







## Darrell Chamber: Action Plan

Date Revised: 10/05/09

Priority	Team Member Goals & Action Items	Who	Year End Target	% Complete/ YTD	Status/ Variance	Start Date/ End Date	Comment
<b>2.1. Consolidation and refinement of the entire organization (Quarterly)</b>							
Normal	2.1.1. Staff reduction made possible by real estate software	Darrell Chamber		100 %		7-1-2008, 6-30-2011	
Normal	2.1.2. Annual rent increases to our tenants at both locations	Darrell Chamber		100 %		7-1-2008, 6-30-2011	
<b>3.2. Good Customer Value: Increase the available information that is unbiased and readily available to help the customer make the right decision the first time. (Annually)</b>							
Normal	3.2.1. Full disclosure given to all buyers	Darrell Chamber		75 %		7-1-2008, 6-30-2011	
<b>4.2. Develop a program of investment seminars in which individual investors would be invited to attend a series of presentations regarding both commercial and residential foreclosures. (Annually)</b>							
<b>5.1. Develop public seminars for distressed homeowners (Annually)</b>							
<b>5.2. Develop a brochure for general distribution to the public, that would explain the legalities of short-sales (Annually)</b>							
Normal	5.2.1. Contact an attorney to help develop subject matter for brochures	Darrell Chamber		0 %		7-1-2008, 6-30-2009	
<b>5.3. Develop material for the buyers of short-sale properties (Annually)</b>							
<b>9.3. Consider the concept of actually developing teams of agents for a specific sales purpose ()</b>							

Normal	9.3.1. Develop teams of agent to "sit floor" for housing developments	Darrell Chamber		0 %		7-1-2008, 6-30-2009	
Normal	9.3.2. Expand participation in the Costco "sit floor" program	Darrell Chamber	12	25 %		7-1-2008, 6-30-2009	




**10.1. Evaluate current commission splits (Annually)**

Normal	10.1.1. Review the current split and make appropriate changes according to previous years sales volume and gross commission income.	Darrell Chamber		0 %		7-1-2008, 6-30-2009	
Normal	10.1.2. Develop a bonus program	Darrell Chamber		0 %		7-1-2008, 6-30-2009	

**10.2. Evaluate and implement new training procedures and programs. (Monthly)**

Normal	10.2.2. Develop a program for "continued education" credits	Darrell Chamber		100 %		7-1-2008, 6-30-2009	
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**10.3. Encourage a positive sales environment (Monthly)**

Normal	10.3.2. Holding motivational seminars	Darrell Chamber		0 %		7-1-2008, 6-30-2011	
Normal	10.3.3. Provide each sales associate with a company shirt; this is a marketing tool for us and them	Darrell Chamber		0 %		7-1-2008, 6-30-2009	
Normal	10.3.4. Encourage new ideas for sales associates	Darrell Chamber	12	75 %		7-1-2008, 6-30-2009	

**11.1. Develop a list of professional and personal relationships with sales professional outside the industry. (Monthly)**

Normal	11.1.1. Further develop the list through external contacts, such as personal friends and acquaintances.	Darrell Chamber	4	0 %		7-1-2008, 6-30-2011	
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**11.2. Develop a compensation package to entice these professionals to come to work for us. (Annually)**

**11.3. Organize a program that will contact the individual and offer them the opportunity to join us. (Annually)**