

Brett's market is roughly 150,000 in total, and his average sales price is \$250,000 - \$300,000.

Volume

2013: 48 units - \$12M

2014: 55 units - \$14M

2015: 70 units - \$18M

“What Makes You So Effective?”

1) “I’ll outwork anyone I’m up against.”

2) Must have a process that is duplicatable to create a smooth, predictable outcome.

Brett’s slogan is, “Buy Confident/Sell Confident.”

Unique Selling Proposition (USP)

Brett’s key differentiator is creating a sense of calm and predictability through every stage of the transaction.

Lead Generation

Brett’s objective with his business is to create “Raving Fans.” They then promote his team and this is our greatest source of leads - Direct Referral.

Online Leads

We convert a high percentage of leads because we are fast to respond.