# TEAM – DEFINITION

A group of people with different skills and different tasks, who work together on a common project, service, or goal, with a meshing of functions and mutual support.

# SHOULD I BE AN INDIVIDUAL AGENT OR JOIN A TEAM?

# WHAT IS AN AGENT WHO JOINS A TEAM LOOKING FOR?

# Come Join Us!



# **DESTINATION HOME TEAM**

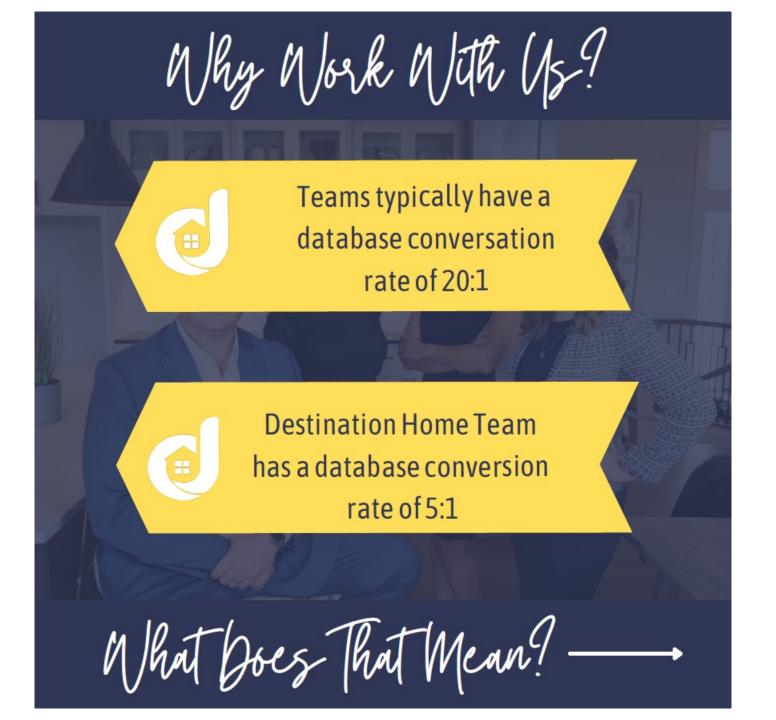
Is looking for 1-2 experienced agents to join our team!

If you are looking for accountability, structure and financial backing to grow up your businesswe might be the right fit for each other!

Message us or call 816.533.2500







# IMeans...

# For Example:

If a team has 200 households in their database, and they convert 20:1, that would generate 10 transactions.

If Destination Home Team has 200 households in our database, and we convert 5:1, we generate 40 transactions!

Which means MORE quality leads and closed transactions for our Buyer's Specialists!





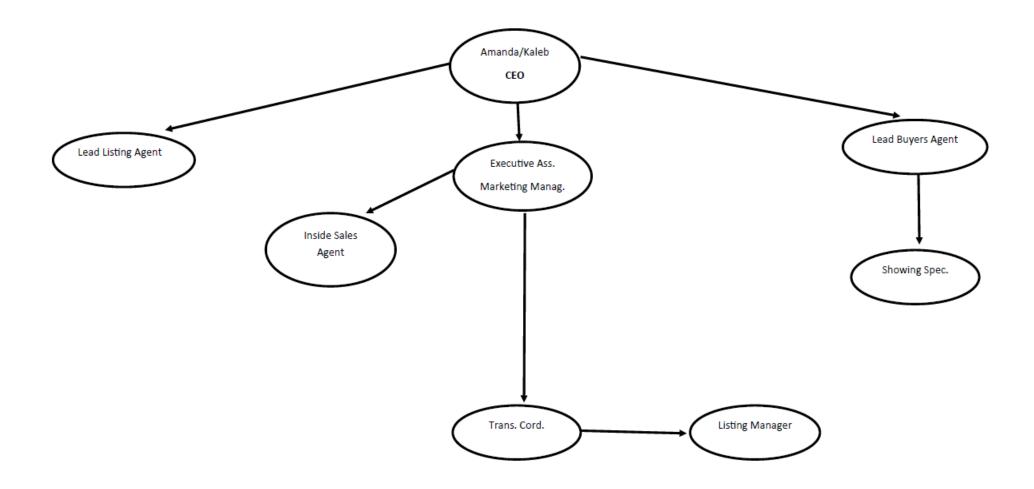
# BUYER'S SPECIALIST Govern Collins

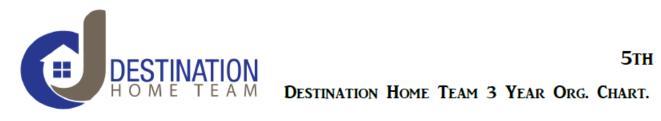




"For me, the advantage of being on a team is that I am supported by like-minded people who encourage me to keep doing my best. The bonus of Destination Home Team is that these people become like family and we truly enjoy working with each other."

**JOIN OUR TEAM** 





## 5TH LEVEL



DESTINATION
HOMETEAM DESTINATION HOME TEAM 5 YEAR ORG. CHART.

7th Level AMANDA PFEIFER | KALEB DRINKGERN



- . PERFORMANCE FACTORS EXPLAINED Each team member is to be evaluated on the given performance factors using the following rating scheme:
- 5 pts Consistently Exceeds Expectations Team member displays at all times, without exception, a consistently high level of factor related skills, abilities, initiative, and productivity. All assignments/responsibilities are completed far beyond the level of expectation. Initiative and self-direction are characteristic.
- 4 pts-Often Exceeds Expectations Team member displays a high level of factor related skills, abilities, initiative, and productivity, exceeding requirements in some areas, but not consistently and/or not without exception.
- 3 pts Meets Expectations Team member maintains an effective and consistent level of performance of the job factor under review. Work output regularly at desired or required levels of outcomes or expectations. Challenges or errors are reported and corrected quickly.
- 2 pts Some Improvement Needed Team member at this level displays inconsistency in the performance of the job factor under review and output frequently falls below acceptable levels. Tasks may be completed significantly late at times or may be incomplete, with serious or potentially serious consequences.
- 1 gt -- Major Improvement Needed Work output is consistently low, regularly fails to meet required outcomes and error rate is high, requiring repetition of duty or completion by others. The team member may require constant supervision and show an indifference to job responsibilities.

### II. JOB PERFORMANCE:

5 4 3 2 1 QUALITY OF WORK: Work quality refers to effort that consistently achieves desired outcomes with a minimum of avoidable errors and challenges. The team member's work meets the requirements, expectations, or desired outcomes. Work is accurate and complete and completed in a timely manner. The work is done in an efficient and effective method. Examples or reasons for giving this rating are:

### EXAMPLES:

**5 4 3 2 1 PRODUCTIVITY:** Consider how the person uses available working time, plans, and prioritizes work, sets, and accomplishes goals, uses available resources, and completes assignments on schedule. The expected results are achieved in a timely and a safe manner. There is no need to have work redone due to inaccurate or unacceptable work. The team member seeks out additional tasks and projects to complete or helps other to complete their tasks and projects. Examples or reasons for giving this rating are:

### EXAMPLES:

5 4 3 2 1 KNOWLEDGE OF THE JOB: The team member exhibits jobrelevant needed to perform the duties and requirements of the position. The team member exhibits knowledge of the methods, practices and equipment needed to do the job. Consider knowledge gained through experience, education, and specialized training. The team member seeks to maintain current knowledge of changes in policies and procedures. The team member keeps abreast of new developments and major issues in the field. Team member may at times be consulted by others for guidance. Examples or reasons for giving this rating are: EXAMPLES:

5 4 3 2 1 ADAPTABLILITY: The team member adjusts readily to changes. This team member initiates or recommends beneficial changes in work procedures. This team member readily accepts new assignments or temporary assignments outside the regular responsibilities. Consider willingness to learn quickly, to adapt to changes in job assignments, methods, personnel, or surroundings. Examples or reasons for giving this rating are:

### EXAMPLES:

5 4 3 2 1 DEPENDABILITY: The team member is reliable in performing work assignments and carrying out instructions. Consider the degree of supervision required and the willingness to take on responsibilities and to be accountable for them. Examples or reasons for giving this rating.

### EXAMPLES:

# **STRENGTHS**

- 1. Relationships
- 2. Communication
- 3. Models & Systems
- 4. Branding
- 5. Team Culture
- 6. Raving Fans Group
- 7. Transaction Diversity

# **WEAKNESSES**

- 1. Follow Up/Thru
- 2. Database Growth
- 3. Self Promotion
- 4. Lack of Focus
- 5. Lack of Consistency

# **OPPORTUNITIES**

- 1. Minimize squirrels
- 2. Communication
- 3. Growth
- 4. Evolving Systems
- 5. Email Campaigns
- 6. New Business Environment
- 7.Refocus!

# **THREATS**

- 1. Squirrels
- 2. Victim Mentality
- 3. Lack of Consistency
- 4. Dead Database
- 5. Low Production

### Strategic Business Plan 2022 Q3

Core Philosophy Foundational DNA	5 year plan BHAG End of 2027	3 year Plan End of 2025		Annual Priorities 200 Closings in 2022		
		Targets			Annual Plan 2022	
Vision: Our vision is strategic Intent Offering a well		Closed deals 350		Establish 15 lead		
and leanest team	organized, predictable	Listings sold		200	generating sources and 1 main lead management	
with highly and duplicatable experience to		Buyer sales 1		150	system. Ensure team is trained on use of them	
profitable and consumers utilizing influential agents. company controlled	NPS		9.2/10		Establish Transaction	
Our follow up will be second to none.  Mission: Our mission is to earn  Mission: Our Listing management		GCI / Revenue		2.4MM	management, Listing management, ISA Team and marketing	
		NET Profit 2MM 42%		department roles  Establish systems,		
our clients trust and provide exceptional	periences company's unique		Reserves 250k		processes and compliance for transaction and listing management	
experiences through our market			Net Saved 250k			
nowledge, rganized process nd innovative will lead to a strategic		Pro 109	ofit Share %	\$100k	Expand Sales I listing agents a buyers agents be	nd 5
marketing.  Plan: Our plan is to provide massive quality lead	when compared to traditional brokerage and Virtual Tech companies.	Key 1	Key Thrusts of 3 Year  1 #1 listing presence in Jackson and Johnson Counties		Establish Team Branding for Print, Youtube, Social media, Website, and PC/COI mailers	
opportunities to our highly trained sales team through the use of attractive USP's and pointed referrals from raving fans and past clients. Company trained sales and ISA's will service lead inquiries, book appointments, live transfer calls and distribute warm leads to agents. A designated process manager will provide listing management and closing management for	2	#1 Top of brand awa for local consumer	mind areness	Annual Goals Listing Appointments	Summary 230	
	Objective/BHAG	3	50% repe	at and	Listings Taken	140
		referral business flowing to the		Listings Sold	112	
	1,000 clients annually. #1 listing presence in established markets. #1 Lowest cost lead generation when compared to major		company annually		Buyer sales	118
		4	Exclusive unmatchable web and social media presence for		Total Sales	230
					Referrals Outbound	50k
		5 15 additio			Referrals inbound	\$75k
	sales peo additiona		il listing	Vendor MSA	\$33K	
	Strategies	6	certified agents trained.		GCI 230* \$7908	1.89MM
The sales team will How we		°	Finalize support systems for clean		Cost of Sales	150k
focus on specialization in the	accomplish the BHAG	backend support and agent			All Wages Paid	420k

disciplines of listing homes or servicing buyers in order to offer the highest level of proficiency and service.

Core Values

Integrity

Determination

Relentlessness

Accountability

Curiosity

Drive

Transparency

Ambition

Focus

Unique USP's combines with competitive consumer pricing that lead to massive listing oppertinites

Continuous expansion of lead generation systems that lead to buyer and seller servicing opportunities at the lowest cost

Standardized Lead receiving and follow up processes that convert at the highest level

Proactive recruiting of team members combined with strong accountability

Expansion into additional offices, plaza, lee's summit and north kc

Impactful brand awareness, public messaging, and presentation materials. mobility.

Focus on the total number of appointments set by the company. The listing goal should be shared with the call center, Listing and Sales Teams.

We connect buyers and sellers through clear and effective marketing, strategic advertising and a client-focused experience.

Office Exp.	55k
Net Profit	1.27MM
Cap Reserves	100k
Avg. Pending mo.	25

Critical KPI's -(See Rockefeller Habits) Leads to appointments set Listing appts / Listings taken Listings taken/ Listings sold Referrals inbound / outbound

### **Business Plan Details 2022**

### 200 listing appointments generated

- 100 listing appointments generated by the company marketing
- 100 listing appointments generated by the sales team

### 140 listings taken (70% conversion)

- 88 listings taken from company referrals
- 52 listings taken from agents activities

### 112 listings sold (88% conversion to sold)

- 62 listings sold from company referrals
- 50 listings sold from agent activities

### 118 closed buyers transactions

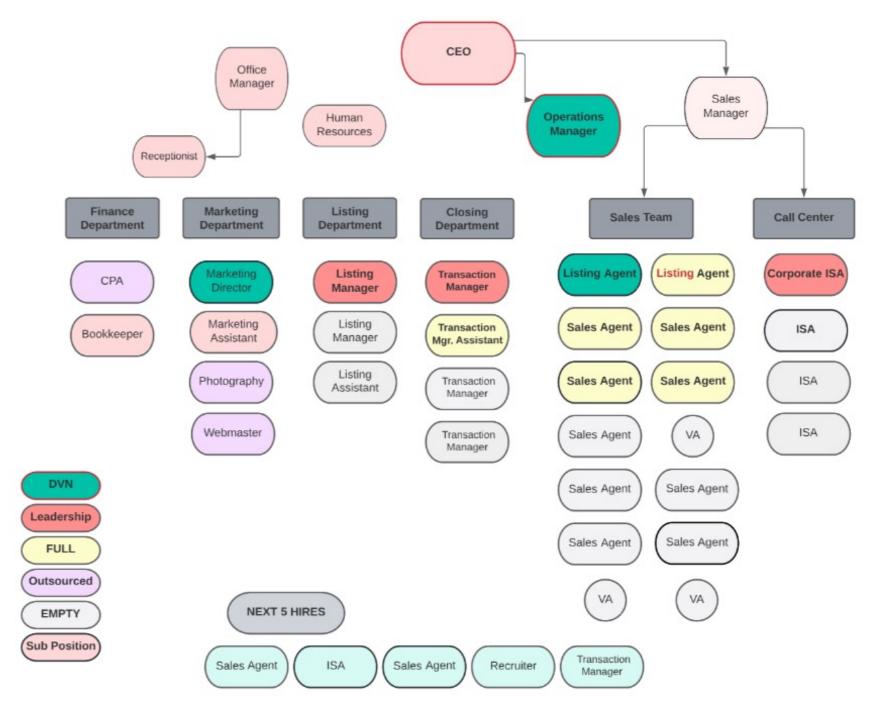
- 4,000 company generated buyer leads
- 103 company generated transactions (5% buyer lead conversion)
- 25 agent COI generated transactions

### Total closed 216

- 112 listings sold
- 118 buyer controlled sales

### Total income 1.89 million

- \$1,320,000 listings sold
- \$576,000 buyer controlled sales



Current Organization Chart - this is up to date as of September 28, 2022

Our Leadership Team is as follows:

David Van Noy, Jr. - CEO, Lead Listing Agent, Ops Manager

Jenae Karr - Transaction Manager, Officer Manager, HR

Aubree Campbell- Sales Manager, Corporate ISA, Client Care Manager

Carin Savarino - Listing Manager, Marketing Director, Receptionist

### Vision

Our vision is to become the most trusted and recognized real estate brand within the communities we serve.

### Mission

Our mission is to earn our clients trust and provide exceptional client experiences through our market knowledge,organized process and innovative marketing at a competitive price

### Plan

Our plan is to provide massive quality lead opportunities to our highly trained sales team through the use of attractive USP's and massive referrals from past clients and spheres of influence. Company trained ISA's will service lead inquiries, book appointments, live transfer calls and distribute warm leads to agents. Designated Transaction managers will provide listing management and closing management for clients and agents. The sales team will focus on specialization in the disciplines of listing homes or servicing buyers in order to offer the highest level of proficiency and service.

High sales volumes managed by the company provide opportunities to guide real estate related services such as mortgage, title, escrow, and other related services. Strategic partnerships with existing companies located in multiple market centers will reduce capital requirements, management debt and compliance issues.

### Core Values

Knowledge, Lead generator, People focused, Clear communicator, Problem solver, Driven to achieve, Focused, Flexible, Team Player, Integrity

### Strategic Intent

Offering a well organized, predictable and duplicatable experience to consumers utilizing company controlled services including Marketing, Lead generation, Lead conversion, Sales, Listing management and closing management. The company's unique structure combined with proactive lowering of costs to consumers will lead to a strategic market advantage when compared to traditional brokerage and Technology based companies.

### Strategies

In order to execute on our mission, the company is responsible for generating the majority of the lead opportunities and booked appointments through the use of unique USP's and lead purchasing solutions. Maintaining a large listing presence in a given market center results in lower cost lead acquisitions. The company provides standardized materials and training for both buyer and seller presentations to our sales teams. Home marketing, client communication, listing management and closing management are all provided and managed by the company. Public messaging, brand recognition as well as overall client satisfaction is shared equally between the agent and the company. The company values coaching, training, and mentoring team members in a positive and professional environment.

### Outline of Department

### CEO

The CEO's primary responsibilities include studying market conditions, overseeing company operations and making major corporate decisions. In addition, continuously innovating and monitoring critical numbers that drive leads, conversions, production, and profit are vital. In order to maintain exceptional client experiences, leadership ensures the team has access to and is immersed in exceptional training. Growth is achieved by identifying market oppertunities paired with the necessary team size while ensuring systems and processes meet the demands of the company. The CEO meets with the leadership team regularly to maintain feedback loops, review issues, and guide growth. There is a direct correlation between the company's ability to attract and retain great talent and the results the company receives. With this statement in mind, leadership is relentless when it comes to seeking out great talent at all times.

The COO's primary responsibilities include overseeing daily operations and implementation of business strategies, plans and procedures. The COO routinely sets comprehensive goals for performance and growth while promoting company culture and vision. Regular attention is given to identifying issues that must be addressed while offering insight and guidance in order to correct them. Supervising and maintaining continuous feedback loops with executive leadership in the areas of marketing, sales, finance, human resources, and IT is paramount.

### Marketing Team

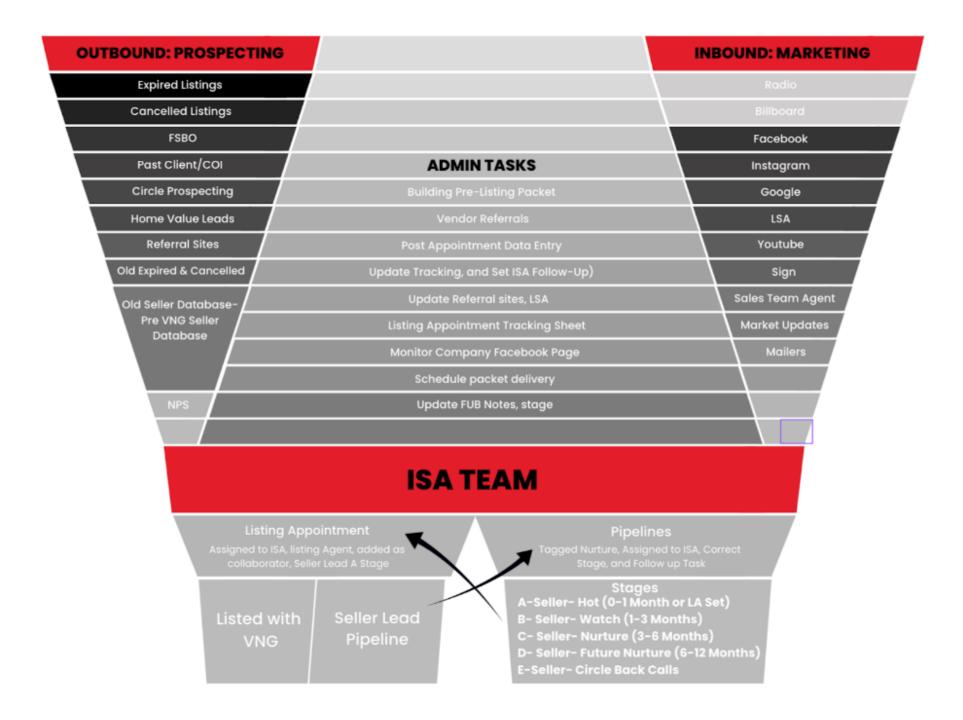
Our company's success is founded on the highest standards of marketing and promotion. Thoughtful USP's to the public, as well as robust promotion of home listings is the foundation of our brand awareness. Well researched Market topics that resonate with the public are distributed through extensive marketing channels by print, video, and radio to reach the largest general, targeted and client audience. Maintaining an "In house" marketing department provides stability, consistency and flexibility to meet company needs.

### Call Center, Inside Sales Associates (ISA), Telemarketer

Standardized lead receiving and lead follow up channels allow the company to operate within a predictable and duplicatable model. Our value proposition to agents is a continuous supply of quality leads including booked appointments, live transfer calls, and hot leads that take less time to convert. Providing quality leads allows our agents to remain focused on serving existing client needs at the highest level. In addition, tasking designated team members with lead servicing provides a higher quality customer experience to the market.

### Corporate ISA's

A Corporate ISA differs from other ISA's in several ways. First, the Corporate ISA is tasked with communicating with the company's past clients and center of influence. For this reason, the Corporate ISA should be an established long term employee. Second, The NPS for closing and subsequent calls after closing are performed by Corporate ISA's. Third, the corporate ISA handles the majority of seller related appointment scheduling and seller lead follow up. Finally, client care related activities are typically performed by Corporate ISA's. An example would be referring to a service provider or arranging for flowers to be sent to a past client's family that recently experienced a tragedy.



### Our Salesperson Commission Structure Agreement Language

### Salesperson's Commission is:

- 50% of the company total commission offered in MLS, after our split with RN Brokerage.
- Salesperson is responsible for the RN transaction fee in the amount of \$205 on each applicable sale.
- The Company (VNG) will be responsible for all monthly recurring desk and rent fees to the brokerage.

### Commission Cap is set at \$550,000

Salesperson's Commission will be capped on homes sold above the price of \$550,000. In this occurrence, the Salesperson will receive a 50/50 split on the commission offered and is capped at the sales price of \$550,000.

- If the salesperson's commission offered in MLS is over 3% the Salesperson will receive a 50/50 split on the commission rate offered and capped at a sales price of \$550,000.
- If a bonus is offered on a listing over \$\$550,000 the bonus will be split 50/50. This is in addition to the 50/50 split on the capped \$550,000.
- The commission to The Company will never fall below 50% of 3% in the event the commission offered is less than 3%.
- If the commission split to the company is less than 3%, the sales person will receive a 50/50 split on the commission offered.
- On a purchase price under \$1MM the commission listed in the MLS will be used to determine the split. Over \$1MM the salesperson will be paid at 3% of 550k and will not be responsible for the additional \$125 luxury fee to ReeceNichols. Sale's person will still be responsible for the \$205 RN transaction fee.
- Salesperson referrals outside of our market service area to the company are split 50/50, but are not subject to the 550k capped sales price.
- Salesperson COI tagged in CRM upload (Agent Name COI) from ICA signature date (within 30 days) will not be capped. Anyone added after the upload date will not be considered salespersons COI, and will be treated as a team lead.

Company / Salesperson Commission Split (95% Plan)				
Sale Price:	\$300,000			
Commission:	\$9,000			
Company 95% From RN:	\$450= RN \$4275 = Company			
50% Owed to Company Member:	\$4,275			

Note: The \$205 agent services fee will be paid by Salesperson

Company / Salesperson Commission Split (Cap at \$550,000)				
Sale Price:	\$650,000			
Commission:	\$19,500 = ( 3% x Price)			
Company 95% From RN:	\$975= RN \$11,738 = Company			
Owed to Company Member:	\$7,762.50			
Note: The \$205 agent services fee will be paid by Salesperson				

## Core Value Explained

**Transparent:** Putting people's needs and wants before your own.

**Driven:** Ensuring clients receive the desired result quickly and efficiently

**Focused:** Remaining steadfast in the midst of challenges

**Integrity**: Do the right thing everytime

Determined: Do not stop until the job is done

Accountable: Show up daily with a winning attitude

**Relentless:** Endure the hard things without comprising consistency

Ambitious: The pursuit of excellence personally and professionally

### **Training and Coaching Programs**

In order to fulfill our vision, mission, plan and core values, the company takes an active role in educating, coaching and training our team. The company offers three distinct training programs designed to meet the individual needs of the team. The programs are the following...

**VNG Academy:** This program is designed to teach our new agents the skills necessary to provide exceptional service to our clients. In addition, the program explains and trains the agent on the company systems. Talent LMS, and Google Classroom will be used.

**VNG Growth:** This program is designed to keep our team engaged in the learning process and includes regular coaching and training sessions weekly that equal approximately 40 hours of sales training annually. This program is designed for agents to have more autonomy, but still maintain their commitment to our systems and customer serviced related goals. Growth agents will not be available to 100% of our lead platforms.

**VNG Pro:** This program is designed for agents that are looking to achieve high levels of production utilizing accountability. In addition to the Growth training, this program offers regular in office training, roleplay sessions, and scenario training. The "Path to 50" serves as the guide in this program. Agents that follow our Path to 50 and show up to the morning huddle at 8:48 will be eligible to receive leads for that day.

# Team Accountability Schedule

Daily: Sale Team Huddle at 8:48

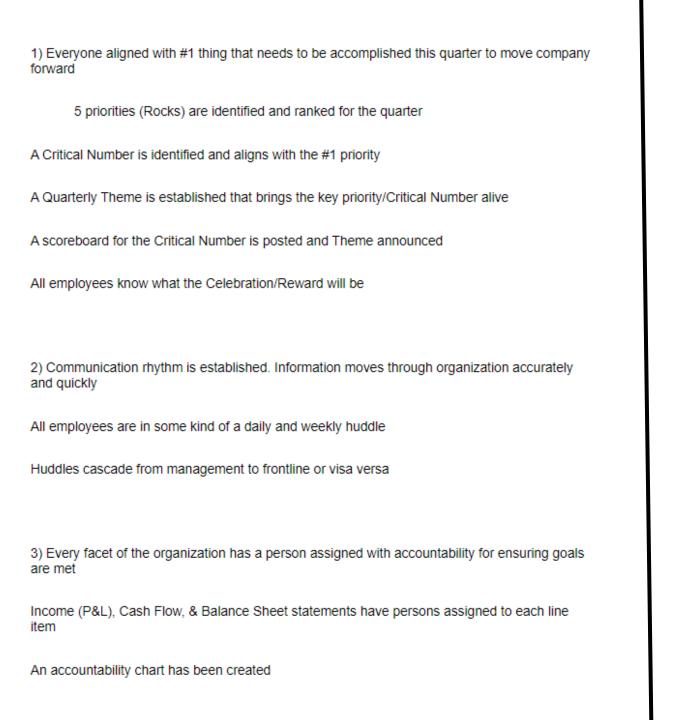
Weekly: Sales Team and Leadership Team

Monthly: Leadership Team Education

Quarterly: Leadership Team Rocks, Goals, KPI

Annual: All Team Goals and Rocks, Review projections





4) Ongoing employee feedback and input is systematized to remove obstacles and identify opportunities Employee hassles/ideas/suggestions/issues are being collected weekly There is a systematic process for addressing issues and opportunities Thank You cards are being written every week by senior management 5) Reporting and analysis of Customer Feedback data is as frequent and accurate as financial All employees are involved in collecting customer data There is a person assigned accountability for customer feedback All senior leaders communicate with at least one customer weekly Core values are "alive" in the organization Core values are discovered and defined Stories are being shared of employees who represent core values Core values are included in appraisal and recognition processes 7) Clear understanding of the teams' market position drives strategic planning and sales and marketing

Brand Promise and target market are clearly defined

The organization is aligned around 5 key strategies (Thrusts/Capabilities) for growth

8) All employees can report at any time what their productivity is and how it compares against goals

Smart Numbers (key performance indicators) are identified for the organization

Weekly measures for each individual/team are clearly displayed and reviewed

9) A "situation room" is established for the weekly executive team meeting

Smart Numbers and Critical Numbers are posted bigger than life with goals clearly

shown

Data is presented graphically to help visualize trends

Core values, priorities, and market maps posted

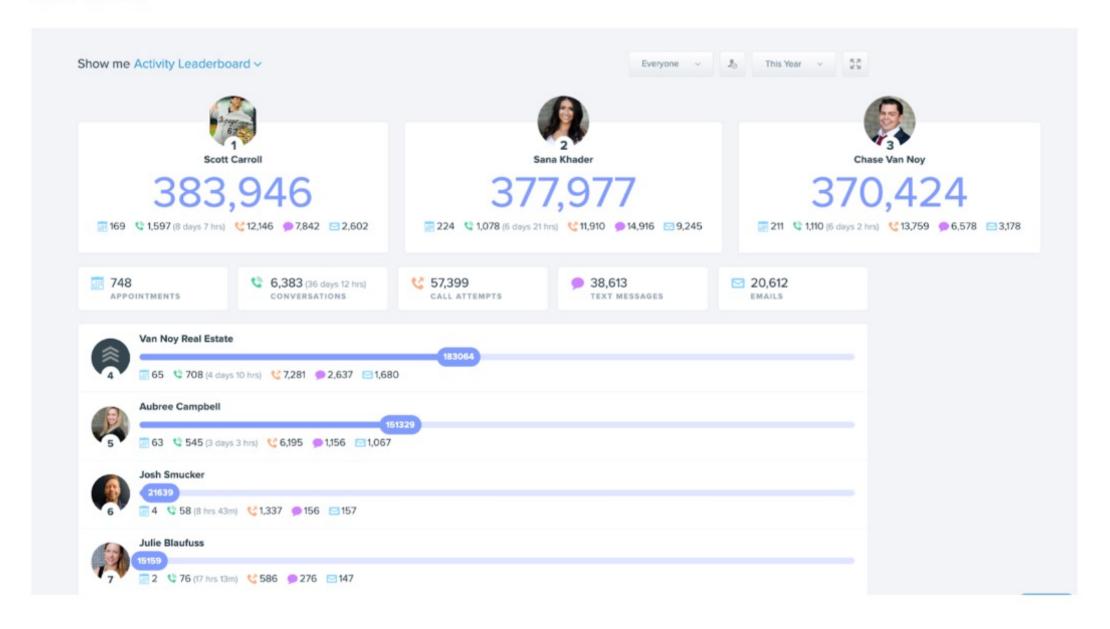
10) As goes the Executive Team goes the rest of the firm

Team members understand each other's differences, priorities, and styles

The team meets offsite every few months for strategic thinking and renewal

The team is having fun together

### Follow Up Boss



Here is my vision for the next 5 years. "The Company" = Van Noy RE

The company is responsible for generating the majority of buyer and seller lead opportunities

The company is responsible for the materials and training for both buyer and seller presentations.

The company is responsible for providing the majority of home marketing and client communication services.

The company is responsible for the majority of the transaction management

The company is responsible for the public messaging and brand recognition

The company is responsible for the overall client experience.

The company is responsible for ensuring proper staffing for sales people and administrative staff in order to reach company goals.

The company is responsible for coaching, training, and mentoring agents to convert at the highest level

The company is responsible for creating a great environment for our team members and the clients we have the privilege to serve.