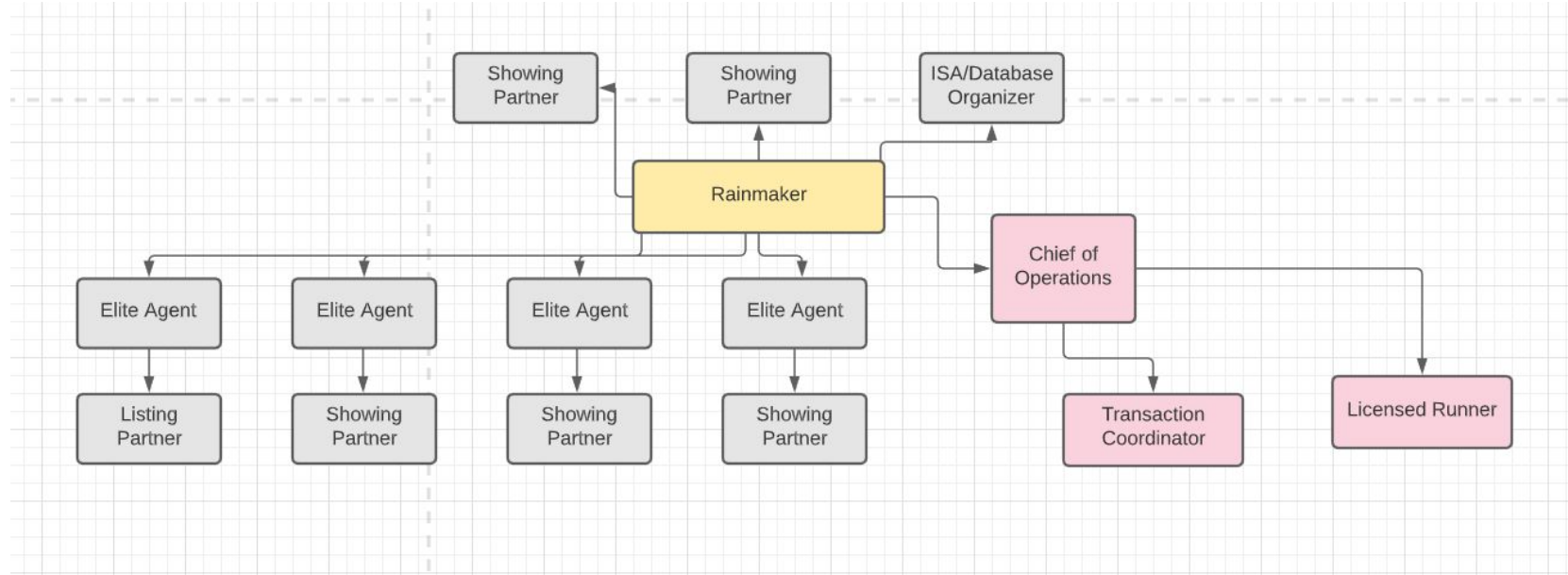
*Build it Deep*

*Stay in production*

*Develop Career Progression*

*Baller Agents + Leverage*

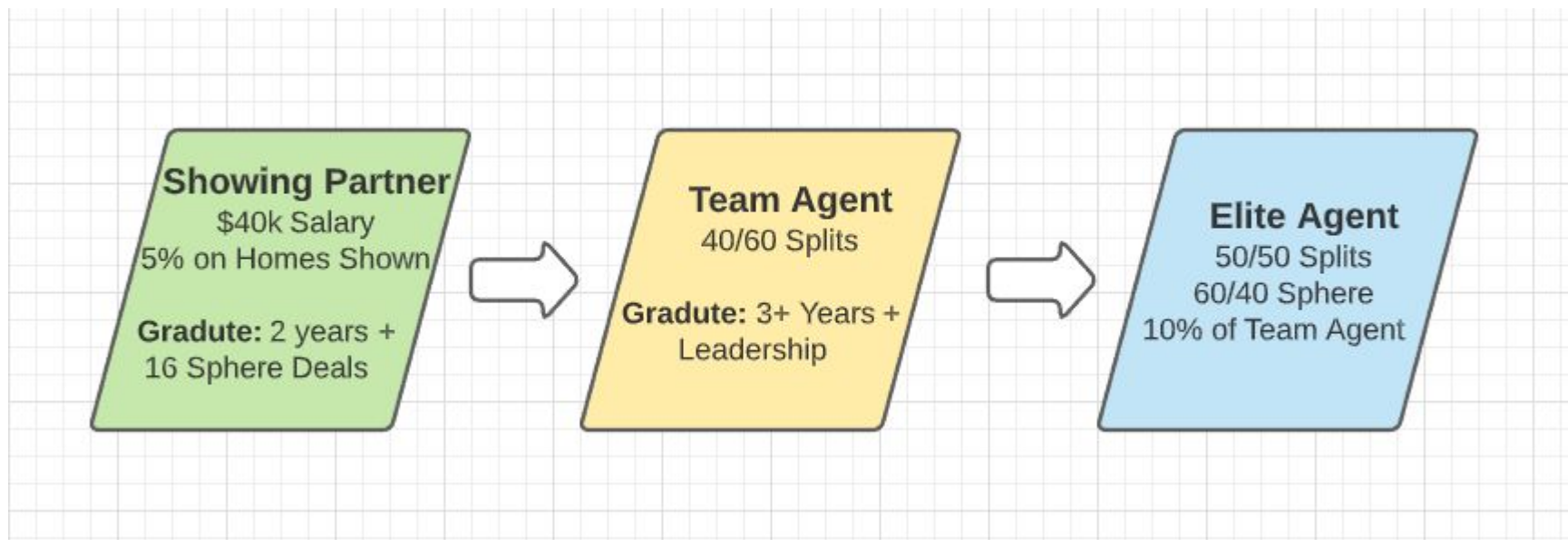
# Showing Partner Model



# 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

8/18/2020 - 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](#) ^