

ROYAL LEPAGE ESTATE REALTY: CASE STUDY

How Royal LePage Estate Realty helped Real Estate Representatives increase their profitability & performance by 500%

SHEA WARRINGTON



“Joining Royal LePage Estate Realty provided me with a world-class brand and culture of performance and support with tools I’ve leveraged to become #1 in my market place.”

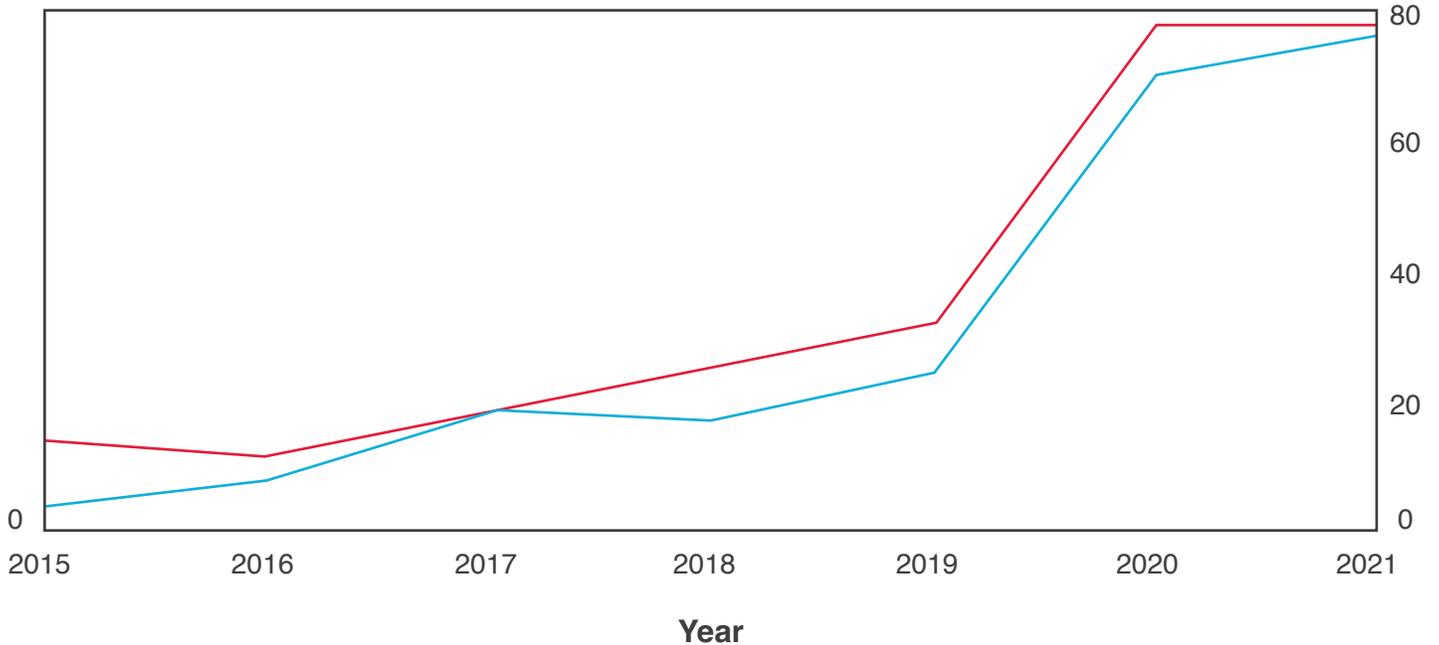
Shea Warrington has been working with Royal LePage Estate Realty for 6 years and has always had an understanding of the powerful brand Royal LePage has. Shea values the warm welcome she receives at every opportunity, and feels the team is more than a team - it’s a family. Shea came to recognize her aspirations were more achievable with Royal LePage Estate Realty.

Challenge - Unstable support affecting growth:

Prior to Royal LePage Estate Realty, Shea worked for a low cost and no name brokerage with little support. This resulted in not having the most profitable experience both financially and personally. Services at Royal LePage Estate Realty that Shea has optimized in order to continuously grow her business are the in-house marketing department, as well as support from agents and the management team. Additionally, the special training services and events that are provided, such as Richard Robbins, Buffini and Pillars Threshold provide her with even more resources and support. Shea’s success is further bolstered by Royal LePage Estate Realty’s other available services such as the Mobile Marketing program and the use of an in-house marketing team to keep her on top.

Gross Comission Income & Closed Trades

■ Gross Comission Income ■ Closed Trades



Solution: After joining Royal LePage Estate, Shea realized the powerful brand behind her and leveraged this with her clients to become as successful as she is today, reaching the top percentage in her marketplace. She worked closely with the Broker of Record/Owner, Chris Dunlop, to ensure the success of her business and watched herself thrive in the following years.

The Result: 500% increase in her business: after strategic business planning and seeing where Shea could take her business, she worked hard for her goals and achieved name recognition and strong performance within her marketplace, with the assistance and support of Royal LePage Estate Realty. Her business grew 500% within the six years of being an active agent with Estate Realty and continues to grow.

Helping you is what we do.

