

Judy LaDeur International

Are you looking for a more customized approach to your growth and development?

Judy LaDeur offers customized on-site consulting and training services. This service is for a select number of companies with very specific and strategic growth plans who prefer not to be part of a group training session.

Those companies who are a good fit for onsite consulting and training are the following:

- A company with 6 or more managers, trainers and executives who prefer a customized training program specific to their company, on site.
- A real estate company with a unique selling proposition, unlike other real estate companies in the market.
- A firm with one or more recruiters who need training or specialized skill development in one or more areas to enhance recruiting efforts.
- Companies with 100 or more sales associates who are looking for an outside opinion/consultant to offer assistance/recommendations with regard to the next level of growth.
- Companies who are looking for have someone oversee their leadership team and provide valuable feedback to the officers in the company.
- International clients who prefer to bring Judy LaDeur to their company, verses bringing their team to the US for training.

When consulting with an office, my goal is to support your ability to hit your goals, whatever they may be. Most clients are looking for assistance to keep recruiting a priority, to increase the accountability of their recruiters/ managers, and increase the number of hires as well as the overall profitability of the office/company.

The first step is a free consultation call to assess your needs. This consultation call will last approximately one hour. The goal of this call is to determine which services, if any, are appropriate for your company as well as your short and long term goals. The following are services which we offer, designed to support your growth and development.



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Services offered:

- **1-4 days of training on site for your team:** This is referred to as onsite training. This is very common for international clients, as well as large multi office firms. The number of days needed would be determined on the initial consulting call.
- **Ongoing onsite training/ consultation:** This service is very customized to the client's needs which can be a combination of any or all services offered. The agreement for this service is for a period of one year, but can be extended for any period of time needed. Judy would work on site with your team 4 times per year, and communicate monthly with your team via one on one coaching calls, group calls and email. Judy is available to your team whenever needed.
- **Fine tuning/training of recruiters:** After your recruiter has been trained, you may see that they start to fall into habits or patterns which are comfortable to them. As they develop their own style and habits, it is common for the recruiter to forget many of the techniques which they learned while in training. One of the fastest and easiest ways to get your recruiter back on track is to have me work on site for 2-3 days and sit on their actual interviews. By watching what they do and say it is very easy to quickly correct any skills which are not being used correctly. Each interview is analyzed immediately and specific skills are implemented in the following interview. Most recruiters will double or triple their hires each month with just 2-3 days of working together one on one in the actual interview. Brokers will have an opportunity to observe their recruiters in action and will be involved in any critiques or evaluations.
- **Onsite Consultation:** This service is for any company who wishes to engage the services of Judy LaDeur for 1-3 days without the obligation or need for ongoing services and or training.
- **One-on-One personalized coaching:** Each month I would spend one hour on the phone with each of your managers, recruiters, or anyone who is in need of recruiting and or leadership support. It is designed to keep the individual accountable and on track for their results. This is our **Coaching program**. On our coaching calls we discuss topics such as the number of agents in their pipeline, the dialog for the calls which they are making, as well as ideas to get them face-to-face with more agents. We would also discuss the agents that they are currently talking to, and the issues that we need to overcome so that they can recruit those agents.

"There are many consultants who know the metrics of the brokerage business. There are a few who understand the human dynamics of clients and their firms. Judy LaDeur is among the handful throughout the industry who get both and has the experience across the years and hundreds of clients to really know where the keys to success will be for each individual client." -**Steve Murray, President, REAL Trends**

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Fee structure of services offered:

One on one personalized coaching is \$496 per month, per person who is being coached.

Marketing services: We can provide an initial package of over 100 recruiting letters, with additional letters, notes, emails, etc. provided each month. This service is an add-on service to be combined with other services. There is an initial investment of \$79 for the **Ultimate Real Estate Recruiting Letters and Marketing Resource Library** at the time of the agreement, and a monthly investment of \$12 per month for on going marketing support.

CRM data management services: Judy LaDeur has developed a CRM product specific to recruiting and developed just for brokers and recruiters. The CRM sells for \$_____ with a monthly ongoing fee of _____ for as long as you retain the service.

Onsite training: \$3500 per day plus expenses to include hotel, transportation and meals. Flights in excess of 4 hours to be booked in Business Class. Training is conducted 9-4 each day. At the end of the training, the client will meet with Judy for a one hour debrief/ daily assessment each day to evaluate the team/recruiter and their progress. Clients who commit to a minimum of 8 days of onsite training/consulting in a single calendar year, receive the preferred rate of \$2500 per day plus expenses.

Onsite consultation services: \$2500 per day plus expenses hotel, transportation and meals. Flights in excess of 4 hours to be booked in Business Class. (International Clients with destinations/flights more than 6 hours from Chicago IL., the minimum number of onsite training days per booking is 3 days. Judy LaDeur will arrive 2 days before her speaking engagement and will depart the day after her last day of speaking. Hotel accommodations shall include the additional two days prior to her speaking engagement. Business class airfare and all transportation and meals to be provided by the client.

With regard to the **Onsite Training/ Consultation Visits**, they are customized to your specific needs at that time, and they are customized to that specific company. Visits can be scheduled quarterly or on an "as needed basis."

"I have work for many years with Judy as our Recruiting Coach & Consultant and would like all Brokers to know that Judy is a significant resource for getting regular growth and retention happening in your company. Our Metro Vancouver Properties group in Vancouver, BC, Canada with 10 offices and 550+ agents was the winner of the REMAX international Worldwide Sales Volume award for Multi Offices for the years 2009 through 2011 and Judy was very much a part of that success. I urge all REMAX Brokers to act now as the opportunity of a lifetime is in front of you with the US economy on the rebound. The early subscribers to professional coaching for their full time recruiters and managers will be the award winners of the future. All I can say is thanks a million Judy!" - **Deborah Upton, Vancouver BC Canada RE/MAX Metro Vancouver Properties**

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Activities which can be scheduled are:

- Recruiter/Group calling to book appointments with potential recruits.
- Review skills and practice objection handling with your team
- Sit in and observe/evaluate actual interviews with recruiters or managers.
This is a great exercise to fine tune skills.
- Set recruiting goals with you and your team.
- Determine and develop marketing strategies.
- Hold a recruiting event while I am there
- Guest speaker at an event for your agents/ retention & training
- Advise you with regard to company operations, personnel, sale of the company, franchise affiliation, recruiting systems, strategic growth plans and leadership/retention strategies.



Once those needs are determined and the services are agreed upon, I will forward an agreement outlining the specified services, and the fees for those services. Some clients prefer to start with an initial plan, and then modify the plan as the company continues to grow. The cost of any monthly services will be billed each month to your credit card which is kept on file. The charge for on site visits, plus expenses is billed when the visits occur. A 50% deposit is required at the beginning of the contract to secure the dates for on site visits. The balance for each trip is due on the day before each visit. A 30-day advance notice is required to cancel a trip which is scheduled.

If at any time you are unhappy with the services that I offer, please communicate those concerns directly with me. I will always work toward resolving any issues or problems that arise. In addition, if you or I feel that the arrangement is not working or does not fulfill the expectations that we had when we started, the agreement can be cancelled by either party with an advance 10 day written notice.

"Judy LaDeur has been the Mentor for our Management team at RE/MAX Legacy Realty since its inception. She is dynamic in her approach challenging even experienced management and ownership to new levels of achievement in recruiting, retention and business management. It has been a pleasure to work with Judy as she challenged us to even greater achievements. The proof of her approach is in the results. In our particular case, a new RE/MAX office in Mississauga in September 2012 now has over 75 experienced Realtors in just 7 month producing very strongly! After only four years in the business, our brokerage is now among the Top 20 brokerages in the Toronto Real Estate Board for sales transaction ends. Judy was an integral part of the development of our successful recruiting, retention and development program. Thank you, Judy for your assistance!" - **Darryl Mitchell, Manager Broker, RE/MAX Legacy Inc. Brokerage**

To learn more, call Judy today at 630.402.0898

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