

T3 Fellows Program

An MBA-style program for residential real estate brokerages and teams



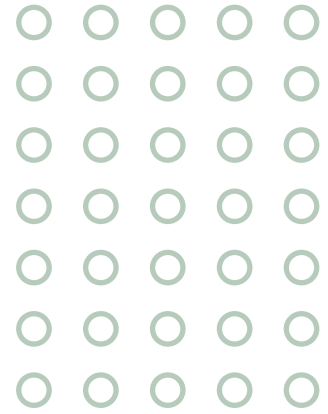
What It Is

The T3 Fellows program helps residential real estate brokerage and team leaders grow successful businesses through a 12-month curriculum, one-on-one consulting, retreats and strong mentoring support.

Unlike traditional coaching or consulting programs, participants in T3 Fellows focus on complex business problems and strategize effective growth plans in collaboration with peers and industry leaders. In the 12-month program, participants design and complete customized projects that lead to practical, strategically significant and robust growth.

T3 Fellows participants must apply for acceptance to the program. Applicants are carefully interviewed to ensure the program is a good fit and that they are ready for rapid growth. Each class provides geographically exclusivity to encourage an environment of safe, non-competitive and confidential collaboration.





What You Will Receive

T3 Fellows delivers the building blocks of a modern real estate brokerage or team. As a leader, you face many challenges that others may have already tackled. With T3 Fellows, you learn from those who have walked the path before you.

In completing the T3 Fellows Program, participants will produce the following:

1. A competitive industry benchmark for designing and positioning their company.
2. A recruiting and retention system designed to attract, onboard and train the best-fit agents for their business.
3. Marketing programs and systems to express their brand, including websites, social media, content marketing, sphere marketing, and listing, buyer and recruiting presentations.
4. Fundamental practices for setting goals and managing finances for a modern real estate firm.
5. Right-sized technology systems including CRM, lead generations, marketing platform, website and transaction platforms.



Mike Allen
president and owner, Century 21 Jordan-Link

"We were able to hone in on cutting close to 10% operating expenses over the last year thanks to T3 Fellows."

"They helped us put better systems and best practices into place that other brokerages have implemented that we weren't aware of. That is really where the value comes in."

"Our recruiting plan is much stronger, we had a record recruiting year and I attribute a lot of that to the program."

Leadership Team



Dean Cottrill | EVP Brokerage & Team Consulting

Dean leads the Brokerage Consulting Division of T3 Sixty, conducting C-Level custom consulting for large brokerages and overseeing the T3 Fellows program. Dean has more than 20 years of experience helping brokers and their companies reach higher levels of success and profitability. He has hands-on leadership experience and having held several senior-level positions with real estate brokerage organizations including Long & Foster, Weichert Realtors and Coldwell Banker Residential Brokerage (NRT). As Group President at CB, he oversaw 66 sales offices and 4,000+ associates that generated more than \$10 billion in annual sales volume.



Lisa Piccardo | VP Brokerage & Team Consulting

Lisa adds depth to T3 Sixty's bench of industry consultants and is responsible for the delivery and management of brokerage and team consulting programs. She founded, grew and eventually sold an independent boutique brokerage company. Lisa also served as global vice president, lead affiliate services for Sotheby's International Realty where she led the servicing team for the U.S. and Canada and served as a business consultant for affiliates throughout the Mountain West region. She and her team supported approximately 150 independently owned and operated Sotheby's International Realty companies and 600 offices working closely with the affiliates to develop strategies.

Dean and Lisa are supported by a number of senior executives of T3 Sixty including Dan Breault (talent), Frederick Herot (marketing), Jack Miller (president and CEO), Michael Phelan (technology) and Travis Saxton (technology). Participants have access to these proven, top-level real estate operational experience advisors during their enrollment.

The program also has mentors who provide guidance to T3 Fellows participants. These industry leaders have built brokerages with the best characteristics of a modern real estate operation. They have hands-on experience generating results and resolving challenges that participants face. What's more, they have the passion and sincerity to help others succeed.



Course Materials

T3 Fellows participants receive course material through a series of progressive online modules. Content is delivered through the following:

- Monthly webinars
- Practical step-by-step projects
- One-on-one sessions with consultants
- A knowledge-management platform
- Monthly mastermind calls with other current program participants, Business Accelerator clients and Insider members
- Bi-annual T3 Fellows retreats

The 10 key program modules are as follows:

Foundational

1

Annual Business Review:

Participants determine the improvements they will focus on during the T3 Fellows program. By documenting their current systems, marketing assets, people and financial information, participants get a true understanding of their company's landscape and provide T3 Fellows advisors with vital information for effective consulting and analysis.

2

Competitive Assessment:

Participants assess their company and its offerings and how they relate to their competition. They develop a competitive analysis document they can use to uncover the differentiating points of their brand. This document can help design compensation plans, service offerings and agent support.

3

Strategic Intent:

Participants set their goals for developing their real estate business. Important questions in this module touch on exit strategy, financial outcomes and overall strategic vision. Participants also develop a plan to mitigate risks and create alternative plans to increase the likelihood that they will reach their goals.

4

Brand Story:

Participants develop a clear brand and articulate a brand story that encapsulates and expresses their differentiating points. This forms a basis for marketing, recruiting and any brand-related projects. T3 Fellows advisors help refine and improve participants' brand story so it is clear and addresses consumers, staff, agents and recruits.

5

Agent Recruiting Personas:

Participants learn how to focus their recruiting efforts. By creating recruiting "personas," they get a clear picture of the types of agents that will best fit their organization. This clarity will drive marketing messaging, the recruiting funnel, positioning and the company's agent offering.

6

Recruiting Process & Onboarding:

Participants learn and implement a set of fundamental recruiting practices. Based on the sales funnel model, participants develop best practices and activities for the top, middle and bottom of the recruiting sales funnel. This module helps show how to improve recruiting and establish personal assignments to make that a reality.

7

Annual Goal Setting:

Participants formulate goals for production, financials and recruiting. They also define the projects they want to complete within the following year. Participants learn how to set realistic production, recruiting and financial goals. They will also lead their agents in their own goal-setting activity and specify the projects critical to achieving those goals.



8

Business Generation:

Participants develop a plan for generating business for their agents through lead generation and sphere marketing. These plans leverage content marketing, branded materials and company support materials created by staff or service providers, and paid lead generation. The plan will be scalable and affordable, and participants will learn how to use it to differentiate themselves in agent recruiting.

9

Hiring:

Participants design a plan for developing their companies' executive and management teams. They evaluate their current management team's capacity and determine where their business most needs additional talent. Participants then design a plan to develop existing staff's skills to meet this gap and develop a plan to recruit any additionally needed executive.

10

Accomplishment Marketing:

Participants learn how to generate and market accomplishments. By planning for and leveraging awards, data and production statistics and testimonials, they differentiate their company, create a constant stream of press and earned media, and attract agents and consumers.



Mike Kelly, Jr.

Broker owner,
Better Homes & Gardens Real Estate Foothills

"We learned so much from this program about analyzing our business and implementing strategies to move us forward toward growth. The best part of this experience was getting to interact with the leadership in the other companies that participated. It was great being able to share ideas of what works for other companies outside of our market. We are really excited to continue to implement what we learned and are grateful for all of the new friends we have made."

Retreats

Our T3 Fellows retreats are in-person, transformative experiences where attendees will engage in collaborative sessions with other T3 Fellows class members and enjoy networking events and combined sessions with participants from another T3 Fellows class.

Retreat One: Establishing Your Value Proposition

In the first retreat, participants will work collaboratively to distill their company value proposition into actionable plans. This includes the following:

- Sharing comprehensive competitive assessments analyzing strengths, weakness, opportunities and threats, and evaluating performance, services and value propositions for their company and their key competitors.
- Refining agent messaging, including service offerings, marketing support, lead generation, and commission and compensation plans.

In this process, participants gain actionable insights from T3 Fellows mentors and advisors as well as other Fellows class members. They uncover what others have tried – and what works now.

Retreat Two: Scaling and Growth

In the second retreat, participants develop their company growth plan. They work collaboratively and discuss obstacles to growth, staff development and recruiting.

Additional topics include reviewing the financial performance of their company, lead generation, recruiting success/challenges and masterminding.

Transform your organization today!
Visit t3fellows.com to learn more.

