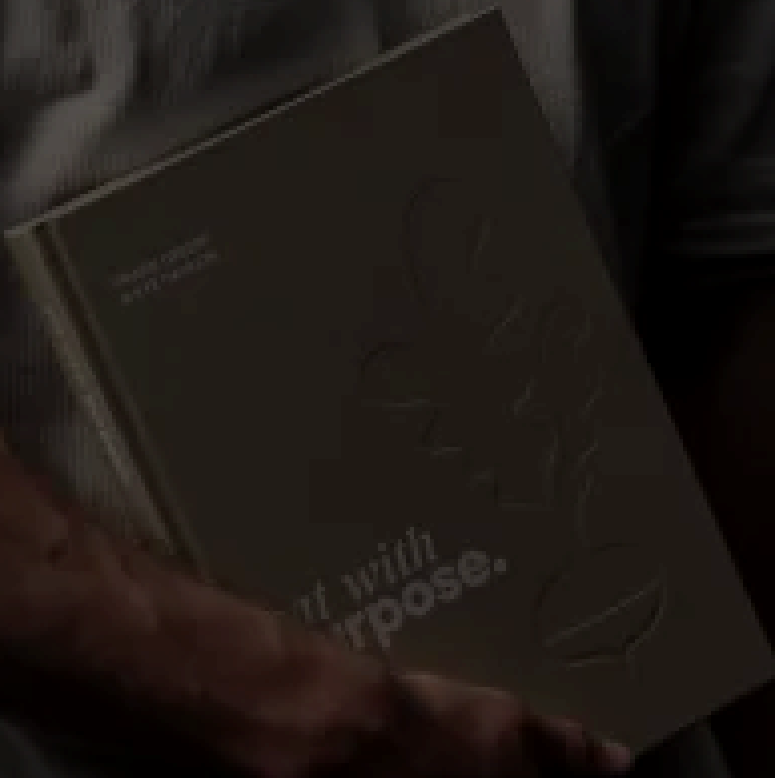


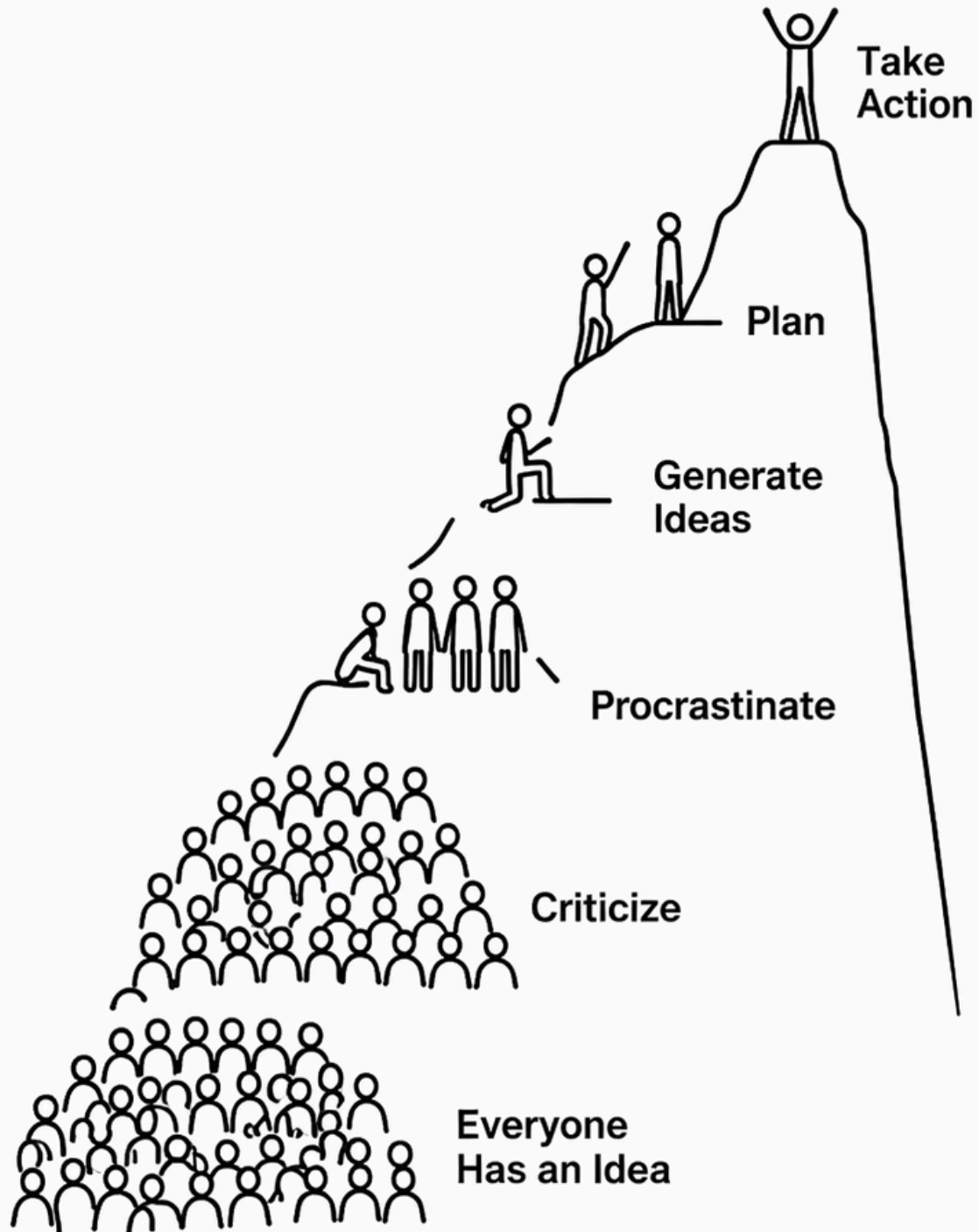


Master The Founder Mindset

WITH FRANK GREEFF



Everyone has an idea.



It's the execution that separates you.

THE FOUNDER'S GROWTH MATRIX

THE CHAOS

- You are the bottleneck
- Delegate and build systems
- Mindset: release control
- Priority: process and structure

THE FLYWHEEL

- Work on the business, not in it
- Compound growth kicks in
- Mindset: vision and leadership
- Priority: acquire and expand

THE GRIND

- Founder wears every hat
- Validate, test, pivot fast
- Mindset: resilience and resourcefulness
- Priority: find what works

THE BUILDER

- Risk: over-engineering too early
- Built ahead of market fit
- Mindset: bias for action
- Priority: drive market traction

GROWTH JOURNEY





OFFSHORING GUIDE FOR REAL ESTATE

TASKS YOUR REMOTE PROFESSIONAL CAN DO

Administration	Marketing	Database Management
Updating Contacts in CRM System (e.g. Vault, Rex, AgentBox).	Using Canva, RealHub, CampaignTrack to Create DLs.	Cleaning Contacts and Properties in Database.
Tracking Buyer and Seller Interaction.	Managing Social Media (Facebook, Instagram, YouTube).	Merging and Cleaning OFI Attendees in Database.
Adding New Property Listings (realestate.com.au, domain.com.au).	Creating Content for Social Media (Just Sold and Just Listed).	Searching OFI Attendees in ID4Me and RP Data to check property ownership.
Monitoring the Sales Funnel and Pipeline.	Sending eDMs and Newsletters (CRM, ActivePipe, MailChimp).	Creating Daily or Weekly Call Lists with RiTA.
Assigning Tasks and Reminders for Agents.	Create Signboards, Brochures, and OFI Packs.	Monitoring and Updating Pipeline in CRM and Excel.
Creating Appraisals or Proposals Based on Template (e.g. Canva, InDesign, Realtair, Engage).	Prepare and Send eBrochures.	Adding New Leads to Pipeline and CRM.
Book Photographer or Videographer.	Send Email to Vendor and Buyer for RateMyAgent/REA review.	Creating Expired or Withdrawn Call Lists.
Book Stylist and/or Trades.	Draft and Send SMS Campaigns to Database.	Monitor Potential Seller Activity on Realtair Proposals and Marketing Materials.
Prepare Weekly Vendor Reports.	Running Just Listed/Just Sold Paid Meta Ads Campaigns.	Creating Expired or Withdrawn Call Lists.
Create and Send Contracts.	Post Just Listed/Just Sold Stories on Instagram.	Tag and Segment Contacts e.g. buyer, seller, investor, landlord.
Load Contracts into CRM (e.g. Vault, Rex, AgentBox).	Responding to Messages and Comments on Social Media.	Assign Follow-Up Reminders and Tasks to the Agent.
Create Property Fact Sheet and WhatsApp Vendor Group.	Creating Weekly Reports on Social Media Ads and Posts.	Set Up Automated Birthday, Post-Sale, Anniversary Messages.
Request Rental Appraisal.	Resize and Watermark Property Photos.	Maintain Privacy Compliance.
Request DBYD, Form 2 Sellers Disclosure, Flood Map etc.		Record Referral Sources e.g. social media, past client, OFI.



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