

# ARE YOU READY FOR SUSTAINABLE GROWTH?

*Master Session as seen at the 2019  
International Builders Show*

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# "The Customer Experience"

This 3-hour Program encompasses all systems within the company including its overall health/profitability. Explore the best practices from lead generation through completion of construction.



**KIMBERLY MACKEY**

**NATIONAL SALES, MARKETING &  
MANAGEMENT CONSULTANT,  
SPEAKER & TRAINER**



## TOPICS

- **Lead Generation**—Demystifying the SEO/SEM, Social Media vs traditional advertising conundrum
- **Engage Your Sales Team** to drive 50% of their leads
- **Lead to Sales**—Use your CRM to predict outcome and manage your marketing budget
- **Contract to Start**—tweaks to move buyers more efficiently and satisfactorily through
- **"Top Grade"**—through coaching, tools, recruitment or replacement to ensure you have the right team in place
- **Construction to Completion**—keep the CEF from becoming clogged to create happy homeowners who become a referral source for more profitable sales starting the cycle again

# MAXIMIZE YOUR INVESTMENT BY ADDING A 1-HOUR PROGRAM THE EVENING BEFORE OR AFTER!

Depending on your target audience, we have several programs to choose from such as:

## "Questions Are the Answers"

### **Program Description:**

Kimberly will take you on a quest with your prospect to learn the why, not just the what. Asking the right questions at the right time allows you to peel back the layers and gives you a deeper understanding of exactly how you can help your prospects. Simply put, you can close more because you opened better and built a stronger relationship right from the start.

**Target Audience:** Sales & Marketing Management, On-site Sales, REALTORS®, Online Sales Counselors, etc.

*As seen as the Sales Rally at SEBC*

## "Empower Your Team to Create a Culture of Excellence"

### **Program Description:**

Homebuilding is definitely a team sport. You know you can't do it all, but how do you engage and empower your team to become an extension of you and the vision you have for your company? When is it time to grow your team, and how do you find the right talent, especially in today's ever-tightening job market? Knowing where to look, what to ask, and which tools you need to ensure success and accountability are not as difficult as one might think. Kimberly will discuss all of this and create a culture of excellence for your business.

**Target Audience:** Builder Principals & Owners, Division Leadership, Operations & Construction Management, Sales & Marketing Management

*As seen at IBS for Builder 20 Groups*



**Kimberly Mackey** is the founder of New Homes Solutions Consulting and has the reputation as someone with real world SOLUTIONS in competitive and rapidly changing sales environment. SOLUTIONS like "50 Sales Per Year Before any Walk-in Traffic". She is a sales management consultant, trainer and keynote speaker with 20 years of experience as an executive in the residential homebuilding and real estate industry. She has a proven track record of working with Builders and Developers of all sizes - from the local/regional companies to the publicly traded nationals. Mackey works with Brokers from across the country and is the architect and director of the highly successful Preferred Builder Partnership program with Berkshire Hathaway HomeServices Florida Properties Group, where she works with 32 builders and over 650 agents. She serves on the Board of Directors for NAHB and FHBA and is the 2nd Vice-chair of the Board of Trustees for the National Sales and Marketing Council. Mackey is Life Director for FSMC and Tampa Bay Builders Association SMC. She is also recipient of the 2017 Associate of the Year Award for FHBA.