

Emmy Thies



 house
estate agents

07 4638 7311
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the vision, the why, the belief

- Humble beginnings
- Had to make a decision – work for someone or work for myself
- Opened the office and developed the brand within 4 weeks
- Jack of all trades – had sold one house prior – believed it was possible
- Wanted to create an experience for clients with the best results in the market and be number 1 across the city in less than 5 years

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SET SOME GOALS,

**THEN
DEMOLISH
THEM**

be in love
with your life.
Every minute
of it.

- Jack Kerouac

do what
you
love.

The 'life or death' mindset

- Had the belief that winning business was like life and death
- We were going to war and we had to protect ourselves
- Massive belief and momentum factor
- People want to feel your why
- Be real and radiate energy and excitement

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**WHEN YOU WANT TO
SUCCEED
AS BAD AS YOU WANT TO
BREATHE
THEN YOU WILL BE
SUCCESSFUL**

ERIC THOMAS

the haters, the energy, the grit

- The haters
- The fun factor – celebrate the wins
- The numbers, the growth, the belief
- Be fearless and ask for it!
- Make it easy for the client to choose you
- The hours, the late nights, the sweat, the tears and the grit

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HATERS GONNA HATE

A hand is shown holding a small amount of colorful confetti. The background is dark with many small, colorful confetti particles falling or floating around. The overall scene is festive and celebratory.

Leave a little

SPARKLE

Where ever you go

A photograph of a city street with multi-story buildings and a streetcar. A large white rectangular box is overlaid on the center of the image, containing the main text and a website URL. The text is in a black, handwritten-style font.

Be fearless
in your pursuit of
what sets your heart
on fire.

FemaleEntrepreneurAssociation.com

the best people in the business

- The right team, the dinner party test
- Culture is everything
- Team diversity
- Growth and market share
- 2 factors that are significant to our continual success is the structure of our office and the systems we use – high productivity and super teams

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individual and company success

- Create a success culture
- Personal selling 1st year 2010 wrote \$258,000 – jack of all trades, PM, admin, selling agent
- Recruitment 2nd year team grew to 7, teamed up with a brilliant assistant Erin, finding our feet we saw personal sales of \$576,000, full steam ahead
- Recruitment 3rd year, team grew to 16, personal sales of \$1.1mil, new office from 80m2 to 310m2
- Recruitment 4th year, team grew to 21, achieved \$1.3 mil year in personal sales
- Recruitment 5th year 2015, team at 26, achieved \$589,000 solely from referral, non competitive principal role, team development, growth and accountability
- Amazing property management team of 6 with organic growth to 410 managements
- We achieved our goal to be number 1 across the region

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key factors


- Joined RER – June 2012 approx
- Sales manager 2014 Year (4th year)
- Abundance mentality
- Implement
- Culture
- Training
- Risk – Know what its going to cost
- Success mentality – attitude
- Get better – healthy dislike for competition
- Partnership
- Passion
- Belief

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Gratitude
is the best
Attitude

Make
generosity
part of your
growth strategy

It's kind of fun to do the
impossible.

-Walt Disney 

WHY NO ONE LIKES A
KEYBOARD WARRIOR

ARE DIGITAL PRE-LISTING KITS
THE WAY OF THE FUTURE?

5 KPIS TO KEEP YOUR
BUSINESS ON TRACK

ELITE AGENT

LEARN FROM THE BEST

#04 MAR/APR 2015
AU\$9.95 + POSTAGE

PASSION FOR
PEOPLE

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CLOSE
COLLABORATION

Successfully linking
PM and Sales

SKIMMERS,
SCEPTICS AND
SOAKERS

Are you covering
them all?

INSIDE:

THE TOP COACHES

John McGrath • Josh Phegan
Michael Sheargold • Tom Panos
Caroline Bolderston

PLUS

An exclusive with
Glenn McGrath



31 May – 1 June, 2015
Gold Coast Convention
& Exhibition Centre

AREC15

