

THE \$200K REAL ESTATE PLAYBOOK: SYSTEMS THAT WORK

Turbocharge Your Growth With Checklists And S.O.P.s

The Secret Sauce To Real Estate Growth: Systems And SOPs
For Everything

LOURDES
MAESTRES

 COMPASS

 @lourdesmaestres



AT A GLANCE

Imagine increasing your annual sales by 30% without having to add a new lead pillar to your business but by creating the perfect SOP to maximize your current business and never lose a client again. Whether you are a solo agent that wants to build consistency or you want to build a team- you can never do it right unless you have SOPS that match your goals.



**Fort Lauderdale,
Florida**

PRIMARY MARKET



\$597k

AVERAGE PRICE POINT



15

YEARS IN REAL ESTATE

2023 PRODUCTION STATS

199

TRANSACTIONS

\$87,197,924

SALES VOLUME

\$2,025,066

GCI

TOP LEAD SOURCES

- ✓ Online Leads - 52%
- ✓ Sphere - 21%
- ✓ Past Clients - 12%

PRODUCTION

70% | 30%
Buyers | Sellers

TEAM STRUCTURE

- ✓ 12 agents
- ✓ 8 staff members

Lourdes ON COACHING



Throughout my real estate career, I have always valued coaching, but joining Tom Ferry's team coaching in 2019 was life-changing. As a solo agent, I felt like I was winging it and didn't have a "real" business. **My coach and the support of this ecosystem helped me build a solid business foundation and implement essential systems.** My coaches provided invaluable guidance in refining my strategies and growing my team. **With their help, I've achieved remarkable success, generating \$2.5M-\$3.3M in gross commission income annually, improving my quality of life, and fostering a network of supportive, like-minded professionals.** The resources and collaborative spirit within the Tom Ferry ecosystem are unparalleled. There is absolutely no comparison—no broker or other company offers what the Tom Ferry organization does.



BY THE NUMBERS

97

Individual SOPs recorded in operations manual

50%

Increase in overall efficiency due to systems

\$6M+

GCI produced through systems in 4 years (2024)





THE STORY

Lourdes was burnt out. She had been pulling 14-hour days and juggling all aspects of her business alone. And there came a point when it became unsustainable. She joined coaching as part of a plan to embrace the power of systems within a real estate team. "I did the one thing thousands of people that sign up for coaching say they want to do," she states. "I created standard operating procedures for every aspect of my business."

Lourdes learned a crucial lesson: people don't love systems, but they love the results they produce. Her streamlined processes eliminated stressors and inefficiencies, freeing her up to focus on scaling her business. "Working on the business instead of being stuck in it," became her mantra. This shift in focus has led to quadrupled growth in her business.

By systemizing every component—lead management, client follow-ups, transaction tracking, and marketing—Lourdes positioned herself not just as a business owner but as a visionary leader. Her operations run so smoothly that her team can close 200 transactions a year, a remarkable achievement compared to the 40 she managed on average before.

And, best of all, because operating procedures are so clear and effective, the office keeps moving forward and growing, even if Lourdes doesn't come in every day. She often reflects on the importance of preparing for the level of production you actually want. "Are you ready to handle the level of production you aim for?" she asks. **Her journey demonstrates that systems are not just a tool but a vehicle for exponential growth.** Her story is a testament to the power of strategic planning and disciplined execution. With a well-defined system, Lourdes has become an inspirational figure in the real estate community, proving that the right procedures can lead to extraordinary success.



THE STRATEGY

SUSTAINABLE SCALING WITH SYSTEMS

From lead management to transaction tracking, every activity is documented and optimized, leading to remarkable scalability. To scale your real estate business effectively, systems are your best ally.

- Lourdes has an SOP and checklist for everything in her business.
- Everything is stored with google suite.
- Her VA and admin staff have a detailed and organized written process for every activity and process in the business.

BUSINESS TRACKING

Tracking operational metrics is crucial. Lourdes' team now handles 200 transactions annually, an impressive leap from the 40 she managed solo. Such exponential growth is the result of meticulous tracking and data-driven decision-making.

- She has Monday accountability meetings at 8am to review progress towards goals, wins, challenges and set the new goal for the week.
- Each agent reports their numbers DAILY through Slack automations.
- Agents report on their performance and activities such as: how many new customers met, existing customers met, listing appointments completed, buyer consultation completed, buyers agreements signed, 1-time showing agreements signed, referrals received, offers written and total number of showings for the day.
- All agents are held accountable with a fully automated system. The VA will cross reference the agent's daily reports and identify any missing information, then update the daily scorecard and weekly report.
- Lourdes has an executive meeting every Monday to go over numbers and identify problems.
- Agents receive a regular cadence of one-on-one's, including monthly reports with a summary of their income producing activities, conversion rate and results to drive accountability.



THE STRATEGY

OPERATIONAL PROCESSES

By documenting processes and automating repetitive tasks, Lourdes transformed her business into a stress-free, efficient powerhouse. This shift not only improved operational efficiency but also enhanced client satisfaction and team morale. High priority processes include, but are not limited to:

Lead Management Process

- The SOP outlines every step of the process. Including who is responsible for what. The sequences of the contact points.
- The systems and statuses that must be changed to advance the process.
- An accountability system that agents must follow to handle the lead

Listing Launch System

- Each step of the listing process is documented. There are 12 steps from social to MLS to landing pages
- The launch system starts with step one being in the pre-listing phase and step 12 occurring after the listing has gone live.

Lourdes' 3 Action Items

FOR SUCCESS

1

Do a SWOT analysis of your business to identify the most critical SOPs that should be implemented first.

2

Focus on team autonomy and trust when scaling your business.

3

Update and iterate all of your systems and processes, including responsibilities, and establish an annual review process for them.

6 Things Lourdes Will Do

MOVING FORWARD

1

Continue to focus on her team autonomy with each department owning 1-2 projects max per quarter.

2

Regularly update all processes and procedures to ensure these systems evolve to meet new challenges.

3

Deepen her commitment to disciplined execution and continuous improvement.

4

Conduct focused analysis of all social channels and other marketing metrics as a basis for process revisions.

5

Find more opportunities for growth through efficiency and planning.

6

Work with her Tom Ferry coach to help keep her accountable and to help her implement these ideas!

Lourdes' TOOLKIT



Buyer Lead Management Process

An overview of Lourdes' Buyer Lead Management SOP and 8 step process.

Business Activity Tracking System

A Google Sheet template of Lourdes' business activity and agent tracking system.

Listing Launch System

A full overview of Lourdes' listing launch process and step-by-step summary.

[TAP HERE TO GO TO TOOLKIT ITEMS](#)