

# BOB CORCORAN

## RECOGNIZED LEADER & SPEAKER

Bob Corcoran is founder and president of Corcoran Consulting & Coaching, ([www.CorcoranCoaching.com](http://www.CorcoranCoaching.com)), an international Real Estate consulting and coaching company that specializes in performance coaching, and the implementation of sound business systems into the broker's or agent's existing practice.



Corcoran is an internationally speaker on such topics as *"Taking Your Business to the Next Level," "Teaching the Real Estate Broker the Art of Coaching," "Managing & Converting Your Leads," "Keeping An Eye on Your Bottom Line,"* and *"Building and Running A Real Estate Team."*

Since forming his business in 1989, Corcoran has worked with the top Real Estate agents worldwide in developing and implementing customized, money saving business systems. Corcoran's implementation has empowered agents to run efficient offices while harnessing the latest technology to increase their business.

Prior to founding Corcoran Consulting & Coaching, Corcoran worked for 19 years in retail management, and three years as a Executive Management Recruiter. In 1991, he created the Interactive Voice Response (IVR) technology by which a touch-tone phone can interact with a database to capture information.



## In Organization Effectiveness and Real Estate Management

For additional information or to book Bob as your event speaker, please contact 1-800-957-8353  
[Info@CorcoranCoaching.com](mailto:Info@CorcoranCoaching.com)  
[www.CorcoranCoaching.com/Speaking](http://www.CorcoranCoaching.com/Speaking)

Corcoran Consulting & Coaching helped us to set the standard for Real estate in Clarksville, TN. We are imitated because of the systems we have in place and the service we provide to our customers. We could not have made it to this level without Corcoran Consulting & Coaching. We think to ourselves 'how did we get so lucky to meet the Corcoran Consulting & Coaching Team that is so willing to do whatever we need to help our business grow?' They truly are servants of their clients.  
— Valerie Hunter-Kelly, Clarkesville, TN

What an amazing experience. It was the greatest decision I have made to take my business to the next level. We now see that the future is limitless."  
— Chad Goldwasser, Austin, TX

Will you look at these #'s !!! I have experienced a 235% increase in my "Net Income" compared to last YTD. I want to thank each and every one of you for your fabulous ongoing coaching and mentoring of my buyer agents. And for the vision and direction you help me stay focused on! I would recommend your services to ANYONE!

—Lisa Burridge, Wyoming

You are a great systems advocate, motivator and mentor. Your energy is unsurpassed and your positive mental attitude brings the best out in me and my team. My team and I thank you and your staff for all that you provide on a regular basis. We are certainly better for having known and worked with you. Please accept our praise and best wishes for you and all those you touch

daily. "It's always the right time to do the right thing." - Dr. Martin Luther King.

— Jeffrey J. Pitts, Elizabethtown, KY

"Bob Corcoran has made an immediate impact with several of our advisors, both new to the business and seasoned veterans. His passionate approach to finding and winning business is contagious. We are extremely pleased with the program he provided at our four regional conferences as well as the on-line training session he recently completed for our national advisor base. I would highly recommend Bob to any real estate professional who is serious about bringing their business to the next level and look forward to working with Bob again in the near future.

— Rod Santomassimo, Irvine, CA

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## SPEAKER/SEMINAR TOPICS

### ■ Taking Your Business to the Next Level

- Where are you now?
- Goal Setting
- Creating your business plan
- Implementing your business plan
- Tracking your progress

### ■ Keeping an Eye on Your Bottom Line

- The importance of knowing where your business stands
- What is a Profit & Loss statement.
- What should you be looking for in your P&L statement
- Now that you have the information... what should you do with it?

### ■ Managing & Converting Your Leads

- What is Lead Management
- Defining an "A", "B", and "C" lead
- Follow up Systems for "A", "B", and "C" leads
- 5 Steps you can take to improve your conversion ratio.

### ■ Building and Running a Real Estate Team

- Cost of Employee Turnover
- Structuring your Organization
- Identifying a need
- The Hiring Process

### ■ Systems and More Systems to Run Your business

- Contact Manager
- Accounting Systems
- Technology
- Communication Systems
- Exit Strategies

### ■ Joint Ventures, Marketing Agreements, & CBA's

- Doing your own mortgages
- Having a partner in your practice
- Zero basing your marketing
- Getting the most out of every transaction

### ■ 10 Killer Lead Generation Ideas

#### ■ The Beauty of Buyer Agency

- Why, How and When
- Free up your time to get more listings
- Business will not walk away because you are too busy
- Doesn't cost you anything

#### ■ Cleaning the Pipes of Your Real Estate Business

- Cleaning out your database
- Cutting the dead wood from your business
- The Keys to Profit & Loss Success
- Bringing your P&L in line
- Now that you have the information... what should you do with it?

