

# BUSINESS PLANNING FOR THE SUMMER

*5 tips and tricks to get your business ready for the summer surge.*



If you are involved in the residential real estate industry, you have likely experienced the seasonal boom that often accompanies the summer season. Even in a typically warm state such as Texas, the summer months are traditionally some of the busiest of the year for real estate agents, brokers and title insurance companies. However, if you hope to take full advantage of this annual surge in transactions, it's good to start preparing your team and your business. Join us as we examine five tips for getting your business ready for summer.

1

## REASSESS YOUR PLAN

Whether last year was a record year for your company or your margins were less than ideal, you should prepare by first reassessing your business plan. Reexamining your goals and game plan for achieving those goals should be a regular component of your overall business strategy. Once you have reassessed your strategy, outline what you need to do to succeed this summer. Much of your focus should be on core business processes.

2

## HAVE A SIT DOWN WITH YOUR TEAM

When was the last time you had an open forum discussion with your team? If you don't remember, it is high time to schedule a meeting. During this information-sharing session, make sure to listen to your staff. Find out what concerns they have about summer and ask if they have any suggestions for remedying those issues. Gathering feedback from your staff can boost team morale and allow you to look at existing business challenges from a fresh perspective.

3

## REVIEW YOUR TECHNOLOGY INVESTMENTS

To remain competitive in the modern real estate environment, you must equip your business and team with quality technological resources. Customer relationship management (CRM) platforms, electronic document processing tools, and other resources can give you an edge over other real estate professionals. These investments will also allow you and your team to better serve clients, which will bolster your brand image.

When reviewing your current technology investments, use the information you gathered from your team and go from there. If they encounter a specific pain point, explore ways to resolve that productivity barrier with technology. With the right technologies in place, you can have your most productive summer to date.

4

## ENGAGE IN BRAND BUILDING EFFORTS

In the real estate sector, brand image is vital to the success of your business. Prospective home buyers and sellers choose real estate professionals based on their reputations. If your firm is a relative unknown in the real estate space, it is time to engage in proactive brand building. Look into various avenues such as social media or partnerships (see tip 5) to help boost your brand.

5

## EXPLORE NEW PARTNERSHIPS

Forging new partnerships within the real estate ecosystem is a great way to expand your business opportunities and open the door for growth. You must have strong partnerships with key professionals such as a real estate closing agent or title insurance broker. Having a go-to resource for these essential services can help you close difficult deals quickly and efficiently, while providing higher-quality service to your clients. Remember, things like faster closing times can make or break proposed offers and with a fast moving market, you want your clients to stand out.



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