

ROYAL LEPAGE ESTATE REALTY: CASE STUDY

How Royal LePage Estate Realty Supported A Brand New Agent Grow their Business 200% Within Two Years from Brokerage Support.

CORINNA TAYLOR



“*felt like I was going to be a part of something bigger here and not just a number - Corinna Taylor*”

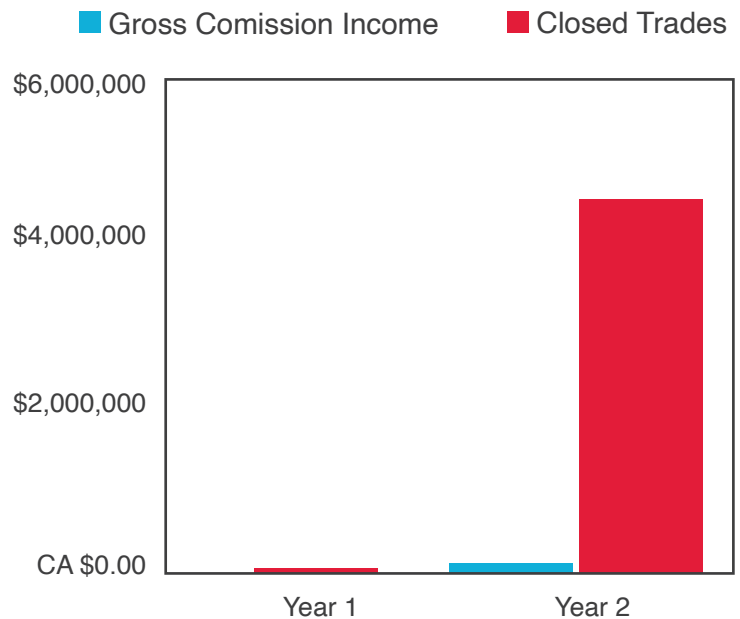
Corinna first began her journey with Royal LePage Estate Realty as a new registered salesperson fresh out of the gate. She always had a passion for real estate and worked on investment properties until she obtained her license. She had strong experience and knowledge in sales as well as staging, which is where her passion stemmed from.

Challenge: Getting Started Corinna started her real estate business at the beginning of the pandemic and understood it would be a challenge to get started as a new agent. With previous experience in sales and her knowledge of staging and being client focused, Corinna initially needed support in the more administrative side of the business, with back end paperwork and assuring her work was higher than industry standards.

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Solution: Through the support of the brokerage leadership team, the new agent training, and having influential and supportive agents surrounding her, she was able to get her business to where it needed to be within her first year. Corinna optimized the training resources such as Estate Realty's Pillars Threshold Program, Buffini, and Richard Robbins courses in order to understand the administrative side of the business and achieve success. She knew from the beginning that the team she joined has agents that are collaborative and supportive, which is one of the many reasons she went go with Royal LePage Estate Realty. Corinna also took advantage of the Lease Lead Program, which allowed her to build her Book of Business for her subsequent years by successfully developing her repeat and referral business from the Lease Lead Program.

Business Growth by 200% within 2 years



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thanks to the support and training provided by the brokerage and leaders at Royal LePage Estate Realty. Corinna now has confidence in doing full circle servicing with her clients and has built a strong repeat and referral business through the lease lead program.

Results: With her strength in building relationships and understanding sales, her skills in staging, gaining new knowledge in the negotiation process and building confidence within herself by taking her training and development head on, her business grew 200% within her first two years of being with Royal LePage Estate Realty. Corinna has made a name for herself within the brokerage and within the industry due to hard work and dedication,

"With the family I've built here, and the foundation of my business, I couldn't see myself anywhere else. They really provide something different here. There is no competition but collaborator, teachable moments and memories I'll never forget." - Corinna Taylor

Helping you is what we do.

