



# REGROWTH

**Here's a snapshot of the number of the programs and capabilities of how REGROWTH can help you to prioritise and build capacity and competencies.**

## SALES FUNCTIONALITY

### Group training and/or individual development.

### Date/period to focus on.

- Discipline and structure - rhythm week
- Resilience, energy and mindset
- Dialogue for prospecting
- Customer experience - moments of magic
- Networking and referral leverage
- Personal brand and integrity
- Managing a campaign
- Appraisal 'A game'
- Listing presentation mastery
- Open home framework, follow up and successful fundamentals
- Negotiation and deal making
- Auction buyer work
- Auction vendor meeting
- Auction floor work and preparation
- Effective one-on-ones and accountability
- Sales meetings that inspire and unite
- Personal branding and marketing investment
- Annual business plans
- Score and matrix for appraisal call and listing presentation competency
- Monthly accountability
- EBU training
- EBU strategy and business plans

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REGROWTH Consultancy

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## LEADERSHIP | TRANSITIONING LEADERS

Date/period to focus on.

- What is leadership and how do you leverage to influence, inspire and build unbreakable trust
- Leadership self reflection assessment surveys
- Five levels of leadership and the impact on those around you
- Driving behaviours you want to reward
- Leading through change management
- Lightening the load – delegating and executing
- Effective meetings
- Personality profiling and understanding the impact on culture
- Recruitment
- Retention practices
- Data rules of engagement
- Sponsorship proposals and partnership SLA's
- Divestment and acquisition
- Succession plans and considerations
- Shareholder meetings – agenda and priorities
- Business plan(s)
- Shareholder/leader expectation agreements and commitment schedules
- Phantom equity and incentive program to retain best in sector talent
- Awards, recognition programs and award categories
- Kickstarts and elevate events
- New office set up
- Governance and compliance (NSW only)

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## HR | PEOPLE AND CULTURE

Date/period to focus on.

- Onboarding schedules and induction day that creates raving fans, increases skillset, speed and efficiencies
- Recruitment channels and profile
- The difference and purpose of KPIs, performance management and reviews
- Ice breakers
- Termination checklists and process
- Staff surveys

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## RENT ROLL & BUSINESS BROKING

Date/period to focus on.

- Due diligence
- Information memorandum
- Health checks
- Sales advices
- Terms sheets and negotiation
- Buyer broker work

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# PROPERTY | INVESTMENT MANAGEMENT

**Date/period to focus on.**

- Portfolio health checks when PM's leave or onboarded
- Job descriptions and KPI's
- Landlord origin and migration trends
- Client nights
- Client experience
- Onboarding mastery and monetisation of services and information
- Dialogue
- Legislation – (NSW only)
- Change management and difficult conversations
- Team targets and alignment
- Conflict resolution
- Resilience fundamentals
- Surveys and communications to customers

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## BDM

**Date/period to focus on.**

- 360 Approach to growing your rent roll
- Key drivers & high performance habits
- Pipelines, prospecting & client nurture
- Overcoming objections through USP
- BDM appraisal A game
- BDM listing presentations
- New investor onboarding & CX

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## MARKETING

**Date/period to focus on.**

- Brand guidelines
- Culture playbook
- Social strategy
- Brand seasonal campaigns
- Brand pillars and customer identification
- Social media tips and tricks
- Video considerations, briefing and strategy workshops

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# PROCESSES | TEMPLATES AND TOOLBOX

**Do you have client focused systems and processes that drive consistency, instils confidence and is on brand?**

**Date/period to focus on.**

- Tailor or integrate client focused toolbox.

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## CLIENT EXPERIENCE

**Date/period to focus on.**

- Mystery shopping – response times, follow up, points of difference, measurement, and transparency. We also benchmark against your competitor and report back to the team
- Mapping
- KPI's
- Platforms
- Customer journey and moments of magic
- Reviewing processes, correspondence and events
- Open home mystery shopping
- Focus group facilitation
- Past buyer calls and consolidation of responses
- Missed appraisals – collation of why you missed the business

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## FRANCHISOR PROFESSIONAL DEVELOPMENT

**Program for team members & corporate coaching.**

**Date/period to focus on.**

- How can you lighten the load for your franchisee's – what does your customer really want and how do you measure
  - SLA's & accountability to drive mutual success
  - Franchising fundamentals- your obligations, responsibilities and important considerations around disclosure and terms.
  - Understanding the difference between a disclosure document, a licence agreement, and a franchise agreement? What to consider why it is important to have knowledge of all structures
  - Profit and the numbers that matter when working with your offices
  - Market share measurement and leverage
  - Recruitment mastery
  - Effective meetings and relationship fundamentals
  - Important of influence and impact, competency and trust
  - Capacity planning, reporting and execution – where to start, how to manage and what is highest and best use of time for the franchisor and franchisee
  - Handling objections and having difficult conversations
  - Brand ambassadorship to drive more effective connections, attendance at events/training and articulation of your USP and engagement
  - Risks and insights – sale events, insolvency, conflict with neighbouring offices, Competition and Consumer Act, merge events and opportunities, disputes, and disengagement
- \*Partnering with legal professionals

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# DUE DILIGENCE, INFORMATION MEMORANDUMS & PM HEALTH CHECK

**Date/period to focus on.**

- Health Checks for PM, Sales and overall office
- Due diligences and information memorandums can be quoted and tailored upon request.

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## **Dave Gray - Elders Lifestyle Group**

With our rapid growth and expansion, REGROWTH assisted us with providing transparency and key insights across our network through their due diligence health check. It's been invaluable in helping us make informed decisions, achieving efficiencies and redefining our focus.



## **Kon Stathopoulos – McGrath West Norwest, Hills and Hawkesbury**

We look to REGROWTH when acquiring and merging a new business into our brand. Ali has completed two health checks for us already, and we will be partnering with REGROWTH again as required. Ali provided a comprehensive deep dive into each property management business and uncovered areas of potential opportunity and growth, in revenue and compliance. REGROWTH is assisting our business on a holistic level to ensure that we provide unrivalled customer experience and that our property management portfolios are operating at the most efficient and profitable level.



## **Jenny Caughey – Gary Peer and Associates**

Our leadership team engaged REGROWTH to conduct a property management health check earlier in the year. The attention to detail, and insights, were invaluable to help us develop clarity on roles, technology and focus on the key drivers that effect growth and client experience.



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