

Making the Case For In-House Sales Team

Why an in-house sales team can give you the competitive advantage

Hire a real estate team, or build your own? THAT is the question!

Realtors are fantastic. Embrace the real estate community. Develop those relationships and earn their trust. They can make you a lot of money.

That being said...if you are building and selling at least 5-10 homes or more, I would challenge you to embrace the idea of building your own internal sales team!

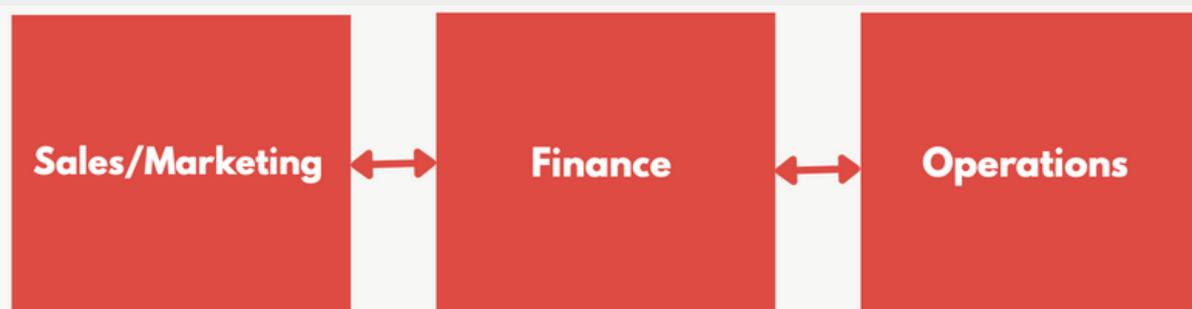
Outside real estate agents are generally being pulled in multiple directions, by multiple clients, making it hard for them to fully integrate with your clients and your team.

A full time, in-house sales team allows complete and total integration into all of the operations of the business. Sales should absolutely be part of the Leadership Team that runs the company. Weekly consistent collaboration between Sales, Operations and Finance will be powerful for your company.

Additionally, you will learn how to capitalize and increase profitability immediately through building your own in-house sales team.

Leadership Teams and Sales

3 Major Functions



Sales should be represented on leadership team



In-House Sales Positions

1 Marketing Rep

Direct traffic to website
Create registered leads
Build out ad campaigns
Build out email marketing

2 Online Sales Counselor

Convert leads to Sales Appointments
Communication with all leads
Manage CRM

3 Sales Agent

Convert from Appt to Contract
Run all new sales appointments
Lot and plan selections
Build pricing and options
Handoff to construction



4 Sales Manager

Participates on Leadership Team
Training of sales agents
Review of all contracts
Manages entire sales team

5 Transaction Coordinator

Contract administration
Coordination with title companies

Commission Calculator

20

Total # of Homes

750k

Average Sales Price

15mm

Total Sales Revenue

450k

3% Commission

**\$450k potential
profitable
revenue**

Total # of Homes

Average Sales Price

Total Sales Revenue

3% Commission

**Calculate your
own potential
revenue**



The Power of In-House Sales

A few questions to consider:

Are you currently working with an outside real estate team? In what ways would you see possible improvement through an in-house sales team?

Check your P&L. How much did you pay this year in commissions? Last year?

Create a list of 5-10 potential candidates that you could sit down and interview about a possible full time sales role. Commit to yourself to at least 5 interviews. Learn the power that could exist through full time sales representation.



The Power of In-House Sales

A few questions to consider:

Are you currently working with an outside real estate team? In what ways would you see possible improvement through an in-house sales team?

Check your P&L. How much did you pay this year in commissions? Last year?

Create a list of 5-10 potential candidates that you could sit down and interview about a possible full time sales role. Commit to yourself to at least 5 interviews. Learn the power that could exist through full time sales representation.



- NOTES -

