

ELITE

RETREAT

2025

Growing Your Business While Growing Your Family

Mikki Ramey
Broker/Owner of Healthy Realty
Charleston, SC

ELITE RETREAT 2025

**To be “successful”
with both, you must
BE INTENTIONAL
with both!**

Families Grow Quickly!



Your Real Estate Career Should Grow Too!



SOLO AGENT

THIS WAS
NOT
WORKING!



WHO CAN RELATE?



“AH HA” DISCOVERIES FOR ME...

**HIRE
GREAT
PEOPLE.**

**IMPLEMENT
EXCELLENT
SYSTEMS.**

**TEACH THE
PEOPLE THE
SYSTEMS.**

**If you are intentional, you create
your own future.**

**If you are not, someone will
create your future for you.**

-John Maxwell

MY FIRST HIRE

THE “NANNY-REALTOR”



**Showing properties is
the greatest stress on
your time. You need a
showing assistant!
(BUSINESS PARTNER)**

MY NEXT HIRE

**TRANSACTION
COORDINATOR/
SHOWING ASSISTANT**



Once these agents were better at showing homes than being a nanny or TC, I started to grow a team.

WHO DO YOU HIRE?

(WHAT QUALITIES DO YOU HIRE?)

**KINDNESS
/LOW
DRAMA**

TEACHABILITY

**HEART TO
SERVE**

OUR TEAM TODAY

1

TEAM LEAD
+
OPERATIONS
MANAGER

2

10-15
AGENTS

3

TEAM OF 3
TCs

4

ISA

**YOU SHOULD HIRE
ONLY IF YOU HAVE
SYSTEMS IN PLACE TO
TEACH THOSE YOU HIRE.**

HAVE SIMPLE SYSTEMS

1

Collect names, numbers, emails, and addresses of “people.”

2

Add the above to your DATABASE.

3

Identify each as a buyer, seller, or both.

4

ALL content must be buyer OR seller focused.

5

Call, email, and text
CONSISTENTLY
with the buyer or seller focus.

6

SET APPOINTMENTS!!!

COLLECT CONTACT INFO

1 OPEN HOUSES

2 ONLINE LEADS

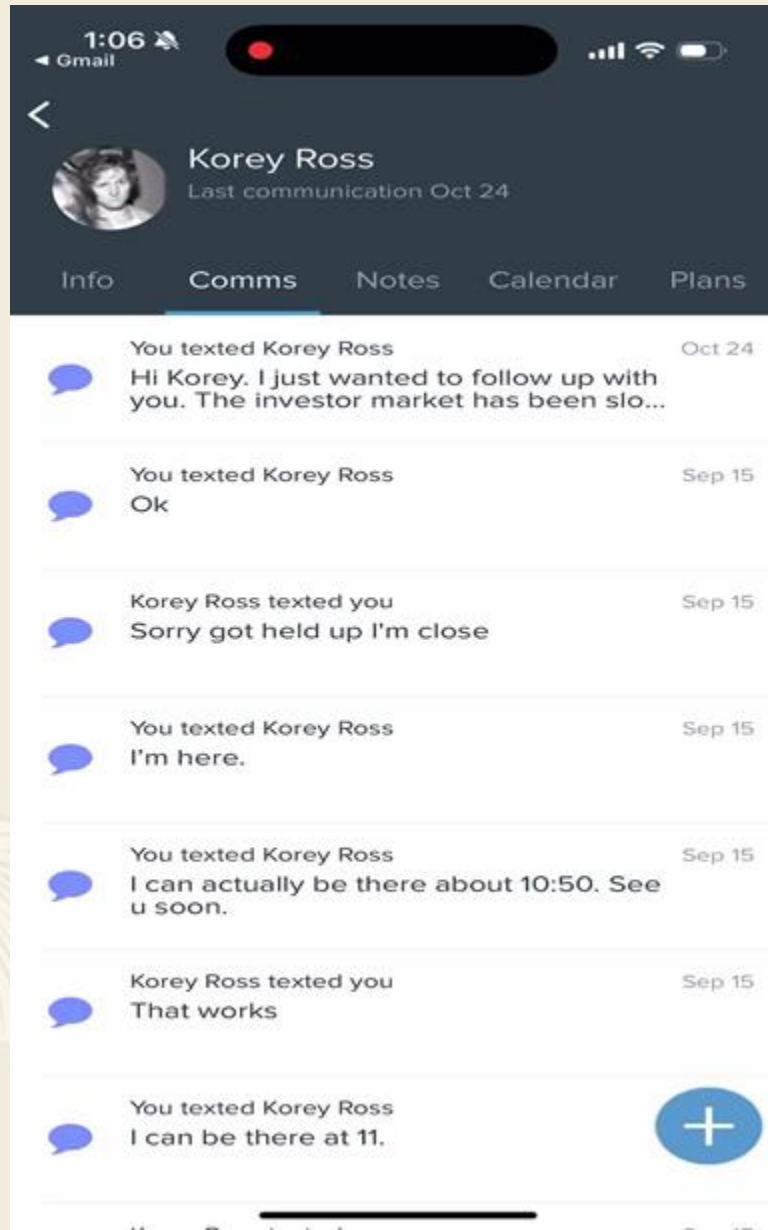
3 EVENTS

4 TEACH REAL
ESTATE CLASSES

5 SOCIAL MEDIA
DMs

6 FSBOs and
EXPIREDS

OVERWHELMING DATABASE



DATABASE HACKS



People



Inbox



Tasks



Calendar



Deals



Reporting



Admin



Search



Ellen

Last Communication 3 days ago



(mobile)



1305 Grassy Hill Ct



Background

This is Dr. Christine Canavan's mom.
1663 sf., 3 bed, 2 bath, 1 story, Tanner Plantation.
Bought on 01/21/2005 for \$168,320.
Should list for \$425K.



Details

Stage Active Client-Seller

Source Referral by friend, 3 months ago

Agent Mikki Ramey



Create Note



Send Email



Text



Log Call



How it works

Add notes or type @name to notify

Create Note

All

2

3

20

4

0

0

0

Filters



Mikki Ramey > Ellen Clayton (3 min 9 sec)
Dec 20



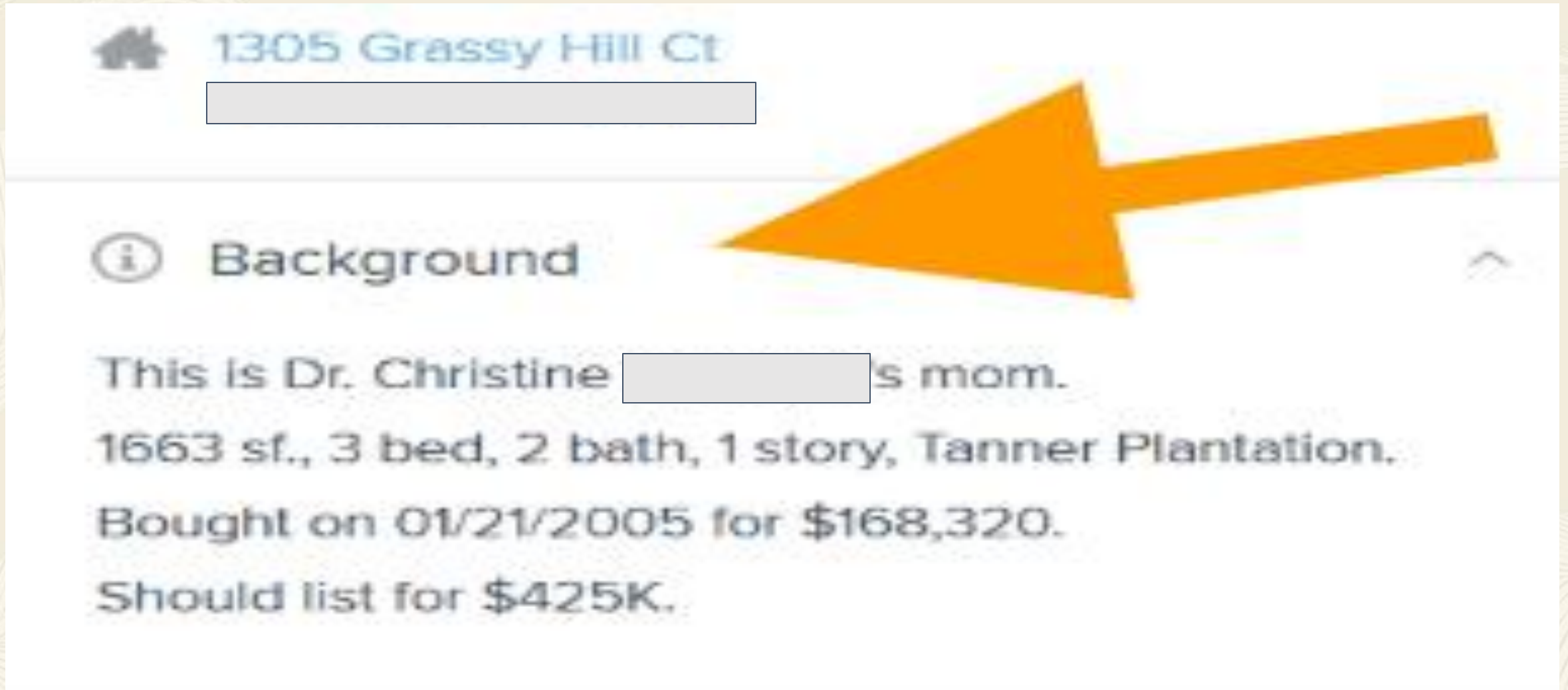
Add call notes...


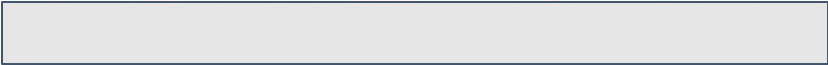
Summary



Transcript

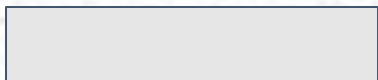
- The lead confirmed that the painter has completed the work, and the results are

Listing-Focused, Detailed



 1305 Grassy Hill Ct



 Background 

This is Dr. Christine 's mom.
1663 sf., 3 bed, 2 bath, 1 story, Tanner Plantation.
Bought on 01/21/2005 for \$168,320.
Should list for \$425K.

Buyer-Focused, Detailed

Background



Jean s Dad. Wants to buy a 2-3 bedroom in Mt. Pleasant ONLY. Price range is under \$450K. Currently sending listings. Lives in FL. Will look for properties in person on Dec 9, 2024.

The background features a light beige color with faint, stylized line art of various leaves and ferns scattered across the surface. The text is centered in a bold, orange, sans-serif font.

**YOU NEED
STANDARDS IN
YOUR BUSINESS
AND
YOUR FAMILY.**

ELITE RETREAT 2025

STANDARDS WITH FAMILY

1

Have fun together!

4

Surround yourself
with good friends.

2

School is your job.

5

Church on Sunday.

3

Serve together!

6

Our home is made
for hospitality.



SERVE
TOGETHER



HOMES ARE MADE FOR HOSPITALITY

The background features stylized, light green leaf patterns on a cream-colored background. The leaves are arranged in a way that they appear to be part of a larger plant, with some leaves overlapping others.

PURPOSE

~~PROGRESS~~

NOT
PERFECTION.

ELITE RETREAT 2025

2 SIMPLE TAKEAWAYS

1

SET APPOINTMENTS WITH YOUR FAMILY!

2

SET APPOINTMENTS WITH YOUR CLIENTS!

DM me with the word “ELITE”

Mikki Ramey
843.478.1684
mikramey@gmail.com

FOLLOW ME ON INSTAGRAM

