

Becoming A Data Driven Business

**MARK
MCLEOD**

Chief Strategy Officer (Real Estate)
Ray White Group

HARVARD STUDY



1 Cent



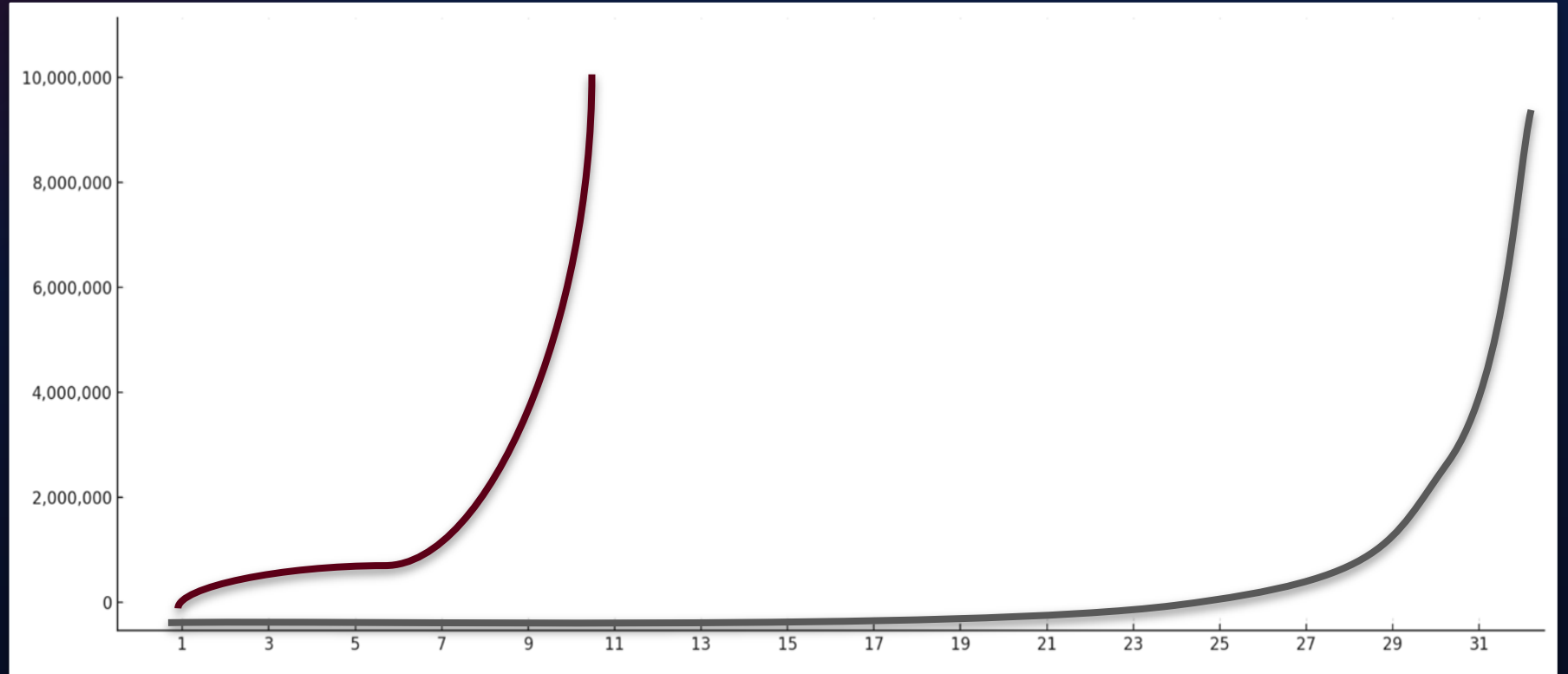
The Compounding Effect

1	\$0.01	17	\$655.36
2	\$0.02	18	\$1,310.72
3	\$0.04	19	\$2,621.44
4	\$0.08	20	\$5,242.88
5	\$0.16	21	\$10,485.76
6	\$0.32	22	\$20,971.52
7	\$0.64	23	\$41,943.04
8	\$1.28	24	\$83,886.08
9	\$2.56	25	\$167,772.16
10	\$5.12	26	\$335,544.32
11	\$10.24	27	\$671,088.64
12	\$20.48	28	\$1,342,177.28
13	\$40.96	29	\$2,684,354.56
14	\$81.92	30	\$5,368,709.12
15	\$163.84	31	\$10,737,418.24
16	\$327.68		

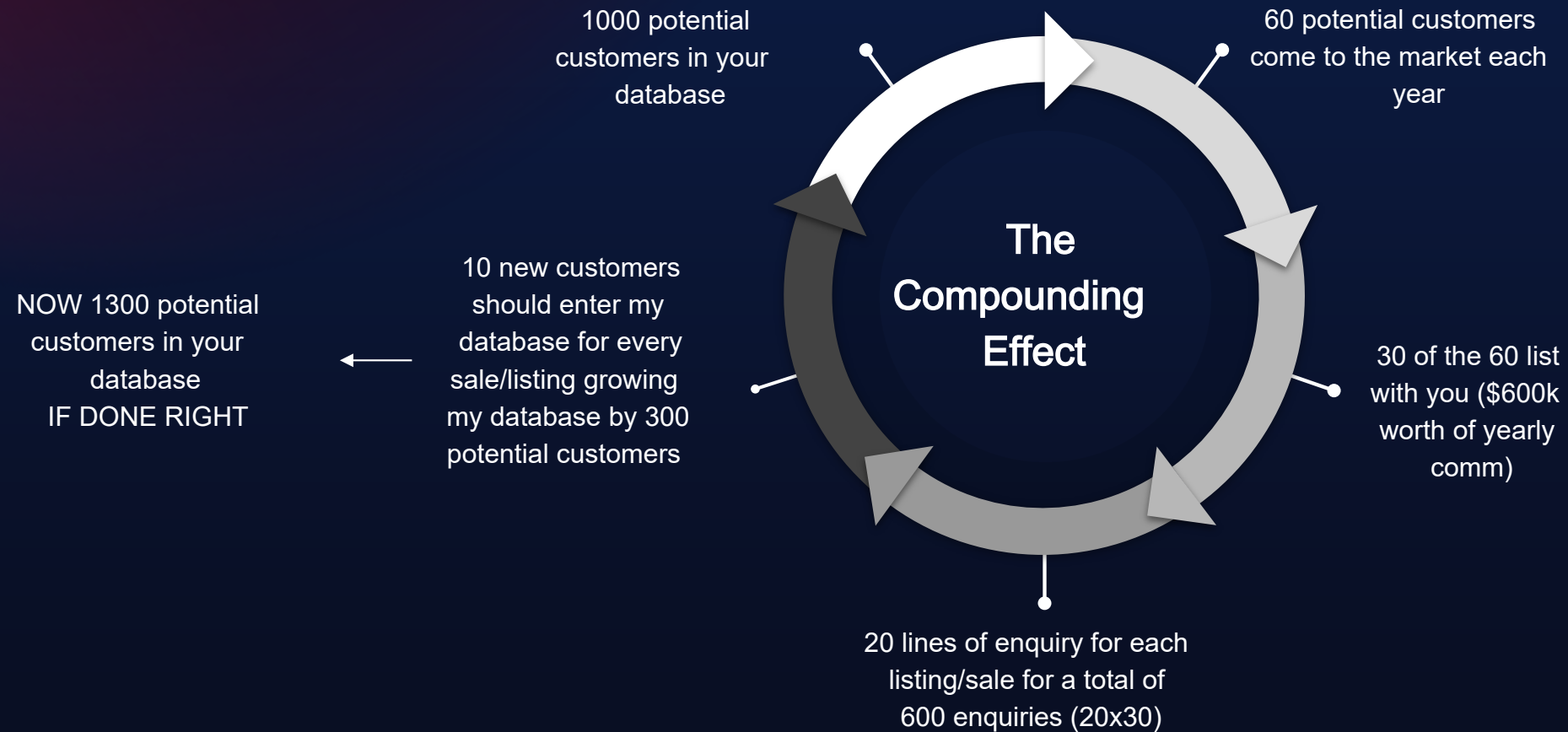
\$10.7M

The Compounding Effect

Day	Amount	Day	Amount
1	\$0.01	17	\$655
2	\$0.02	18	\$1,311
3	\$0.04	19	\$2,621
4	\$0.08	20	\$5,243
5	\$0.16	21	\$10,486
6	\$0.32	22	\$20,972
7	\$0.64	23	\$41,943
8	\$1.28	24	\$83,886
9	\$2.56	25	\$167,772
10	\$5.12	26	\$335,544
11	\$10.24	27	\$671,089
12	\$20.48	28	\$1,342,178
13	\$40.96	29	\$2,684,356
14	\$81.92	30	\$5,368,712
15	\$163.84	31	\$10,737,424
16	\$327.68		



The Compounding Effect

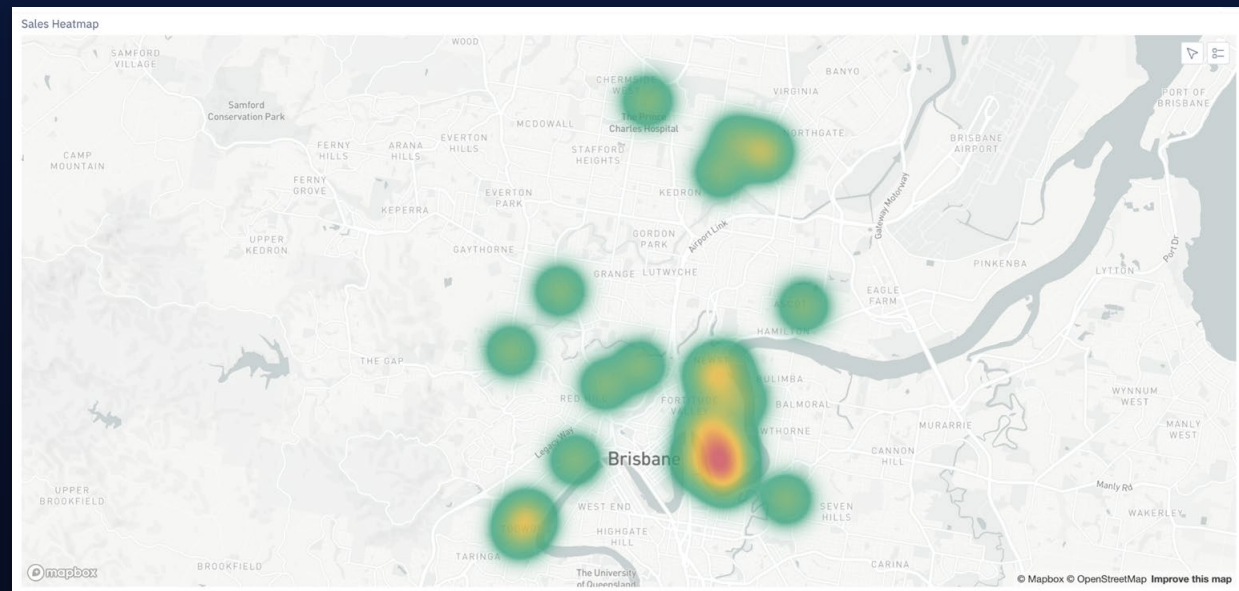
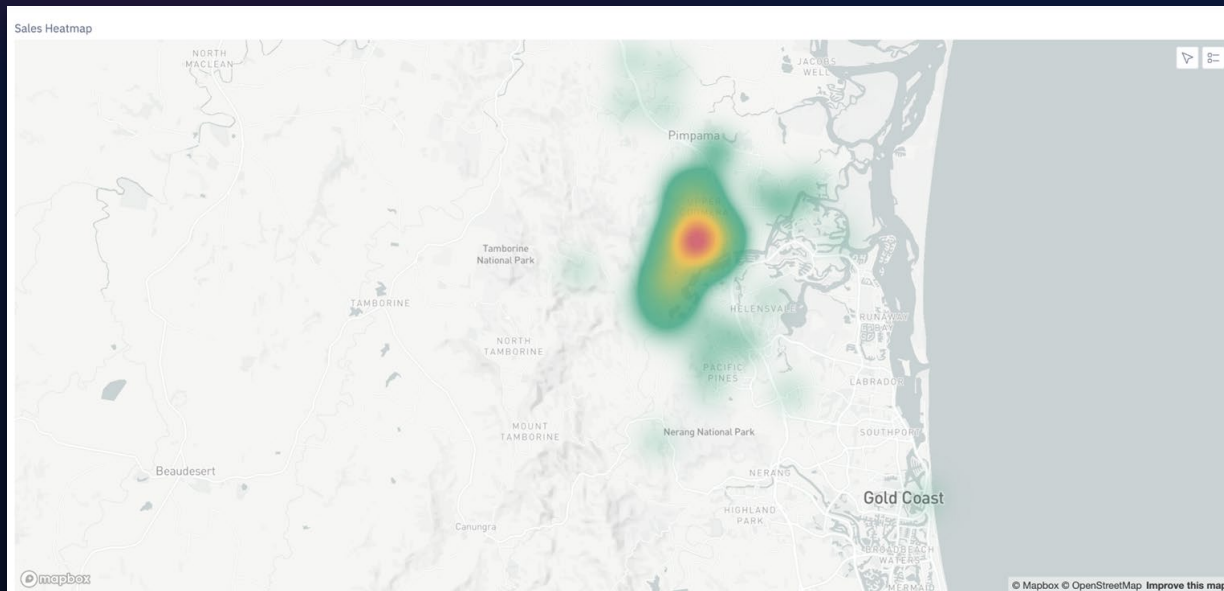
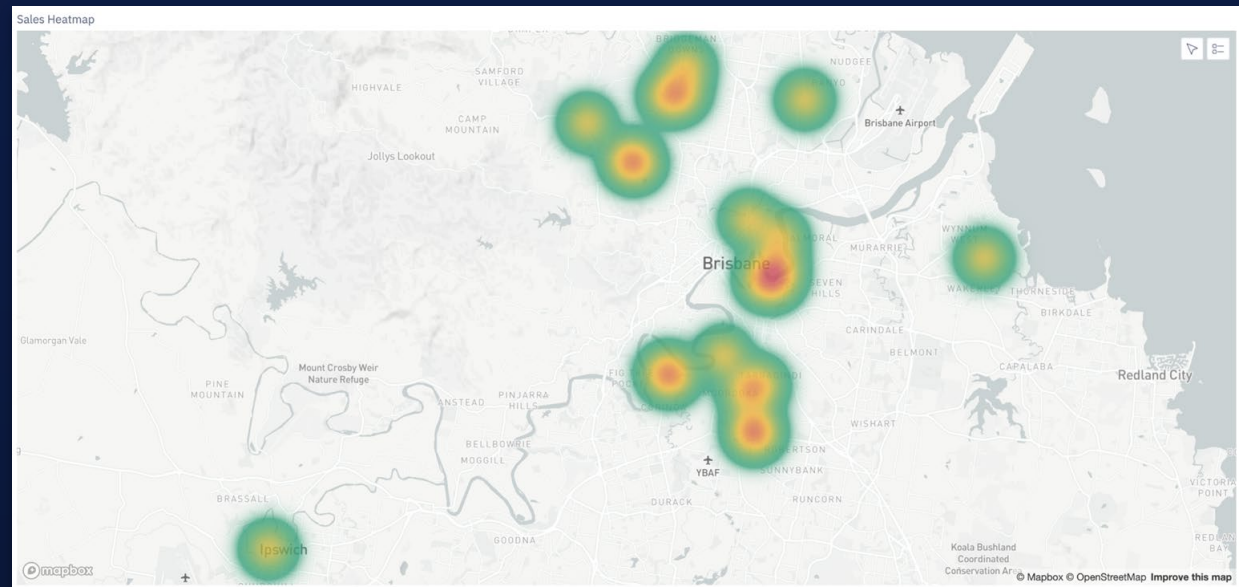
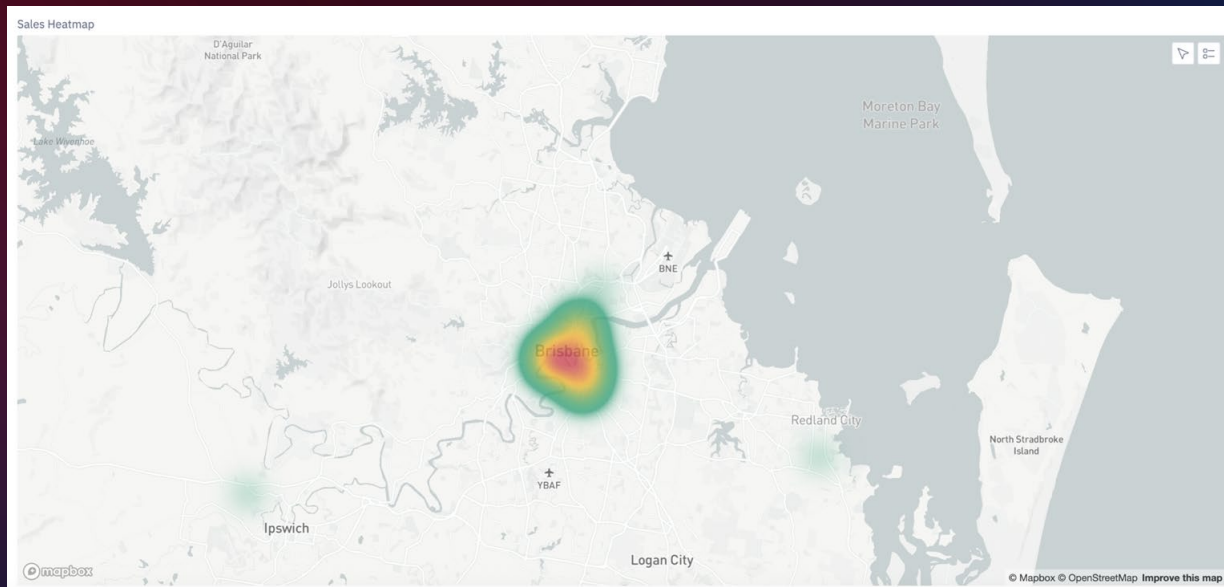


The Compounding Effect

	Current	Compounding			
	Year 1 (Now)	Year 2	Year 3	Year 4	Year 5
Potential customers	1000	1300	1690	2197	2856
Properties to market	60	78	101	131	171
My Share	30	39	50	65	85
My Comm	\$600K	\$780K	\$1,014M	\$1,318M	\$1,713M
OFI Enquiry	600	780	1014	1318	1713
Additional potential customers	300	390	507	659	856

FY19/20	FY20/21	FY21/22	FY22/23	FY23/24	FY24/25 Jul - Sep	Ave OFIs Mar -Sep (Sat)
33	52	48.5	46.5	56.7	18.7	7.0
0	0	34.7	69	126.8	16.1	6.9
27	27	33	36.6	59.4	13.5	6.9
56	77	82.1	60.5	64.7	17	6.8
41	59	65.7	51.9	61.6	16.5	6.7
51	62	70.4	49.9	51.1	24.3	6.7
18	31	47	41.4	52.2	13.5	6.6
0	0	0	2	124	21	6.6
67	87	110.4	77.8	72.8	13.1	6.5
63	70	75.9	55	71.6	13.3	6.5
29	58	86.3	80.2	71	25	6.5
43	32	40	41.4	53.5	7	6.2
7	29	32.4	51.1	77	22	6.1
0	0	24	33.4	69.1	18.2	6
0	0	0	0	62	10	6
82	89	84	91.5	79.3	16.6	5.8
39	92	92.6	121.4	137.9	40.6	5.8
87	136	132.2	133.2	126.1	33.7	5.5
60	52	66.4	67	94.6	26	5.1

FY19/20	FY20/21	FY21/22	FY22/23	FY23/24	FY24/25 Jul - Sep	Ave OFIs Mar - Sep (Sat)
22	39	45.4	28.4	39	8.1	3.4
13	38	36.9	46.8	71	18	3.4
13	19	31.9	14.3	12.4	3.6	3.3
1	20	34.2	28.4	41	11.5	3.3
23	30	36.2	24.5	31.3	9.1	3.3
33	43	44.3	20.9	25	12.8	3.3
16	42	33.5	38.6	38	8.5	3.3
22	38	23.1	23	28.1	7.7	3.3
47	42	23.3	16.2	28.6	9.5	3.2
14	15	15	31	47	14.5	3
5	24	30.7	22.5	28	5.5	3.0
25	26	30.7	28	27.5	8.7	2.9
0	0	40.5	32.8	35.6	13.9	2.9
0	1	16.1	15.8	26.1	5.8	2.8
36	30	31	20.8	33.8	5	2.4
12	19	27.1	24.5	32.1	5.4	2.4
0	11	30.4	19.1	36.6	8.3	2.3
20	28	25	18.8	28.7	8.4	2.2



167 SALES

23 SALES

VOLUME

+

CONSISTENCY

+

RELEVANCE

GEOGRAPHY

Customer Contact Hours

	Calls		SMS		Appraisals	
	March	June	March	June	March	June
NSW	67,416	83,988	16,189	22,680	1,669	1,724
SA	22,618	27,919	9,781	13,683	731	718
QLD	55,074	69,097	38,399	54,674	1,230	1,865
VIC	42,779	58,447	11,033	18,067	2,019	2,128
WA	10,496	11,519	4,799	5,941	847	849
Total	198,383	250,970	80,201	115,045	6,496	7,284

Calls 26.48%

SMS 43.41%

APPRAISALS 25.93%



Lag

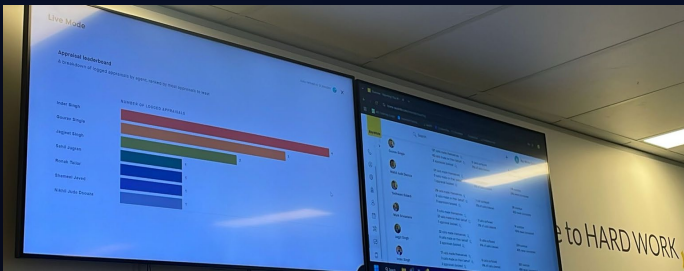
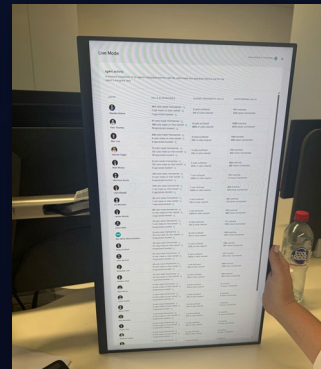
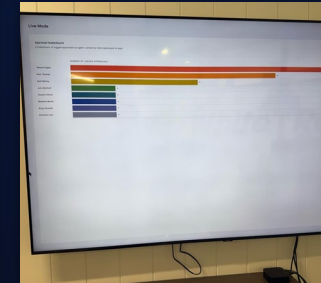
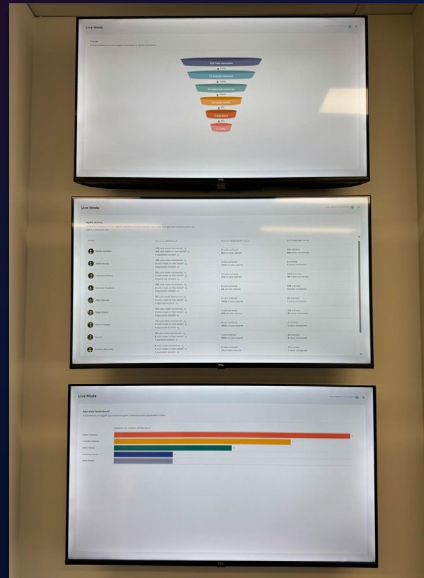
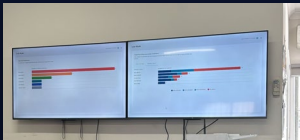
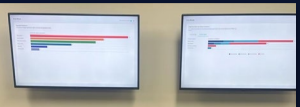
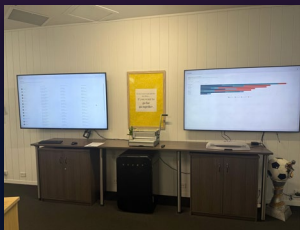
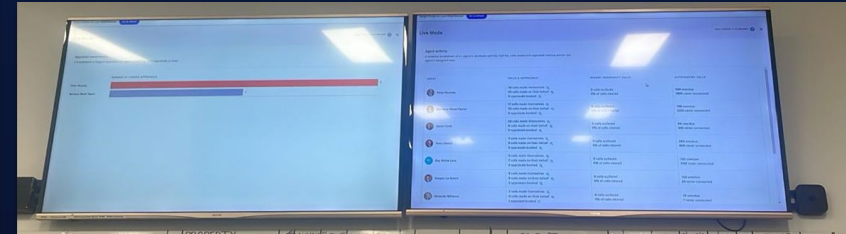
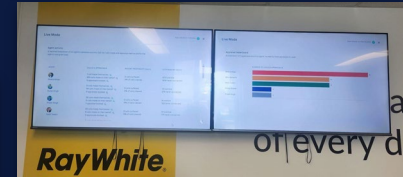
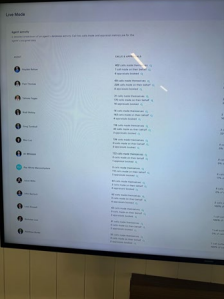
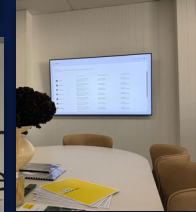
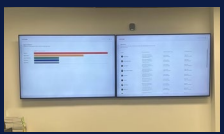
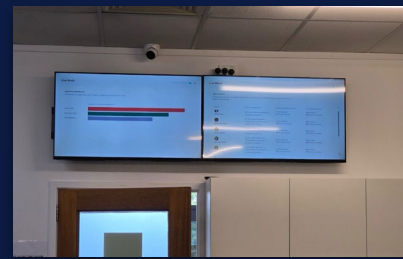
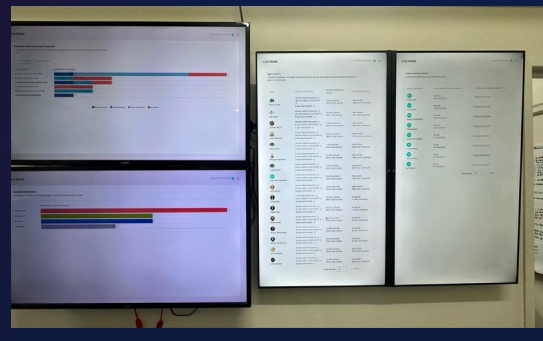
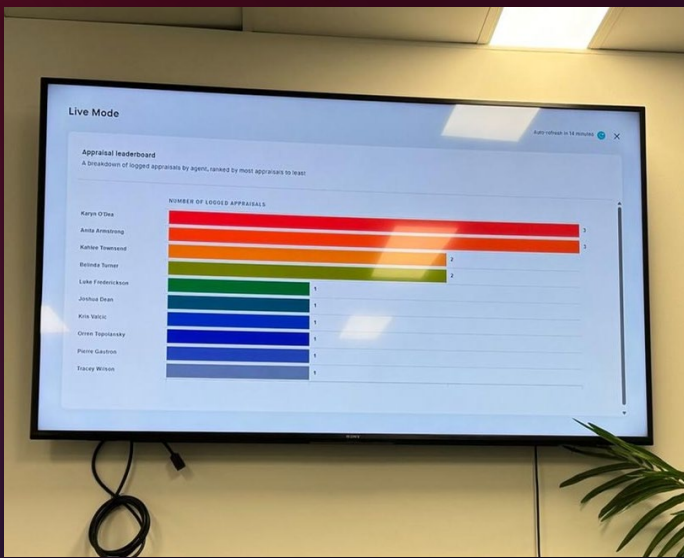


Driven

SIGNALLING

COMMUNICATION

RECOGNITION



Winning Week

WINNING WEEK

Properties sent live:

4/31-33 William Street, Double Bay
6 Peel Street, Dover Heights

Sales:

Should get 1-2 away by Sunday

Listings:

18/155 Kent Street, Sydney
11D/88 Barangaroo Avenue, Barangaroo
Well done Pam!

Price Reductions:

1x \$200K - 6 Peel Street

Completed Appraisals: 11

WG - 4
PP - 1
DS - 3
AJ - 3

Calls:

DS - 480
AJ - 443
PP - 65

Texts Sent:

207



WINNING WEEK!

Properties sent live

0

Sales

5/34-36 Diamond Bay Road, Vaucluse - Dyl's first

Listings

3/134 Hastings Parade, North Bondi
2/12 Boronia Road, Bellevue Hill

Price Reductions

0

Completed Appraisals 10

WG - 2
PP - 0
DS - 3
AJ - 5

Calls

DS - 471
AJ - 422
PP - 57

Texts Sent

133



WINNING WEEK!!!

Welcome Lucas

Properties sent live:

11D/88 Barangaroo Ave, Barangaroo
7 Marian Street, South Coogee
3/134 Hastings Parade, North Bondi
2/9 Roscoe Street, Bondi Beach

Sales

140 Blair Street, North Bondi

Listings

19 Kimberley Street, Vaucluse
7/18B Benelong Crescent, Bellevue Hill
729a Old South Head Road, Vaucluse

Price Reductions

1x \$200K - 6 Peel Street, Dover Heights

Completed Appraisals 18!!!!!!

WG - 4
PP - 1
DS - 2
AJ - 7
LS - 4

Calls

DS - 478
AJ - 312
PP - 85
LS - Roughly 450

Texts Sent:

725



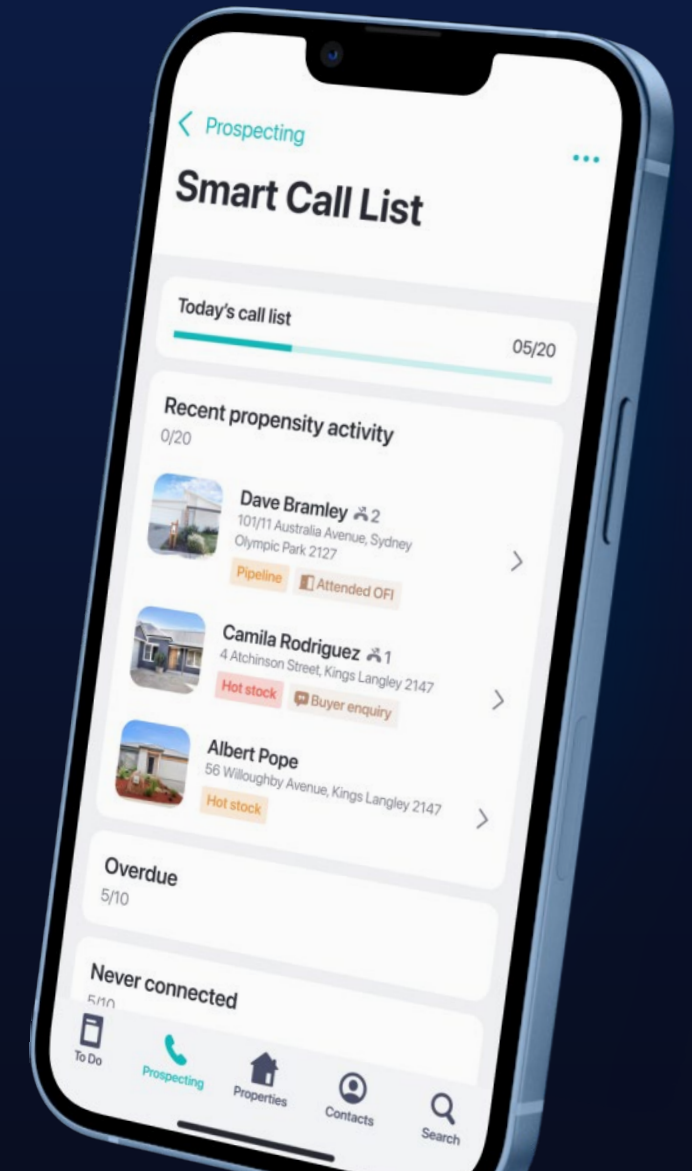
Relevant Communication

DL - Just Listed | Just sold

Text - Just Listed | Just Sold | Invite to OFI

Magic 50 - NurtureCloud Calls

Monthly Market Wrap



Winning Week

5 Hours of Calls

5 Appraisals Per Week

5 Open Homes Per Week

Stock Motion

Transactional Communication



W	W	L	W	L	L	W	W	W	W
W	W	W	W	W	W	L	W	W	W
L	W	W	W	W	26	27	28	29	30
31	32	33	34	35	36	37	38	39	40
41	42	43	44	45	46				

**Trust is relevant
Information well
explained**

RayWhite[®]