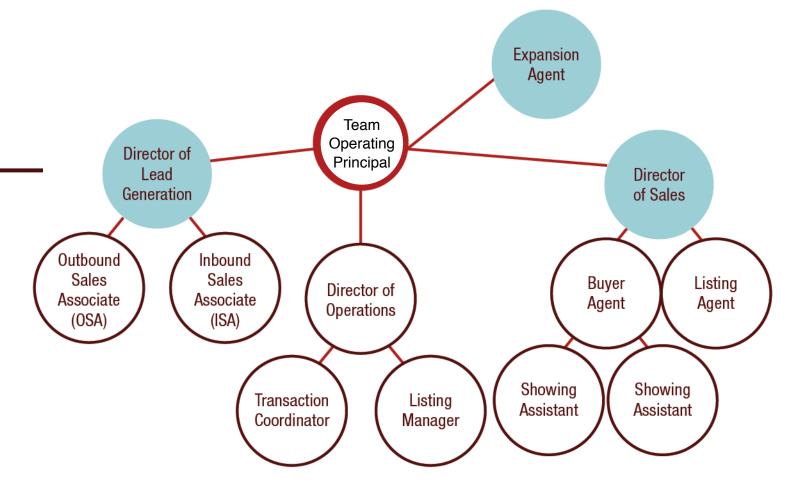
## THE 6<sup>TH</sup> LEVEL Part 1



- **1.** This is your journey to become CEO.
- 2. Here you focus on identifying leaders.
- **3.** The Director of Lead Generation is focused on where leads are coming from.
- **4.** The Director of Sales is focused on the sales side.
- **5.** The Director of Operations is focused on making sure the admin. system is locked and strong.
- **6.** Now, we expand and bring on our first expansion agent.



## THE Director of Expansion Expansion **Business** LEVEL Team Part 2 Operating Director of Principal Lead Director Generation of Sales Outbound Inbound Sales Sales Buyer Listing Director of **Associate Associate** Agent Agent Operations (0SA) (ISA) Showing Showing Outbound Transaction Listing Sales **Assistant Assistant** Manager Coordinator Associate (0SA)

- **1.** A Director of Expansion is brought in to drive expansion opportunities.
  - **a.** It may be a while before an Expansion Partner actually tests the model.

