

**Bill Hart**

TalkJet Audio Interviews

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This month's TalkJet interview is with;

**Reed Moore**

CEO RMG Legacy Global

Keller Williams Alaska Group

[www.AlaskaHomeSearch.com](http://www.AlaskaHomeSearch.com)

Keller Williams Coeur d'Alene

[www.IdahoHomeList.com](http://www.IdahoHomeList.com)

C: 907-227-3375

Reed and his team serve Coeur d'Alene, Idaho and Anchorage Alaska (Two offices). Reed has been in the business for 12 years – prior to that he was a Youth Pastor. In the last 7 years, Reed's production has grown from \$9M to \$75M and just over 300 units in the 3 locations.

**VOLUME:**

2012:	\$35M	143 units
2013:	\$45M	184 units
2014:	\$75M	306 units

**KEY INGREDIENTS FOR SUCCESS:**

*"I'm on a "People-Building' journey." In addition, Reed doesn't work on Saturday or Sunday, stays home with his kids on Tuesday, and works a half-day on Friday. "There's a huge difference between focused effort and logging long hours." "I'm not succeeding in my business at the cost of a loss at home."*

**BUSINESS SOURCES:**

- Sphere Of Influence/Repeat & Referral: 33%
- Outbound Prospecting - FSBO's/Expired's/Call Arounds: 33%
- Driving Internet Traffic: 33%

**TEAM:**

The REO Market has caused our industry to leapfrog from mediocrity. The lessons from a greater number of units that were produced in that market are now applied in a more normalized market.

3 Wage Earning Categories;

- 1) Lead Generation: \$500-2000/hour (value)
- 2) Lead Servicing: \$30/hour
- 3) Checklist Driven Transaction items: \$12/hr