

## Century 21 – Case Study

### Client

National Real Estate Group who specialize in residential real estate with expanding franchise structure (connected to the international C21 group).

### Requirement

Set consistent standards with high performance, optimistic, highly efficient people in specific roles.

Set Benchmarks on key sub-conscious strengths; measure candidates' and their performance to establish the right people for key roles e.g. Property Management Senior Manager, Sales, Sales Service co-coordinators through to Receptionist.

### Challenges

Link required strengths and attributes using a profile system which focuses on sub-conscious strengths which drive 80% of a person's behaviour. A profile system identifying and measuring vital requirements including: their performance, productivity, contribution to sales and return on investment.

### Solution

The end result would be to identify specifics such as people skills, communication style, thinking process, attention to detail, an internal ability to follow through and complete steps, systems, processes; optimism, courage, resilience and past success.

The solution was developed by combining Dr. Seligman's "Learned Optimism" profiling with Neuro Linguistic Programming key profiling and Dr. Thomas Stanley's "Millionaire Mindset" style strengths. This enabled us to identify and measure the ten key strengths required for the roles in question. Performance was able to be measured in terms of productivity, sales and retention of clients.

### Time Line

Twelve C21 offices in Sydney were identified and the key people requirements in various roles. Initially, over eighty people were profiled. Eight new recruits were identified, trained and employed. The top four performers in each role became the benchmark for each of these four roles. Future recruits were measured against the initial scores.

Over 3-6 months, productivity, sales and overall profitability were measured. Results, depending on the role, measured an increase of 30% to 50%.

Results included:-

- ✓ Reduction of 20-30% in staff turnover.
- ✓ Productivity increase from all staff resulting in less people needed to perform tasks.
- ✓ Certainty that people with the key strengths were the right people to train.
- ✓ Ability to have multiple offices as new recruits proved more effective. This created the confidence to expand.
- ✓ Increase in sales revenue up to 45%.
- ✓ Higher team productivity, sales, referrals and profits.
- ✓ Lower training costs because of less staff turnover.
- ✓ More time for management and owners to work "on" rather than "in" the business.

### Conclusion

The commitment to setting high standards and with the right people in place, lifted optimism, energy, productivity and profitability overall and this quickly generated throughout the business.

This reinforced the maxim that people are a key foundation for building a great business.

Results showed that turnover of staff fell, sales increased, more clients were retained and the new model could be repeated in different locations.

"Once we began Benchmarking our Sales and Client Services Managers, we realized that is essential to profile applicants' mental strengths and see if they compare well with our best performers. Denis Preston has helped us for over 10 years with his unique Profiling system that finds our Peak Performers." **James Ferguson, Century 21**