

STRATEGIC DEVELOPMENT

**IDEAS TO EXPAND YOUR COMPANY
AND INCREASE INCOME**

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 **STRATEGIC DEVELOPMENT** 



Objectives



Identify Ideas for Expanding Your Core Business

Identify Ideas for Diversifying Your Business

Understanding the Importance of Wise Investment in Your Business



Identify Creative Techniques to Increase Demand for Your Business

 **The Importance of A Good Strategy** 



 **Why You Should Invest in Your Business** 

1978 to 2004

According to CNN Money

 **Plan the Mission Execute the Plan** 

Always Keep Your Objectives in Mind When You Have to Adjust Your Course



 **Expanding the Core Business** 

Buying Accounts



Emphasis on Marketing



Internet – expand your geographic boundaries

Re-think the way you do things (“Come by the office”)

	Diversification	
Brokerage		
HOA Management		
Commercial/Retail Management		
Maintenance		
Insurance		
Background Screening		
Others?		

	Invest in Your Company	
Personnel		
PM Software		
Web Site		
CRM & Productivity Software		
Remote Connectivity/Home Offices		
Virtual Assistants		

	Creative Growth Strategies	
Changing Your Industry		
Out of Work Agents		
Outsourcing Your Bookkeeping & PM Software		
Increase Demand from FRBOs		



 **Create a Plan** 

Start Planning

Draw Future Org Charts

Learn to Delegate (Let Go!!!)

Pick One Idea & Proceed to your 1st Waypoint

 **Create a Plan** 

<u>New Idea</u>	<u>Deadline to implement it</u>
_____	_____
_____	_____
_____	_____
_____	_____

 **STRATEGIC DEVELOPMENT** 

Conclusions

Plan the Mission – then Execute the Plan

Invest in Your Company

Work to Improve the Industry – to Improve your Company

Questions?

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