



## The 20 Best Evolved Mistakes & Business Practices for Real Estate Expansion

KELLERWILLIAMS.

### **What is one thing you've learned about expansion that you wish you knew when you started?**

1. Have cash reserves—finding a pipeline of leads and the right people can take longer than you think
2. I wish I knew how big the opportunity is
3. Leading from a distance is a learned skill
4. Have your Value Proposition clearly outlined from day 1

### **What is the biggest mistake you've made that you would coach others about?**

1. Validating talent is a step you can't skip
2. Don't overpromise your physical presence, especially if your next site is far away
3. Expanding too fast with less than ideal candidates is not a good recipe for success
4. Don't wait to lead generate—you should lead generate six months before you expand

### **What best practice have you learned that is the most crucial for your expansion success?**

1. It's all about the WHO!
2. Meeting with Team Leaders and OPs before you start talking to talent
3. Commit to one-on-one coaching with each member of the team— including those in the Hub. You are creating change and you need to make it happen!
4. Expand close to home first
5. Hire an Expansion Director after two additional locations

### **What has been the most effective way you've lead generated in a new area?**

1. Online buyer and seller leads
2. Farming (minimum of 3,000 households)
3. Cold calling
4. Building through the Expansion Partner's Sphere
5. Circle prospecting
6. House valuation
7. Calling expireds and FSBOs