



Next Generation Brokerage

Sherry Chris

President & CEO

Better Homes and Gardens Real Estate LLC





Let's get serious, enough with the platitudes



Informed consumers –
pervasive technology



“Consumer in control”



73M Echo Boomers



Next generation agents &
consumers driving change



Current economic
conditions



Brokers attempt to right
size their businesses



Current model old
fashioned and broken



A new model begins to
emerge, easy for some
difficult for others





Leave the past behind



Best Realtors

Welcome to a Change in Real Estate!



How We Do It:

Because... Together We Can Make It Happen

FORECLOSURES

LAND

3989

SMITH REALTY

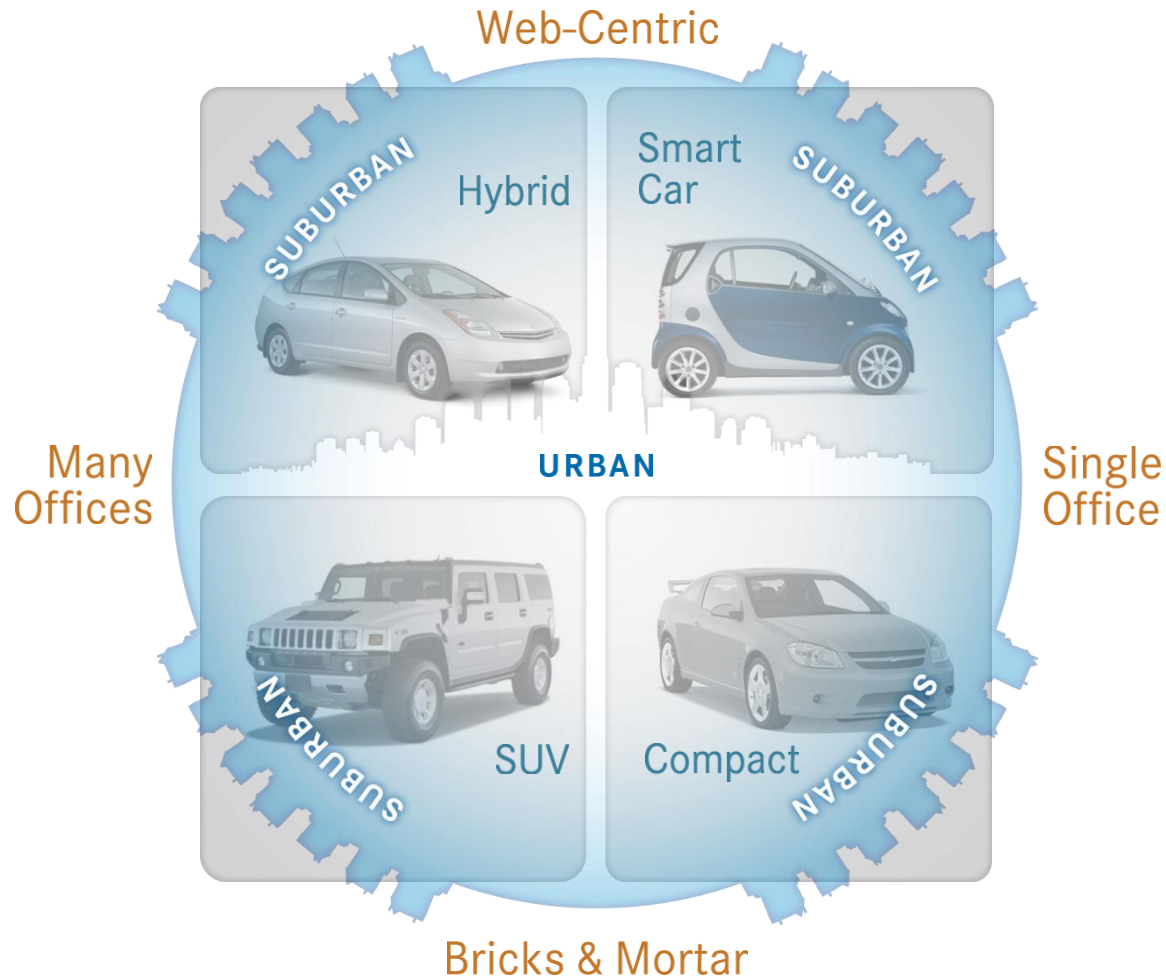
ROGERSMITH.com

800-505-4235

"Your Solid Specialist"



One way to size up the future





What we need to change



Physical
Space



Culture



Web 3.0
Platform



Lead
Generation



Ancillary
Services

MORTGAGE, TITLE,
RELOCATION



Education



Talent
Attraction



The Numbers



Brands Go 360°

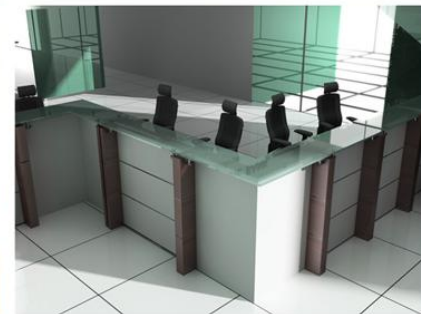
Let's get branding right this time. A brand is strengthened or weakened by every brand touch.

- Stop selling, start branding
- Measure everything against your brand
- Marketing cannot be isolated
- Brands matter now more than ever





Broker Office, Home Office... Virtual Office





The Numbers

Working toward the optimal office size

- Streamlined work spaces as many agents work remote

CURRENT

5,084 sq. feet with 41 agents = 124 sq. feet per agent
Building costs are between 24 – 28% of company dollar

FUTURE

2,000 sq. feet with 41 agents = 49 sq. feet per agent
Average cost savings at \$20/ sq. foot

- **\$62,000 per year**
- **5% ROI improvement**

Or, 5,084 sq. feet but increase to 102 agents

Join the conversation...

Brokerage Operations

Commentary

Marketing

Talent Acquisition

Technology

Get new posts via email

Enter your email address

Subscribe

Latest

Comments

Tags



A New Home Page, Video and
Luxury Program for
BHGRealEstate.com

WWW.NEXTGENBROKERAGE.COM

AN
for

Posted on 07. Jul, 2009 by Jason Steele

Today we have rolled out our most significant changes to the BHGRealEstate.com consumer web site since we launched almost a year ago.

The prep work actually began on July 24th 2008, the day after we launched publicly at Real Estate Connect in San Francisco. Anyone who has ever built a web site with a fixed deadline and [...]

Continue Reading

Intuition: An Important Talent Attraction Tool

Posted on 06. Jul, 2009 by Wendy Forsythe

Better Homes and Gardens.
REAL ESTATE

Previous experience is impressive. This is a great candidate. I'm looking forward to the interview.
Interview is going well. These

3



Happy Birthday Americal



Friday Blog Scan: Things We Liked from the Week That Was



Book Review: No Matter What! by Lisa Nichols



Icing on the Cake



Friday Blog Scan: Things We Liked from the Week That Was

The Future of Real Estate Email