Landmark Group is a team of Realtors in San Luis Obisbo owned by Jeff Landon. When Jeff was referred to UBP, he said he wanted to work less, have more fun, and make more money. The challenge for Jeff was that he was a solo agent doing everything himself. He did not have sales support and was not very organized with his time. Like most Realtors who have experienced success, he was very reactive to his day, so his marketing was inconsistent. That led to his income going up and down, like a roller coaster.

UBP engaged with Landmark in 2020 and immediately noticed he needed an assistant. We created the position and then hired for that position. This move freed up literally 40 hours per week for Jeff, and now he was able to stick to the calls to his SOI.

We trained Jeff on the Accounts Pyramid, The Perfect Scorecard, the P&L, and the Realtor Roadmap to Success. Along the way, we fine-tuned his scripts as well.

Jeff saw immediate results. His production began to increase so much that he attracted two Realtors who wanted to join his team as buyers agents. UBP helped Jeff create the roles, responsibilities, and comp for the agents to ensure it was worthwhile for Jeff.

We instituted a Marketing Calendar and soon, Landmark was setting records within the brokerage. Because of their production, two other Realtors approached them to join forces, and UBP was there to help structure the deal.

Perhaps the thing we are most proud of is the recent recognition Landmark received. In Q2 of 2022, while most other people in Real Estate were frozen by the market, Landmark’s GCI was over $751,000. Imagine that. During a time of massive market fluctuation and downturn, Landmark stuck to the UBP systems and crushed Q2 of 2022. Q3 was not as high, but it was still awesome.

| Before UBP | With UBP |
| --- | --- |
| Solo agent working 60+ hours per week | Team with paid staff saves him 40 hours per week so that he can focus on marketing. |
| No systems, no CRM, no structure | Implements CRM and all the automation, helps him and his team track important metrics. |
| Inconsistent closings and income | Increased closings and monthly revenue is more consistent. |
| Not tracking any important metrics | Accounts Pyramid is organized and always top of mind. |
| Doing all the work himself | Has a team that he gets revenue from when deals close. Built a culture of ownership, servant leadership, and a vision that everyone understand and loves. |