



# LANDMARK GROUP JEFF LANDON TEAM

CASE STUDY

The  
Ultimate  
Business  
Partners.

# LANDMARK GROUP'S PROBLEM

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Landmark Group is a team of Realtors in San Luis Obispo owned by Jeff Landon. When Jeff was referred to UBP, he said he wanted to work less, have more fun, and make more money. The challenge for Jeff was that he was a solo agent doing everything himself. He did not have sales support and was not very organized with his time. Like most Realtors who have experienced success, he was very reactive to his day, so his marketing was inconsistent. That led to his income going up and down, like a roller coaster.



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# OUR SOLUTION AND RESULTS

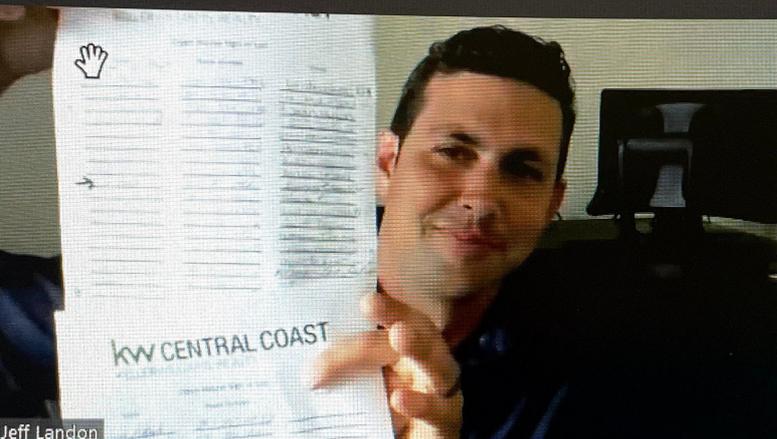
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UBP engaged with Landmark in 2020 and immediately noticed he needed an assistant. We created the role using our 9 Steps To Hire The Perfect Assistant TM process and helped him find the right person. This move freed up 40 hours per week for Jeff, and now he was able to stick to the prospecting calls and nurture his SOI.

We coached Jeff on the Accounts Pyramid TM, The Perfect Scorecard TM, the P&L, and the Realtor Roadmap to Success TM. Along the way, we also fine-tuned his Buyer's Presentation and Listing Presentation. Jeff saw immediate results. His production began to increase so much that he attracted two Realtors who wanted to join his team as buyers agents. UBP helped create the roles, responsibilities, and comp for the agents to ensure it was worthwhile for Jeff.

We instituted a Marketing Calendar and soon, Landmark was setting records within the brokerage. Because of their production, two other Realtors approached him to join forces, and UBP was there to help structure the deal.

Perhaps the thing we are most proud of is the recent recognition Landmark received. In Q2 of 2022, while most other people in Real Estate were frozen by the market, Landmark's GCI was over \$751,000. Imagine that. During a time of massive market fluctuation and downturn, Landmark stuck to the UBP systems and crushed Q2 of 2022. Q3 was not as high, but it was still awesome.



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# SUMMARY

## PRE-ULTIMATE BUSINESS PARTNERS

SOLO AGENT WORKING 80+ HOURS PER WEEK	✗
NO SYSTEMS, NO CRM, NO STRUCTURE	✗
INCONSISTENT CLOSINGS AND INCOME	✗
NOT TRACKING ANY IMPORTANT METRICS	✗
DOING ALL THE WORK HIMSELF	✗
WEAK CULTURE, AND LIMITED VISION	✗

## WITH THE ULTIMATE BUSINESS PARTNERS

TEAM WITH PAID STAFF SAVES HIM 40 HOURS PER WEEK SO THAT HE CAN FOCUS ON MARKETING.	✓
IMPLEMENTS CRM AND ALL THE AUTOMATION, HELPS HIM AND HIS TEAM TRACK IMPORTANT METRICS.	✓
INCREASED CLOSINGS AND MONTHLY REVENUE IS MORE CONSISTENT.	✓
ACCOUNTS PYRAMID IS ORGANIZED AND ALWAYS TOP OF MIND.	✓
HAS A TEAM THAT HE GETS REVENUE FROM WHEN DEALS CLOSE.	✓
BUILT A CULTURE OF OWNERSHIP, SERVANT LEADERSHIP, AND A VISION THAT EVERYONE UNDERSTAND AND LOVES.	✓



"UBP HAS BEEN INSTRUMENTAL IN HELPING ME SYSTEMIZE MY BUSINESS. I'VE GROWN AS A LEADER AND AS A CONSULTANT BY IMPLEMENTING THEIR SCRIPTS AND SYSTEMS."

-JEFF LANDON