

INCREASE YOUR PROFITS COURSE

CREA (I)

July 3rd 2014



Some Feedback from the Participants....

Great program, very useful and informative

Shama – isearch properties

Great experience, been to trainings before but this is awesome

Payal Vinod – Square One Realty

Great experience and knowledge, glad I attended

Manju Kanna – Square One Realty

Really helpful and look forward to attending the next course

Maanas – Elegance Enterprises

Very Informative, look forward to more

Manish Sharma – Elegance Enterprises

Very good and informative, no doubt about the knowledge of Sandy

Govindra Raj – Sherwoods

Truly Inspiring, content, experience and delivery – superb !

Roopa Saldhana – Remax

Refreshing and Informative

Manjesh SR – Streetlight Property

Excellent Presentation

Raghavendra PV – Bangalore Estates

Very Helpful Presentation

Neetha – Bangalore Estates

Great content, I hope I can change the way I look at the market

Varadarajan G

Very Informative and interactive session

M N Narahari – Sherwoods

Really Useful

Aman Sinhal – Agarwal Realty

Very good session

Amit Banerji – Ascot Property

An excellent workshop, looking forward to attending more

Keshal R – Ever Realty

The Confederation of Real Estate Associates (India) - Increase Your Profits Course Notes

COURSE SCHEDULE

- | | |
|---------|---|
| 9.00 | 1. Registration, seating and coffee available on arrival |
| 9.30 | 2. Welcome by Mr Samir Arora, General Secretary CREA (I) |
| 9.45 | 3. MANAGING for Profit <ul style="list-style-type: none"> 3.1. What sort of business do you want to have ? 3.2. What are the challenges you are facing 3.3. Risk & Reward 3.4. The Cash Flow Quadrant 3.5. The Major Ingredients of a successful business 3.6. High Performance Leadership 3.7. Being an Effective leader 3.8. A Motivational culture 3.9. Your Personal Plan 3.10. Understanding the Numbers 3.11. The 6 keys to Greater Profit 3.12. Key Financial Points you should Know |
| 11.00 | COFFEE |
| 11.15 | 3.13. Setting up a workable Chart of Accounts |
| | 3.14. A basic Chart of accounts |
| | 3.15. A detailed Chart of Accounts for a Real Estate office |
| | 3.16. Benchmark Your Numbers |
| | 3.17. What are your KPI's |
| | 3.18. How do you track your KPI's |
| | 3.19. How to create a viable financial plan |
| | 4. MARKETING for Profit <ul style="list-style-type: none"> 4.1. Getting Profile without Spending your Money 4.2. How to get the Seller to pay for Marketing 4.3. On line Marketing 4.4. Data Base Marketing |
| | 5. PROPERTY MANAGEMENT for Profit <ul style="list-style-type: none"> 5.1. What is Property Management 5.2. How do I charge for the service 5.3. How do I deliver the services required 5.4. What will it mean to my profitability |
| 1.00 PM | 6. Close the session and complete survey |

Participants Ratings

Managing for Profit						Marketing for Profit					Property Management for Profit						
Presenter Delivery	Presenter Knowledge	Content	Visual Aides	Course Notes	Overall Rating	Presenter Delivery	Presenter Knowledge	Content	Visual Aides	Course Notes	Overall Rating	Presenter Delivery	Presenter Knowledge	Content	Visual Aides	Course Notes	Overall Rating
8.4	8.9	8.7	8.5	8.7	8.7	8.5	9.0	8.8	8.6	8.6	8.7	8.5	8.9	8.7	8.4	8.8	8.7