

# LAND AGENT'S THREATS

PRESENTED BY WAYNE JOHNSON

## HOW TO RUN A VIABLE BUSINESS WITH A LONG-TERM FUTURE

For Principals & Sales Consultants  
running a business within a business



### LEARN HOW TO

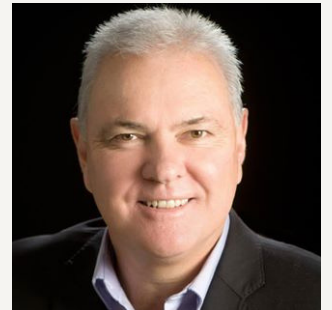
#### IS YOUR BUSINESS STRUCTURED TO REMAIN PROFITABLE AND SUSTAINABLE?

This workshop, presented in an easy to digest manner, examines multiple scenarios demonstrating the effect on the net profit levels of various gross commission returns (average \$ return per transaction), sales commission structures and the growing level of referral fees paid to intermediaries

#### The workshop covers the following topics:

- The notion of adequate compensation for business owners
- The critical implication of the margin of gross profit
- Average gross commission returns
- Sales staff remuneration structures including the impact of the new Award introduced on 30th April 2018

- Calculate the thresholds for costs and commissions to breakeven
- Calculate activity necessary to maintain breakeven point - client contacts, listing opportunities, listings, sales
- Set targets & forecasts based on your average commission
- Shows what you need to do to make a profit & to be successful
- Look at a typical scenario analysis
  - desk cost per sales person
  - break-even point for sales
- Look at strategies to improve the bottom line
- Determine what commission rate you should walk away from
- Change your existing model to your advantage
- Discover the break-even point for each transaction
- How many appraisals, listings, and sales do you need to produce an average commission



### Wayne Johnson

Society of Auctioneers & Appraisers (SA) Inc President in 2008, Wayne has 30 years of experience in Real Estate including Sales and Property Management, multiple office agency ownership, National franchise CEO, and risk management consultancy. Wayne has an MBA - Bachelor qualification in property and is a qualified workplace trainer.

#### Society of Auctioneers & Appraisers (SA) Inc.

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With multiple disruptors all looking for their share of a decreasing commission pie, the industry is facing intense competition with enormous pressure on professional fees.

**Thursday 28th February 2019**

Fullarton Room | Arkaba Hotel  
150 Glen Osmond Rd, Fullarton  
8:30am for 9am start  
\$79 each

**Bookings in by Fri 8 Feb please**

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