

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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