



# PREMIER REAL ESTATE GROUP

CASE STUDY

The  
Ultimate  
Business  
Partners.

# PREMIER REAL ESTATE'S PROBLEM

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Premier Real Estate Group is a team of four Real Estate Investors in Santa Maria, CA who specialize in flipping homes. The four gentlemen who started Premier have a wide range of experience and are very skilled, however, their business was not scaling. At first glance, they appear efficient and happy because of their closing volume and social media posts. But taking a closer look, we found operational flaws, issues with communication, and challenges with time management. Once we addressed these obstacles, business increased almost effortlessly, and doing more business is now easier than doing less.



# OUR SOLUTION AND RESULTS

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We've seen the dramatic and instant effect that adopting an "outsider's perspective" can bring to a company. An outsider's perspective, watching things with fresh eyes, quickly delivers insights on how to improve.

Consider this: A writer can read their own work ten times and find no errors, while a proofreader can spot a spelling error on the first read. It's not that the writer was unable to spot the typos, but rather that they were so hyper-focused on the work that they were not able to see the errors. A fresh perspective shines a light on problems that would otherwise have gone unseen and identifies opportunities that are hiding in plain sight.

All this was revealed using our Built to Last Assessment™ which immediately revealed several areas where we could help them scale.

Over the last 18 months, Premier Real Estate has improved its mindset, and we adopted the saying, "\$10k a day." Everything we do is geared toward them making \$10k a day. We've dramatically improved the Roles and Responsibilities of each person, added virtual assistants, added in-person staff, and created a custom Monthly Referral Organizer™ that tracks every single lead, the lead source, lead to a contract, contact to close, and ROI on each referral channel.

This company is making big moves and is getting very close to \$10k a day.



# SUMMARY

## PRE-ULTIMATE BUSINESS PARTNERS

STAGNANT, NO GROWTH EVEN THOUGH THEY WERE WORKING MORE AND MORE HOURS



ROLES AND RESPONSIBILITIES WERE NOT CLEARLY DEFINED, EVERYONE WAS VERY REACTIVE. THEY WERE NOT IN CONTROL OF THEIR SCHEDULE.



VISION WAS NOT CLEARLY DEFINED



KEY METRICS WERE NOT BEING MEASURED, NO ORGANIC REFERRAL SOURCES



INVESTING TIME AND RESOURCES INTO GENERATING LEADS WITHOUT KNOWING THE ROI



## WITH THE ULTIMATE BUSINESS PARTNERS

ACCOUNTS PYRAMID™ WAS IMPLEMENTED WITH A MASSIVE PLAN OF ACTION THAT INTRODUCED THEM TO LOCAL RELATORS AND OTHER BUSINESS PROFESSIONALS WHO STARTED REFERRING DEALS.



MRO™ WAS IMPLEMENTED SO NOW THEY KNOW WHICH AD CAMPAIGNS ARE WORKING AND WHICH ARE NOT. THERE IS NO MORE GUESSWORK, IT'S VERY SYSTEMIZED AND EVERYONE SEES THE RESULTS.



ROLES AND RESPONSIBILITIES ARE CLEARLY DEFINED AND THE TEAM IS WORKING LESS BECAUSE THEY ARE NOT DUPLICATING EFFORTS.



VISION OF THE COMPANY IS CLEAR AND EVERYONE KNOWS WHAT THEY NEED TO DO TO MAKE IT HAPPEN.



INTRODUCED A DAILY TEAM MEETING THAT KEEPS EVERYONE ON TRACK

