



## **2024 VISION:**

400 SATISFIED CLIENTS AND SURPASS \$100 MILLION IN SALES VOLUME

## **MISSION STATEMENT:**

TO INSPIRE A POSITIVE, LASTING IMPACT RELATIONSHIP WITH EACH AGENT TEAMMATE, AND OUR CLIENTS. WE WILL CREATE A PRODUCTIVE, PROFITABLE, AND INFLUENTIAL REAL ESTATE COMPANY IN EL PASO TEXAS BY FOCUSING ON HIGH PRODUCTION, TEAMWORK, LEADERSHIP, AND PROFESSIONAL/PERSONAL GROWTH TO HELP AGENTS ACHIEVE THEIR GOALS. WE WILL PROVIDE WORLD CLASS SERVICE AND CREATE RAVING CLIENTS THAT BECOME WORD OF MOUTH ADVERTISING FOR AGENTS AND THIS COMPANY. WE WILL CREATE AN IMAGE THAT IS KNOWN THROUGHOUT OUR COMMUNITY FOR EXCELLENT REAL ESTATE SERVICES, RESULTS, AND INNOVATION. OUR DEDICATION TO OUR MISSION WILL PRODUCE SIGNIFICANT FINANCIAL RETURNS, ALLOWING THIS COMPANY TO GIVE BACK TO OUR AGENTS AND OUR COMMUNITY.

## **FOSTERED CULTURE:**

***TEAMWORK, GREAT AGENT LEADERSHIP IN OUR COMMUNITY AND OUR OFFICES, HARD WORK, NEVER-ENDING SELF-IMPROVEMENT, PASSION FOR CLIENT SERVICE, PEOPLE BEFORE PROFIT, POSITIVE ATTITUDE, FUN AND CREATIVITY, INTEGRITY AND REPUTATION, FAMILY (WORK HARD/PLAY HARD)***

## **CORE VALUES: H.E.A.L.T.H**

HARDWORK

EXTRAORDINARY RESULTS

ACCOUNTABILITY AT ALL TIMES

LEADERS ONLY

TEAMWORK

HUMBLE.



## **CUSTOMER SERVICE CREED:**

I WILL CREATE RAVING CLIENTS WITH EVERY PERSON I COME IN CONTACT WITH BY PROVIDING WORLD CLASS CLIENT SERVICE.

## **LEADERSHIP EXPECTATIONS**

FIRST AND FOREMOST, WE GENUINELY CARE ABOUT EACH AGENT'S FAMILY, HEALTH/WEALTH AND WE WANT TO HELP YOU GROW YOUR BUSINESS WITHIN A BUSINESS. WE TRULY BELIEVE THE AGENT IS THE #1 KEY TO OUR COMPANY'S OVERALL GROWTH AND WE NEED TO CONTINUE TO MAKE EACH OTHER BETTER TO GO FURTHER. ALL GREAT PERFORMANCES BEGIN WITH EXPECTATIONS. THAT SAID, WE EXPECT TO BUILD A COMPANY THAT FOSTERS 3 THINGS:

1. **PARTICIPATION:** ATTENDANCE TO OFFICE MEETINGS, TRAINING AND EVENTS
2. **POSITIVE CONTRIBUTION TO THE TEAM:** NO ORGANIZATION NEEDS NEGATIVE NELS OR NELLY'S OR UNHELPFUL RUMORS OR GOSSIP. ALWAYS RESPECT YOUR TEAMMATES.
3. **PRODUCTION:** MINIMUM PRODUCTION IS 8 SIDES (OR \$1.M AGENT SALES VOL) A YEAR FOR **EVERY** TEAM MEMBER, THREE PER QUARTER; IDEALLY 1 CLOSING OR SELLER LISTING TAKEN PER MONTH. IF AN AGENT DOESN'T HAVE 1 CLOSING OR SELLER LISTING TAKEN INSIDE A 90DAY PERIOD, WE WILL PERFORM A BUSINESS EVALUATION TO DETERMINE HOW WE THE COMPANY CAN BEST SUPPORT THE AGENT'S PRODUCTION. IF THE AGENT CONTINUES ON THAT PATH, AT 180DAYS WITHOUT 1 CLOSING OR A SELLER LISTING TAKEN, THE LEADERSHIP WILL DETERMINE IF THAT AGENT IS THE RIGHT FIT FOR EXIT EAST REALTY.

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BEN WILLIAMS JR  
BROKER/OWNER

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AGENT TEAMMATE