

Business Development Meeting

Agenda

1. Report on action items from previous meeting
2. Key performance indicators
 - a. Average days on market (Total stock including withdrawn and yet to sell)
 - b. Value of inventory held
 - c. Appraisals for the month
 - d. Listings for the month (Divided by listing type)
 - e. Value of current promotion (vendor paid and personal campaigns)
 - f. Income = Settlements, unconditional /exchanged, under-contract
3. Business Generation
 - a. What has been undertaken
 - i. Point of sale (e.g. web site, personal brochure)
 - ii. Database / relationship marketing
 - iii. Lead generation
 - iv. Mass marketing
 - b. Results
 - c. What will be undertaken in the next period
 - d. What are the anticipated results
 - e. How does this compare to overall annual plan
3. What is working, what's not, what needs to change?
(Each team member)
4. Ideas
5. Summary and confirmation of action items
6. Next meeting