
Case Study: Mike Brown Group



MBG

MIKE BROWN GROUP
REAL ESTATE

Silvercreek
REALTY GROUP

Growing a business too fast can stall your growth...but leadership, a plan, and execution can right the ship.

MIKE BROWN GROUP: The Background

As Idaho's number two real estate agency, the Mike Brown Group maintained a consistent \$360M over several years. Still, it was frustrating to never get over the \$400mil mark in total home sales.

The Boise, ID, the area has seen explosive growth, especially between 2020-2021, and is one of the top 5 most desired places to live. Growth in the regions was steady, but the Mike Brown Group is no longer growing at the same rate.

The market demand kept agents and the marketing team focused on the day-to-day, with little time left for developing a strategy and executing to reach the bigger vision of the owner.

The bigger vision and mission of the company was to serve over 1,850 families a year. The leadership had created a culture of care for agents and clients, focusing on the importance of relationships, but they knew that those things alone would not be enough to reach their goal.

They needed the plan to recruit new agents, consistently generate quality leads, and help the marketing department work with the agents (sales team) so agents could expand their reach and stand out in the marketplace.

The TEAM:

Leadership Team: 8

Agents: 30

Marketing Team: 7

The CHALLENGES:

- Plateaued growth. Difficulty recruiting new agents. They haven't been able to push past \$360M in sales.
- The need to increase the quality of leads
- IN SHORT: The marketing team focused on the day-to-day. They did not dedicate time to create and execute longer-term company goals, including agent recruitment, developing hyper-focused local content, or a marketing strategy to nurture buyers.

**The GOAL:**

- Scale the marketing efforts to move past \$400M in sales and create processes to reach \$1B in sales in the next ten years.
- Set short and long-term marketing strategies and budgets to recruit new agents and drive higher-quality leads.
- Provide leadership coaching for the growth of the marketing leadership team and create and execute long-term marketing strategies that can be built upon.

THE PLAN:

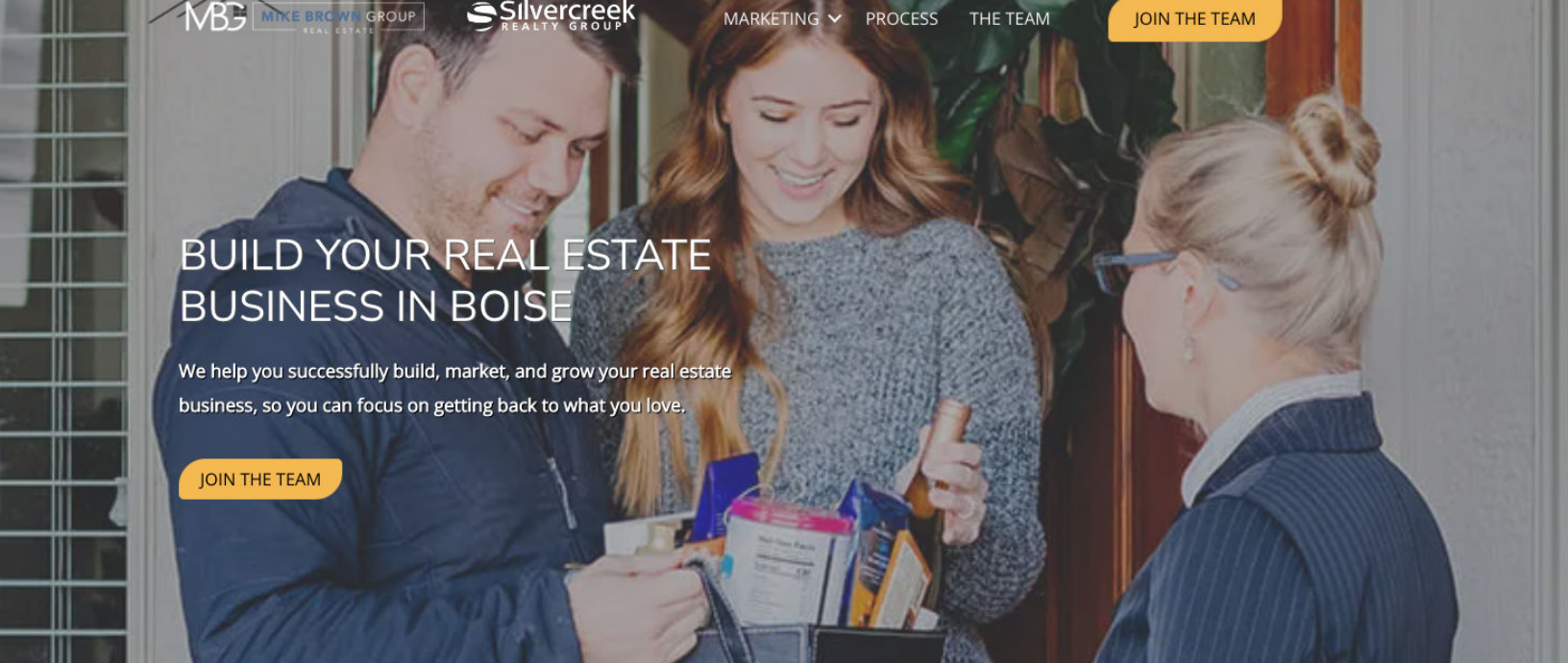
The Mike Brown Group knew it was essential to clarify its mission as a company and fine-tune its brand messaging. They worked on their mission and message but couldn't agree on the right message to present internally to the company and externally to prospective clients.

After meeting with the leadership and marketing teams, we identified areas for quick wins and created a long-term plan to be executed over the next year.

We clarified the Mike Brown Group's mission statement for the overall company to create alignment with the goals and vision for the future. We also identified opportunities for growth from the leadership team, including new employees, a long-term vision for the marketing team, and identifying ways to recruit and retain REALTORS® in a competitive market.

Next, working with the marketing leadership, we clarified the mission statement for Marketing Department, establishing the foundation that they could take action on daily. We also identified issues and gaps in the marketing team, created updated job descriptions, and a timeline for adding new team members to execute the marketing plan.

Identifying potential threats to the organization and the marketing efforts allowed me to work with the marketing team to understand where we are now and what steps must be taken to reach the company's goals.



Using the StoryBrand Framework, we created a clear message and established the foundation of their marketing to build upon. In the first 6-months, we completed the following:

- Mike Brown Group Mission & Guiding Principles
- Clarified the Mission & Guiding Principles for Marketing Department
- New Agent Website: Created messaging, website build, lead magnet, and email nurturing sequence.
- Together We Give Foundation messaging, website, email, and donation campaign.
- MBG brand messaging, wireframe, lead magnet, and email sequences.
- Content strategy for website, social media, and email.
- MBG website build
- LMS with training for agents
- Social Media strategy, including ad spend
- Website and social media analysis.
- Marketing Team coaching and leadership management.
- Agent recruitment with new Agent Recruiter



The RESULTS

LEADERSHIP TEAM:

The leadership team was able to hand off the leadership of the marketing team so they could focus on other parts of their business. To do that, we did the following:

- Weekly leadership meetings to assess the group and goals for quick adjustment
- Confidence in the marketing leader's growth in handling personnel issues and team development.
- Strategic planning for Agent Recruitment

MARKETING TEAM:

The marketing leadership team has become more confident and built on their leadership skills as we have established systems and processes to streamline their workflow.

- Long-term planning and strategy for growth
- Identified and set up a new workflow system for the team.
- Instilled weekly standups with leadership and with the team.
- Team training, including Storybrand Framework, Enneagram Personality Training, Personal Branding, and leadership development as a team member.
- Marketing Team Building

AGENTS:

Throughout the year, we consistently made adjustments to establish internal and external marketing to retain and grow the group. Externally, leads of interested agents went from once a month to several a week, helping take the pressure off the leadership team for cold-calling and appointment setting. Internally, agents participating in an enhanced marketing strategy have seen increased interest and growth.

- Dedicated website for agent recruiting
- Weekly agent emails for lead nurture and driving calls
- Establishing a long-term content strategy for agent lead development.
- Created a Marketing Plan for Agents
- Taught Messaging for emails and social media
- Taught Personal Branding and how to connect with the audience for leads
- Development of a learning management system for agent training.

Mission Statement

Buying and selling properties is an overwhelming and lonely process, making it one of the most stressful times in a person's life. The Mike Brown Group builds relationships by providing the team and tools necessary to serve our clients so they love where they live.

Key Characteristics

PASSION

We have a "Client First" mindset because they deserve the best from us every day.

DRIVEN

We constantly surprise clients with what we know about the area and the market.

INNOVATIVE

We learn and apply new techniques and technologies so clients have the best experience possible.

Critical Actions

WE BUILD RELATIONSHIPS

We communicate weekly with our clients.

WE LEARN

We spend time expanding our knowledge daily to improve our client's experience.

WE FINISH

We do not quit until our client's transaction is complete.

STORY PITCH:

Buying and selling property is one of the most significant decisions in a person's life, with hundreds of decisions to make. When you don't have a relationship or the information you need, it adds stress and confusion to an already complicated process.

At the Mike Brown Group, we believe building relationships is the difference when buying and selling real estate. Our team has full-time, educated professionals dedicated to giving clients the best experience through our service. You can easily navigate the real estate process when you have a relationship with an experienced team.

We build relationships with our team and clients to make buying and selling property a more enjoyable experience.

Theme

When people have a relationship with an experienced real estate team, buying and selling property is a more enjoyable experience.