



# Welcome!

Congratulations on your decision to become a Realtor in one of the most exciting times in Las Vegas. Most agents are not successful because of the following three reasons:

- Selection of the wrong Brokerage
- Lack of a business plan
- Insufficient funds to market and brand

As you begin your new career, you must make the right choices for yourself. Why not start today? Thoughts and habits = success. There is no pill, potion or magic dust. You must take action every day. I've seen many outstanding business plans with fabulous written goals. The only thing that really matters is the execution of that plan through very specific daily activities. This means focus, rituals and accountability. In the end, the distinguishing characteristic of high achievers is their ability to maintain focus and discipline over time.

The Brodtkin Group, powered by Home Connect America is one of the leading teams in Nevada. We focus on all aspects of real estate: Investors, Short Sales, Foreclosures, Luxury Homes, Relocation and Commercial.

The Brodtkin Group is defined by its "Culture." Culture is what you stand for. It's who you are, what you believe and how you live your life." The Brodtkin Group, powered by Home Connect America is a one-of-a-kind real estate group that is a force to be reckoned with locally. I am the President and CEO, and I will be the first to tell you that I am no more important than any agent who comes to work here. If ever there was a team effort or a "we're in it together" mentality, this place has it. It has proven to be a win-win situation. A win for the agents "new and seasoned" and a win for the company which is growing at a phenomenal pace.

The Brodtkin Group, powered by Home Connect America is about helping people have a great life, realizing their life's dreams, not about the company maximizing its profit." How the company helps agents is unique from the extensive manual they have compiled to their in-house training. Everything is designed with the agent input for agent betterment, and it begins the minute a new agent walks through the door.

This sense of being a part of a greater whole has a marked effect on agents. It shows with the level of commitment and camaraderie, and is nurtured through a series of integrated programs. "It's like a pie." "Training is one part. Attitude is another part. Caring is another part. It's just a whole bunch of parts that makes up the whole." The Star of this pie is the training program.

Training classes for newly-licensed agents are mandatory and free of charge. Organized into 23 modules the classes are taught by me. Classes are in modules so agents can jump in any time, and are continually updated with input taken from everyone within the company.

Believing that about 95 percent of what agents learn in real estate school they will never use, The Brodtkin Group sets out to teach the “how to” actually run a business. “We tell them you’re everything from the janitor to the CEO.” “So you’re going to have to do your own budgeting, lead generation, making decisions about when it’s time to go to the next level, and how to start from scratch and build a business. It’s a very short period of time. Last year half of the top 10 percent of production for the office was from agents with three or less years in the business. I believe it is a direct result of the training provided by The Brodtkin Group.

In addition to the initial training classes, The Brodtkin Group provides one-on-one mentoring to close transactions quickly and help with cash flow needs.

We are a people centered group company made up of “like minded” individuals. We believe in diversity and the dignity of all people. We treat our clients and each other with mutual respect. We believe in “self-responsibility” and do not blame others for things that go wrong. We look at the company as “our” company. It’s a place where we all experience both “professional” and “personal growth” and an environment that brings out the best in each of us. Our “culture” is about our commitment to our clients, to each other and our strategic business partners.

It is our ongoing goal to make a continued effort to create the finest real estate team in our marketplace. We are all committed to the belief that “this is the last best place to work.”

Wishing You All The Best,

## Richard Brodtkin