



Interoffice Memorandum

To: Support Staff and Executives

From: Don Bonnell

Subject: What is New in 2016?

Date: Friday, January 8, 2016

I hope all Executives have reviewed the new Company Newsletter and Technology offering email memo representing just some of the changes scheduled in 2016. This year there is much more.....

Like many Companies with multiple offices in diverse locations we at times struggle to get everyone in our Company on the same page with company events, products, tools and enhancements. Additionally, there is no doubt that your client expectations are higher than ever relating to how you market. We have worked hard to help each of you with all aspects of communications, marketing and business development to maximize all of our success in 2016.

The following are some of the most important changes you will need to know in 2016:

- **New Company Newsletter.**
- **One-on-One Business Planning offered by Company Leaders.**
- **Renewed efforts to provide meaningful ongoing live and online training.**
- **Company Compensation Plans.**
- **Prime Agent and Calendar of Events.**
- **Enhancements in the Company CAP program.**
- **Ongoing Company Meetings with technology upgrades to allow you to attend from more than one location.**

Company Newsletter

As you can see we have greatly increased the Communications ability with this "RENA Newsletter." You can expect this newsletter the second week of each month to be emailed to you. In this newsletter all the company leaders will be contributing different topics listed below. We hope that you grow to anticipate this important communication to get the latest information concerning Realty Executives Northern Arizona.

1. Don Bonnell – will address general topics of interest, company events and important items that need to be communicated to all Executives.
2. Cynthia Yannitelli – will introduce you to new Executives and Success Track associates along with needed Risk Management issues you all need to be aware of thought the year.

3. Philip Tatum – is responsible to communicate the Sedona market and the Luxury market.
4. Shay Miller – will report monthly on the company staff and what they do for you each month – including number of calls received, number of showing appointments made and number of files processed by our great staff members.
5. Debbie Opitz and Roger Hagle – will report on training and the company’s David Knox online training offerings.
6. Gerry Russell (Realty Executives Phoenix Broker) – will report occasionally on what is new with our Sister Company in Phoenix, Phoenix Events and new offerings you can capitalize on in 2016.

One-on-One Business Planning offered by Company Leaders

The company has worked many hours on a new Business Planning tool that will give you a complete understanding of what you need to do to maximize your ability to HIT your goals in the next year. Each of the company leaders can and will deliver a comprehensive discussion to get you on track and at the end of the session you will have a printed plan which includes number of openings, number of closings, number of buyer appointments, number of listings, number of listing appointments and most important number of people you will need to touch in 2016. You will also have a complete personal P & L with all the backup documents you can review on an ongoing basis.

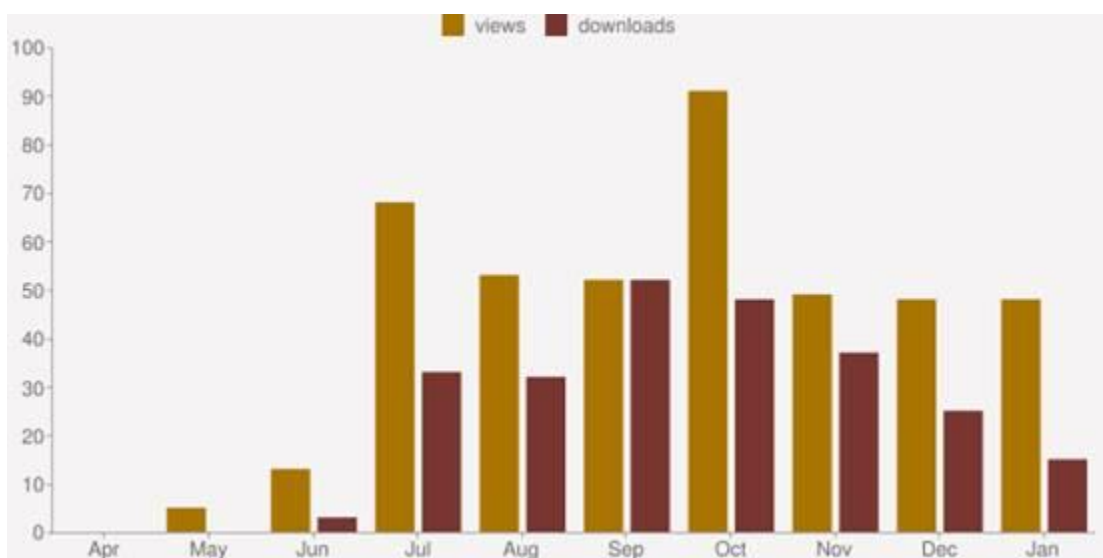
The company leaders will be reaching out to all Executives in 2016 to do this planning session and I know each of you will benefit greatly from the experience.

Meaningful ongoing live and online training.

This year we will be publicizing ongoing live and online training for each of you to benefit from in 2016. You will see in the next bullet point where you can access the complete Company Calendar of events including Company Meetings, Training Sessions and other important events.

Last year we introduced one of the most comprehensive online training programs in the country provided by “David Knox Productions.” As you can see from the graph below we continue to expand the usage of these Training tools and have had a great deal of positive comments on the quality and content!

David Knox Productions Training Results for RENA



Company Compensation Plan

We are pleased to announce that **there will be no changes or increases** in the Company Compensation Plan. However, many of you may not be aware that we have added a new no monthly fee 70% in 2015 (Tech Fees Still Apply). This plan offers Executives to potentially CAP in less than 10 transactions depending on your average sales price. If you have any questions on this plan please ask for a copy and we will be happy to provide you the information you will need to make a great decision.

Prime Agent and Calendars of Events

Realty Executives International has made great strides in 2015 and one of the bigger improvements is the Prime Agent Back Office Communication System. If you go to the company website www.RealtyExecutivesAZ.com and scroll down to “Prime Agent - Company Intranet” you can login to this site. Each of you should have already received your personal login information but if for any reason you have lost it please email RenaExecutiveServices@realtyexecutives.com to obtain this information. In this program you will now find a wealth of information, offerings and the Company Calendar of Events. You will see the upcoming events on the home page or you can go to a monthly calendar by clicking on Training at the top of the page and then Training Calendar.

Enhancements in the Company CAPPING program

As of the start of 2015, all **new Executives** have been on their personal Anniversary Date for CAPPING calculation. This was in response to two issues. 1.) To eliminate the need to prorate CAPPING numbers for each Executive. 2.) To even out the Company cash flow each year so as to have a lessening effect on the end of the year reduced cash flow.

This year we will be making that same change for **all Executives that did not CAP in 2015**. This represents great news for each of you as you may very well CAP much sooner than the end of this year! Lou has done all the calculations for each Executive and will be tracking this closely. If you wish to get your Individual CAPPING calculation and where you currently stand please email Lou and copy Cynthia and me but please be patient as we are currently in the middle of preparing your 2015 tax information.

For those **Executives that did CAP in 2015** I will be reaching out to each of you to discuss different options and develop a plan that works for **you!**

Ongoing Company Meetings to access from more than one location

Our last Company Meeting was a wonderful success so we will continue the process of having these meetings based from the Prescott Yavapai Title Junction Office with remote location access primarily at our Prescott Valley and Sedona offices so we can keep track of the attendees and most important – FEED YOU. This can and may change based on needs. For those of you that will be out of town during the meeting and wish to attend, we will provide access to the meeting. However, please understand this is a service that will only be provided to Executives that are out of town the day of the meeting. You will be provided instructions on how to attend the meeting online.

That is all to report this Month but much more will be announced in subsequent Newsletters!!!

