

Putting Customers at the Centre: The Key to Successful REALTOR® Business Planning



**Part of the Fall 2023 Webinar Series –
London St. Thomas Association of Realtors**

Tuesday, 7 Nov 2023

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Section 1

Introduction and Context



Special shoutout

**#stthomas
proud**

About me – 3 hats



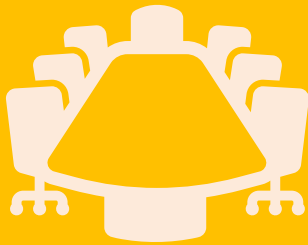
Entrepreneur

3x entrepreneur in the consulting and education space



Educator

Speak at conferences & teach at Laurier Brantford campus



Strategy consultant

Served over 25 organizations across the world

Agenda

Section 1: Introduction and Context

Section 2: Presentation

Section 3: Live Practice, Q&A, and Closing

Why this conversation is important

**“The only thing that is
constant is change.”**

– Heraclitus

**Yesterday’s success doesn’t guarantee tomorrow’s success,
Yesterday’s struggle doesn’t guarantee tomorrow’s struggle!**

Session outcomes



Think more **strategically** about how you work or run your business, using a **customer-centric lens**.



Customize these insights to your unique context *e.g. full-time solopreneur, side gig, partnership, big corporation*

Section 2

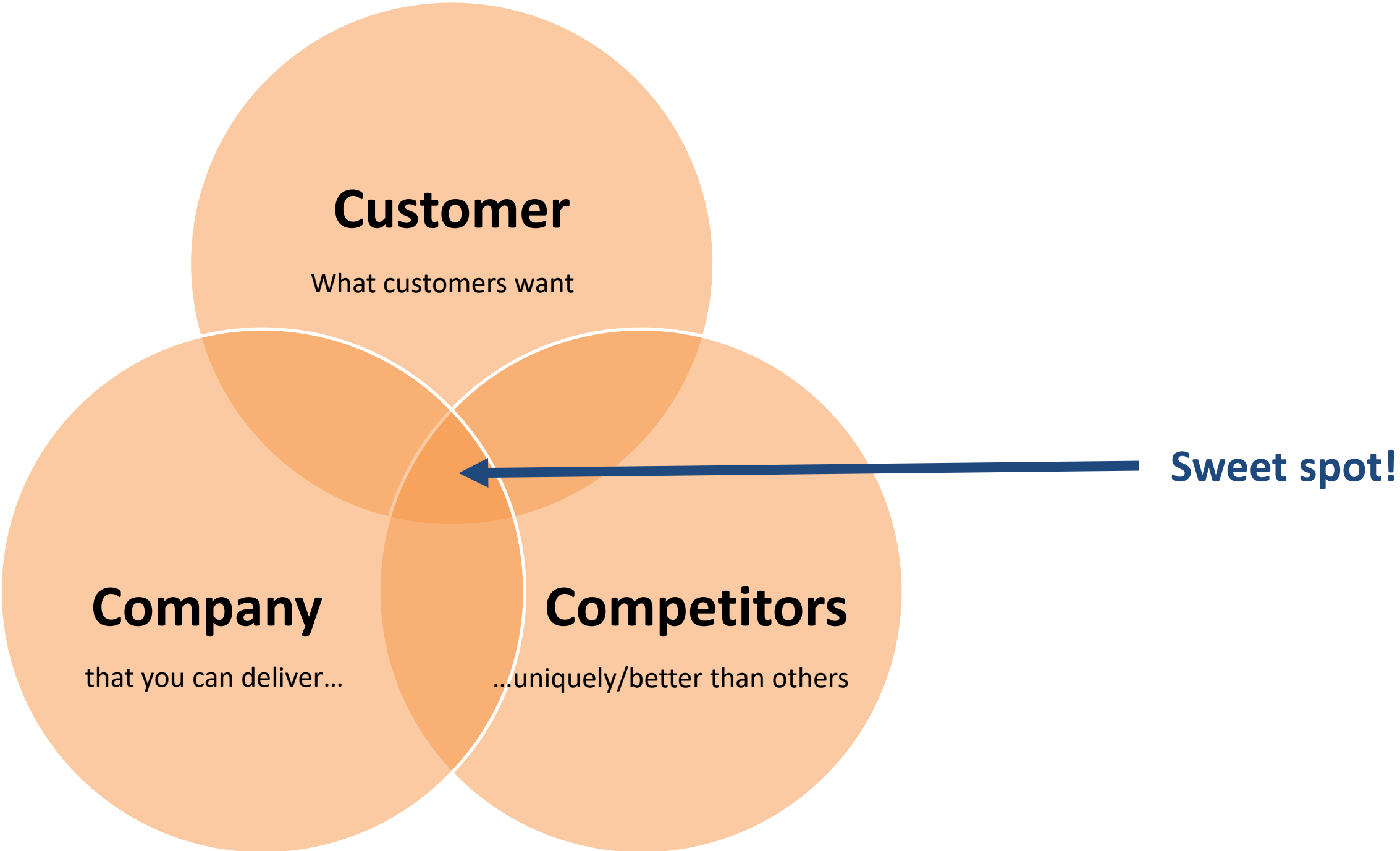
Presentation



Sample business plan structure

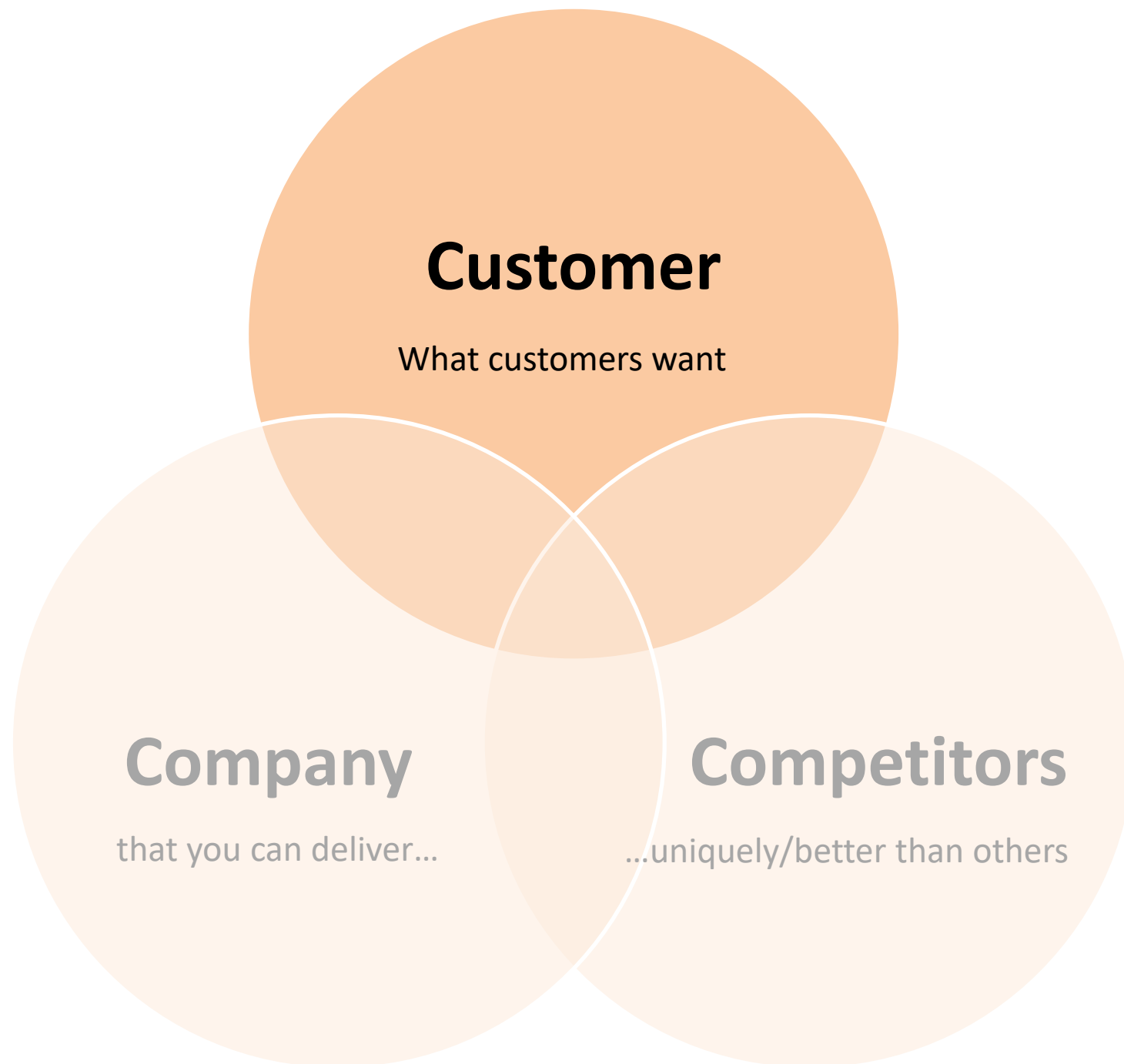


The heart of a good business plan



The 3C's model

Let's zoom into the customer lens








The 3C's model








[How to identify your customer personas | By Resigned Author \(hospitalitynet.org\)](#)

Customer persona sample

 JANIE DOE Manager Age - 00 Years Marital Status - Single Location - City, Country Education - MBA Income - \$0000	About <i>This is a sample text that you can edit. You can change font(size, color, name), or apply any desired formatting. This is a sample text that you can edit. You can change font(size, color, name), or apply any desired formatting.</i>	Goals <ul style="list-style-type: none">• <i>This is a sample text that you can edit. You can change font(size, color, name).</i>• <i>This is a sample text that you can edit. You can change font(size, color, name).</i>
	Behavior Sample Headline Sample Headline Sample Headline Sample Headline	Key Strategies <ul style="list-style-type: none">• <i>This is a sample text that you can edit. You can change font(size, color, name).</i>• <i>This is a sample text that you can edit. You can change font(size, color, name).</i>• <i>This is a sample text that you can edit. You can change font(size, color, name).</i>
	Motivations <ul style="list-style-type: none">• Work Performance• Family• Work Focus	Pain Points <i>This is a sample text that you can edit. You can change font(size, color, name), or apply any desired formatting</i>
	Frequently Used Apps    	

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Business plan implications include:

- Services offered
- Marketing
- Service delivery
- Team and partnerships
- Financials (revenue and costs)

Section 3

Live Practice, Q&A, and Closing



Process



1. Brainstorm a list of personas

Reflect on the population trends in the London/St Thomas area within the next five years.
What customer personas are likely to need your services?

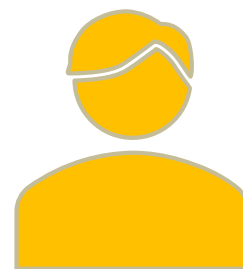
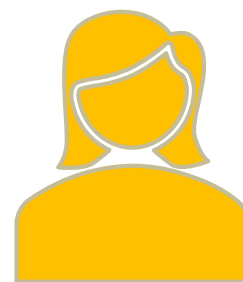
1	Professional moving from the GTA for affordable housing in a small community
2	Skilled immigrant from India to Canada in the healthcare field
3	Retirees downsizing
4	Relocation from BC to work in the London area. 30-year old female
5	First-time home buyer wanting to buy. New graduate from university in a high-paying job
6	New student to Fanshawe St Thomas undergoing a 1-year post graduate program
7	Highly skilled couple from GTA moving to work in the EV sector. First-time home buyer needs affordable house
8	Single professional recently separated. 40-year olds

2. Identify one persona to move forward with

First-time home buyer wanting to buy.
New graduate from Western in a high-paying job in
tech. Works in a hybrid role. Late 20s.

3. Build out the persona

**First-time home buyer wanting to buy.
New graduate from Western in a high-paying job in
tech. Works in a hybrid role. Late 20s.**



Who are they? Phil	
Description	First-time home buyer wanting to buy. Not married. New graduate from Western in a high-paying job in tech. Works in a hybrid role. Late 20s.
What is their current lifestyle?	Hybrid – work from home 2 days a week. Work hard, play hard. Go out and eat out often. Would like to host more. Travel looking for adventures. Very tech-savvy, got the latest gadgets. Drink craft beer and are interested in creating adult relationships.
What are their hopes and fears?	Hope: finding the right house, wondering what next steps are, what decisions to be made, and how to get started. Wondering about life – marriage, children Fear: housing affordability, job security and fear, pressure from family to settle, FOMO
What are the implications to your business?	
Marketing	In-person: university (wealth building seminars, finance clubs), gyms, sport clubs, community clubs Online: Instagram, Tiktok Relationships: parents, church/mosque/temples
Service delivery / Operations	A lot more education. Start with qualifying mortgage, financial planner, income help e.g. room mates or basement suite, find the right of house, home inspection
Team / Partners	Partners: mortgage advisors, financial planners, home inspector, life coach, movers, lawyer
Finance / Other	A lot of hand-holding: credit report, utilities process setup, etc.



Let's stay connected



In-person via:

- St Thomas/Elgin **Young Entrepreneurs Initiative**
(register via Eventbrite)
- **Chamber events** in London or St Thomas



Virtually via:

- **LinkedIn/Instagram:**
Amarachi Kejeh / a.s.k.amarachikejeh
- **Website:** www.amarachikejeh.com
- **Email:** hello@amarachikejeh.com

Thanks for attending!

