



A Guided Workbook

to Successfully
Scaling Your Business

Powered by VIRTUANCE



This workbook guides you through questions to build your real estate business foundation and prepare your business for exponential growth! As you move through these exercises, thoughtfully dive deep into each question to help best prepare your business for scalable and manageable growth.

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Scaling Your TEAM



Scaling your business, in most cases, includes scaling your team. Answer the following questions to see where you could potentially use additional help and assistance from either an internal hire or outsourced help. Additionally, consider how you plan to build team buy-in and morale as you continue to grow and expand.

Time Management

- **What are the tasks you are spending too much time on?**

- **Are you the only one who can complete these tasks or can they be assigned to someone else? Who can/should you assign these tasks to?**

- **Do you have the funding to hire on full time help with these tasks or is it more beneficial for you to look into a freelancer to assist you?**

Filling the Gaps

- **Where do you need the most guidance in your business? In which areas of your business do you need the most help?**



- **Is there someone who can help with those areas of expertise? If so, who, and what services are they knowledgeable in to help you and your business?**

Team Morale

- **As you bring on new members to your internal team, how will you build team morale and promote a confident and supportive workplace culture?**

- **What will you be sure to NOT do as you expand and grow your team?**

- **What will you do to ensure your team continues to improve and advance in their careers? What educational opportunities will you provide?**

Take Action!

Take some time to write down 3 action steps you need to take now to set you and/or your team up for success to scale.

1 To help with time management, I need to:

.....

2 To help fill the gap, I need to:

.....

3 To help grow a team that's excited to work alongside me, I need to:

.....



Scaling Your STRATEGY

Developing solid strategies and processes within your business will not only keep you on track with your goals but will also help drive your efforts forward. Take some time to answer the following questions about your business foundation, how you will position your brand, and how you will market your business.

Framing Your Core

- **What purpose do you and/or your business serve in the real estate space? Try to think more in depth than simply helping people find a home.**

- **What is your vision statement? Think of this as a more vague, aspirational statement that is intended to give your company direction and guidance.**
For example, Virtulance’s purpose/vision statement is “We exist to help people envision their future.”

- **What is your mission statement? This should answer the questions: What do we do? Whom do we serve? How do we serve them?**
For example, Virtulance’s mission statement is “Our mission is to offer the world’s premier real estate visual marketing solution.”

- **What values are unique to you and your business? Value statements are intended to guide your business operations and how your team should conduct themselves. Name at least 5 value statements you and your team will abide by.**

1	3	5
2	4	6

Positioning Your Brand

- **What makes you/your business valuable? What makes you different?**

- **Who are your competitors? Obviously other agents and brokerages, but are there specific ones in your market that you've noticed?**

- **What makes you/your business different from those competitors?**

- **Who will benefit most from your service(s)?**

- **What are the consequences from not using your service(s)?**

- **Now that we've gone through some brand positioning questions, take a couple minutes to develop your elevator pitch.**

In 3 sentences or less summarize the value of your service(s) to your ideal client.

Marketing Your Brand

- What marketing efforts currently work well for you and your business?

- What efforts do you need to improve or add to your overall marketing strategy to help grow? *For example: emailing marketing, newsletters, social media, etc.*

- How much can I currently afford to invest in my marketing efforts?

- How can you get my marketing efforts to stand out from what my competition is currently doing?

Take Action!

Take some time to write down 3 action steps you need to take now to support your business foundation, brand positioning, and/or marketing efforts.

1

2

3



Scaling Your _____

IMPLEMENTATION

Your business strategies are your outline however if you do not take action on your strategies, then your business will come to a standstill.

It is just as, if not more, essential to be able to implement what you have taken the time to plan out! This next section focuses on how you will implement your strategies and maintain momentum within your efforts.

Prioritization

- **How will you determine which efforts are higher priority than others?**

- **How will you determine who is responsible for certain projects and tasks?**

- **Whether long or short term, how will you stay focused on these efforts?**

Diving into Data

- **How will the success or failure in efforts be determined? What metrics will you use to measure your different efforts and projects?**

- **What data & resources will your business use to keep track of market updates and news?**

- **How will you take action on analyzed data to help your business efforts?**

Maintaining Momentum

- **How will you ensure failure in certain efforts/goals doesn't decrease team productivity or overall?**

- **How can you be productive, without overworking yourself/your team?**

- **How will you ensure there is fun within your field?**

Take Action!

Take some time to write down 3 action steps you need to take now to set your team up to effectively start implementing strategies.

- 1
- 2
- 3



Scaling Your **BACKING**

When scaling your business, you need to establish a steady cash flow. That revenue may generate internally, or maybe you are seeking financial backing from investors. Regardless of where you decide this stream of capital will come from, you need to understand how your finances will support your strategies and efforts to scale.

Internal Finances

- **If not already, have you considered establishing an LLC to support your business efforts? If not, do you know how to form an LLC?**

- **Where do you need to set aside finances to support efforts you've laid out in the previous sections?**

- **How much money can you set aside for scaling efforts without compromising/risking the well-being of your business?**

External Support

- **What goals and efforts of yours will require a larger financial backing?**

- **How will you prove to these investors that you are worth their time and energy? Do you need to start collecting materials for a robust portfolio?**

Take Action!

Take some time to write down 3 action steps you need to take to financially set your business up for success to scale.

1

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2

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3

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