

BoomTown!

Level-Up! A Checklist for Scaling a Growing Real Estate Business



*Expert Insights from Real Life Success Story, Veronica Figueroa,
CEO of The Figueroa Team Powered by eXp Realty*

There are a few simple things that separate good real estate businesses from great real estate businesses. One of the biggest is whether you focus on scaling your business or simply growing. Scaling is critical for long-lasting, sustainable success. It allows you to maximize profitability and reduce your own level of effort while avoiding bumpy growing pains.

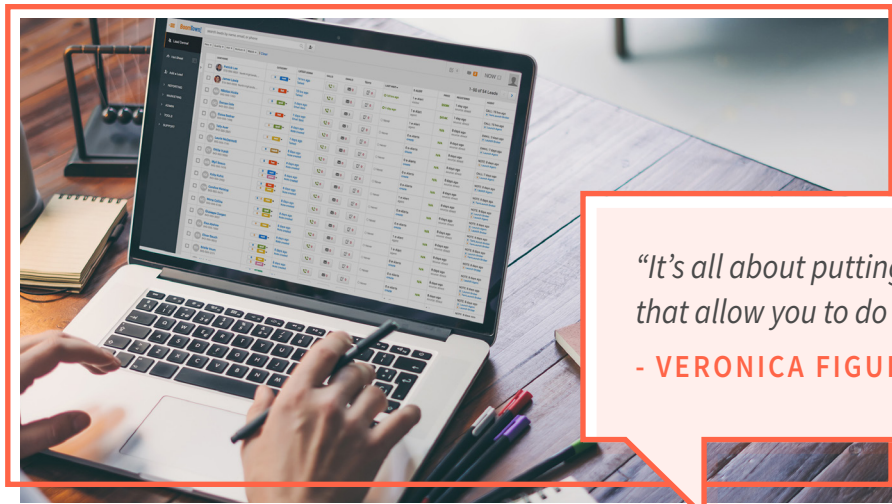
Scaling a Business: Scaling a business means setting the stage to enable and support growth in your company. It means having the ability to grow without being hampered. It requires planning, some funding and the right systems, staff, processes, technology and partners. *[score.org]*

Veronica Figueroa, CEO of the Figueroa Team Powered by eXp Realty has invested a ton of time and resources into building a scalable business model. And her formula is paying off. In fact, she recently grew her team from 40 agents to 61! (Oh, and did we mention it was during a pandemic?)

Here are Veronica's top tips for scaling your real estate business up.



Strategically Handle High Volume



“It’s all about putting the processes in place that allow you to do more with less.”

- VERONICA FIGUEROA

Leverage Technology

Utilize systems that allow you to automate processes and seamlessly communicate with a high volume of leads. Veronica uses [BoomTown](#) as the central hub of her business, as well as complimentary technology (which integrate directly with BoomTown) like [BombBomb](#) and [Sisu](#) for video marketing and smart dashboards.

Focus on Lead Management

Lead generation is important, but lead management is *everything*. Build a repeatable follow-up and nurture process that your agents can stick to.

Identify Gaps

Take a 10,000-ft view of your business and try to pinpoint areas that need improvement. Look for any gaps in your process or areas where you continually struggle. This could be a lack of processes or technology systems or a need for better agent training. Try to anticipate things that may work *now*, but would be a problem if you started to do business at a higher volume.

Stay Consistent

A good process is repeatable and scalable. That requires consistency and a commitment to stay on top of the action plan that you’ve laid out. Be sure to have accountability measures in place for yourself and/or if you’re managing a team of agents.

Implement a Repeatable Process



“You can’t do something that’s going to service your clients only 10-20% of the time. You have to build something that’s completely closed that will service the client over and over and over again.”

- ERIC PEREZ

VP OF OPERATIONS, THE FIGUEROA TEAM POWERED BY EXP

Research, Research, Research

You can’t build a thriving real estate business in a vacuum. So when you’re building your business plan, research is key. Learn from others, more experienced team leaders, attend conferences and webinars, work with a coach or mentor. (By the way, you’re already ahead of the game by reading this checklist!)

Close the Loop

Your business operations should be easy to visualize. Take your lead flow for example. Map out where your leads are coming from (Zillow, Realtor.com, Google & Facebook Ads, Sphere of Influence, etc.), and then every step that comes after. Who is responsible for immediate engagement, daily/weekly follow-up, and long-term nurture? Smooth out this structure and make sure there are no gaps.

Proof of Concept & Pivot

Once you’ve mapped out a process, you have to test it. Something may work perfectly for another team but not be quite right for you. You have a unique business in a specific market which means a little trial and error is essential. After you test, don’t be afraid to pivot if something isn’t working!

Increase Conversions



Understanding Conversions

Scaling a real estate business means that your agents will follow the processes that you put in place for them. And running a team often means running the lead generation. Don't let your marketing dollars and advertising spend go to waste with agents that have low conversion rates.

Remember, it's about doing *more with less*.

Follow Up Systems

Earlier we mentioned that it's important to focus on lead management. Define a clear, repeatable follow-up process that your agents are held accountable for sticking to. As your team grows, you may need to implement a Lead Concierge Service or hire an ISA to [make sure leads are being engaged quickly and efficiently](#).

Remember: Even the best agents still can't be available 24/7!

Video

If you're not leveraging video yet, get a red pen and circle this section. Video is absolutely critical for success in today's real estate market. Focus on your digital presence and train your agents to use video in all of their lead communication.

[How Top Agents Are Using Video Emails to Convert Real Estate Leads →](#)

Recruit with Scale in Mind



Onboarding and Training Procedures

It's never too early to start mapping out your onboarding and training procedures. Even if you're running a very small team with only a few agents. To scale your business, you'll need a seamless onboarding and training process that is the same for every new agent. And the resources you invest upfront in this process will save you countless hours and dollars in the long run.

Creating a Customer-Centric Culture

You can't underestimate the importance of culture when scaling your real estate business. This is a competitive industry. At the end of the day, it comes down to the value that you bring to your agents and building a strong culture, benefits both your agents and your clients. Focus on people and relationships and not simply transactions.

Push Agents Out of Their Comfort Zone *Early*

Real estate isn't for everyone. We all know that there's a fairly high turnover rate in those first few years. That's why it's critical to **(A)** invest time and energy into effective agent training and **(B)** weed out the folks who aren't a good fit for your team early. Set the tone with your new agents right out of the gate and push them out of their comfort zones. That means getting on camera and creating videos every single day. Training with other, more experienced agents. And group objection handling.



No matter where you are on your business journey, it's always a good time to take a step back and make sure your systems and processes are set up to scale, not fail. Use this checklist to audit your business and see if you're implementing a scalable business model!

Curious to see how far you can go with powerful technology designed to fuel long-lasting growth? BoomTown helps real estate businesses scale, seamlessly, with all of the processes and tools you need to build the business you've always wanted.

[See BoomTown in Action!](#)

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