



# END OF YEAR WRAP

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Now is a great time to say “Thank You” to your team, your clients and your circle of influence.

**Team Acknowledgement** – say Thank You to your team for all they have done to create a brilliant year. This is your opportunity to thank them, individually for all the energy, effort and hard work they have invested in the agency throughout the year.

**Team Partners** – Real estate agents spend a lot of time away from their families, so make sure you acknowledge your team members partners/husbands/wives/significant other.. this can be in the form of a thank you letter or card. Something hand written is always best.

**Client Appreciation** – thank you to all your agency’s clients for letting you help them advance their property goals. This is not only part of your past and present client nature strategy, but a genuine way of connecting with your clients and genuinely thanking them.

## End of Year Strategies

### 1. Acknowledgement

Who do you need to acknowledge? Anyone who helps you generate business should be thanked!

### 2. Recruitment

There are two logical times that agents decide to make a move. The Dec/Jan time and the June/July time. Have a look at your recruitment pipeline and see who you would like to bring on, take out for coffee and see whether now is the time they’d like to join your team.

### 3. Re-recruitment

This is re-recruiting your current team. Remind your team why your agency and your team is such a fantastic place to work and be a part of. An exercise you can do with your team are list what are the top 5 reasons your agency is great. You’re re-inforcing what it is about your team and your agency that makes you great.

### 4. December Team Meeting

This is a celebratory meeting to highlight the amazing achievements of the year. Let your team know how excited you are about supporting them and working with them again in the new year. This could be an afternoon BBQ with the team, this could be a half day session with something fun organised at the end. It does not have to be all content focused!

### 5. Team Kick-off new year meeting

Best to schedule this session before Christmas so all your team members know they’re coming back to a structured and professional work place ready to kick some major goals in the new year! At the meeting it’s important for you as the business leader to go through the key projects for the agency, and what are the important business decisions for the agency in the next 12 months.

### 6. One on one performance reviews

You can start these in December and finish them in January. Look at the year that was, see what worked, what hasn’t worked and see what each individual team member would like to achieve in the next 12 months. It’s so important for this to be one-on-one and be completely focused on the team member!

### 7. Office clean up

Get in there and get clean office. Hire a skip and blitz all the office junk! Have the team file/clear all their clutter – look at the agency with “client eyes” and see what needs to be done to get the office looking amazing.

Review your “Park the Car on the Hill” strategy. What does January look like for you? How many listings do you want, who do you want to meet with first week/second week/ third week back? This is about getting a running start for the year and what this looks like. What do you need to do between now and the end of the year, to see the Park the Car strategy put in place?

