



AGENT CASE STUDY

Kati Cattaneo Group

\$2M to \$9+M in Sales in 6 months Y/Y

AT A GLANCE

CHALLENGES

- No Systems
- No Branding Presense
- Becoming a Listing Agent

BENEFITS

- Systems in Place
- Completed at 4x's Y/Y in Sales with 50% increase in listings
- Established Branding



"For over 6 years, we've been developing new strategies for real estate teams of all sizes.

Our mission is to provide agents with custom solutions that enable them to work better and smarter; creating consistent, predicatable results."

LAURA DOUGHTY

Monarch Real Estate Concierge

OBJECTIVES

KCG required branding development from scratch, strategies and duplicatable systems to be put into place in order to create structure and facilitate growth in sales and in team members.

SOLUTIONS

We established the KCG unique branding message, implemented simple systems that weren't too tech heavy as client requested. Providing a foundational road map for sustainable growth utilizing and capturing the clients personality and charisma.

BENEFITS

Benefits One

Developed the KCG unique branding identity highlighting Kati's unique personality and expertise.

Benefits Two

Developed a step-by-step SOP that flexes as the team grows, but also keeps them accountable to bottom-line profit.

Benefits Three

Completed sales volume increase at 4x's Y/Y in Sales with 50% increase in listings in a down market