

State of the Company Address

January 2021

We thank God, the giver of all good things. While His blessings are in all areas of life, today we will focus on His financial blessings on us in 2020.

2020 was a great year for us, even better than our record breaking 2019. In the 2019 address, I said, “We planned for a decreased profit from the beginning of the year. We reinvested a significant amount of income into the expense that brings us the greatest return... customer service.” That return came back in big ways. 2019’s record breaking revenue was about \$500,000. For 2020, we DOUBLED that to over \$1,000,000 in revenue for the company. We are now a million-dollar company, with \$33 million in sales. We have leapfrogged many of our competitors, grabbing market share. Our small company is now amongst the top 10% real estate companies on the Emerald Coast for production. Yet our passion is not in this achievement. Our passion continues to lie in the God given values that make us great for our clients and the community.

How did our Property Management contribute to this achievement? The COVID Year of 2020 was most difficult on property management companies both locally and around the US. COVID laws were put in place that prevented evictions, some tenants refused to pay rent, and some companies even made policies to not push for collection. All these things severely hamstringing the owners of properties, even putting some in a financial burden. Rob Brooks Realty Property Management navigated such turbulent waters perfectly. With researching the new laws and the market, changing procedures, and incredible communication with the tenants, we not only did not miss a rent payment from any property, but we also boosted the rents to match the current market for those owners. We are now collecting near \$100,000 per month in rents and poised to collect over \$1,000,000 in 2021. An incredible effort by Angela, Danielle, and Terry of Rob Brooks Realty Property Management!



Our agent service team contributed to this achievement by increasing sales for each agent. Sara did a great job of handling all the filing and back end marketing. In particular, the Pre-Listing Survey and Package developed earlier this year has produced amazing results increasing the number of seller clients. Mollie’s social media efforts continues to give Rob Brooks Realty an enjoyed presence in each Emerald Coast community. Lydia’s professional

photography, videos, and 3D Tours have done a great job of saving sales agents time and increasing service to their customers. Making sales agents look great in front of clients is the job of Sara, Mollie, and Lydia.... and they have done an outstanding job at it!

Speaking of making others look great in front of clients, I'd like to give special recognition to Kathy, whose tireless efforts resulted in superior client service, increasing my personal sales 40% over the year before.

How does our 2020 achievement translate to the sales agents? I was talking Saturday with an agent from another company and someone thinking about getting into the business. They were both astounded to see in the local Realtor MLS how the average agent only had 4 sales in 2020. On average, Rob Brooks Realty selling agents had 19 sales in 2020.

Rob Brooks Realty was a fledgling company when it started from 2008 – 2012. From 2013 – 2019, an outsider looking on would probably call it an “Innovative Boutique.” With the success of 2020, we have now achieved an “elite group” status. Some may hope our great



2020 achievement can be maintained next year. I believe it is a great achievement to improve on next year. The remarkable numbers should continue to follow our continued improvement on our customer service. Currently, I'm working on things to improve our customer service even more in 2021. We have even more to look forward to.

The God given values that drive our business are our single greatest income producer. Here's a few examples that I thought of on the way to this speech. Last week, a bank teller named Danielle was pointing out to a trainee the friendliness and joy of one of our agents and suggested she call us when she needs to buy a house. Yesterday, a man named Dwayne

planned to work with us because we are charitable. A lady named Pina called the other day saying she wanted to buy a house from us because her last Realtor dropped the ball and her neighbor told her how diligent we were for his transaction. Recently Ginger from out of state contacted us because she knows us to be honest and is now ready to buy her vacation home. These stories are a part of every agent here.... it's who we are and how we get our business.

Here's the point, we celebrate today because of our remarkable success in 2020. Yet, we know the God given values are what produced that success for 2020 and will bring more success in 2021. We are grateful to Him from whom all blessings flow. God bless you all, and God bless the clients of Rob Brooks Realty.

- Rob Brooks