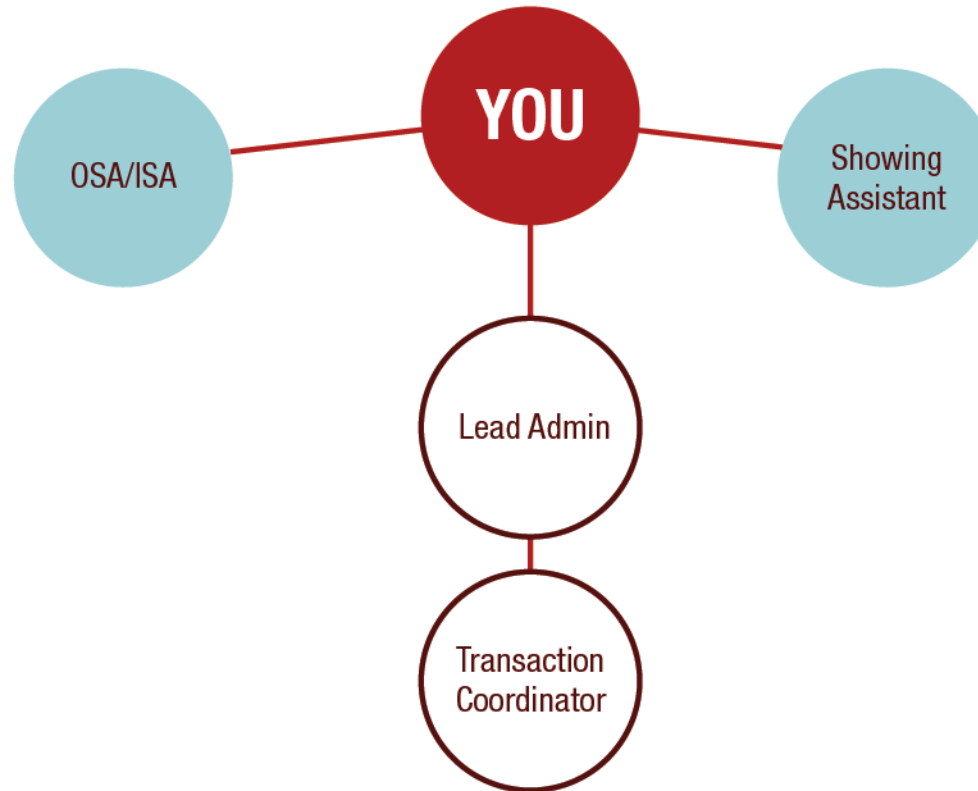


# THE 4<sup>TH</sup> LEVEL

Part 1

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1. This is where you will start to step out of working with buyers.
2. You will start building your lead generation systems.
  - a. The systems are based on your primary lead generation source.
3. You are still focused on lead generation.

# THE 4<sup>TH</sup> LEVEL Part 2

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1. This is where you build out the buyer team.
  - a. The Showing Assistant *could* become the Lead Buyer Agent.
  - b. The key here is creating opportunity for talent (based on their trajectory).
2. The ISA/OSA *could* become the Lead Manager and would hire a new ISA/OSA (depending on size of lead generation system).
3. The goal would be that your listing volume would be so great that it generates the need to help you manage listings.