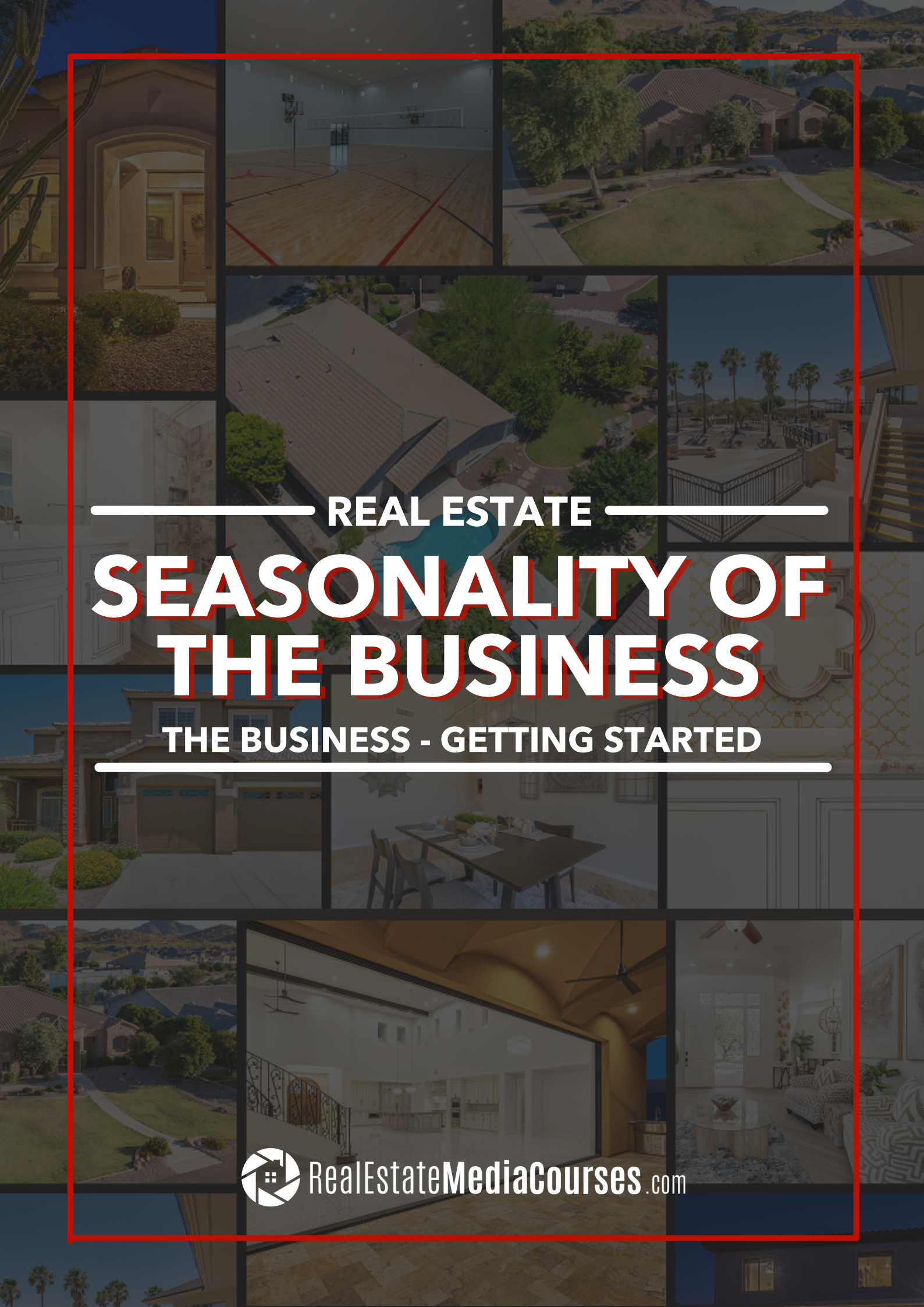




— REAL ESTATE —

SEASONALITY OF THE BUSINESS

THE BUSINESS - GETTING STARTED

—



RealEstateMediaCourses.com

BUSINESS SEASONALITY TIPS

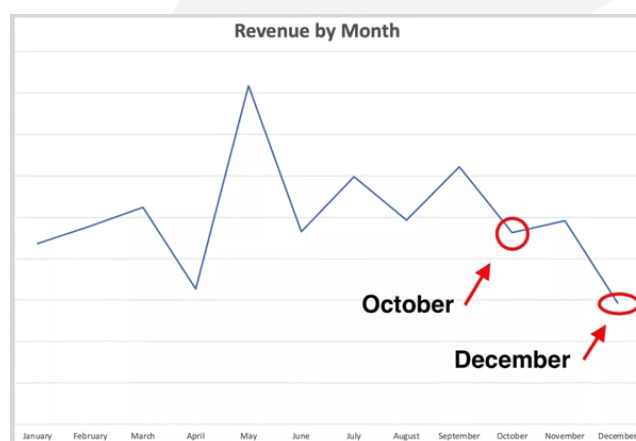
THE BUSINESS - GETTING STARTED



1 | SEASONALITY

When I started [ListerPros](#), I hit the ground running in January 2014. Come August of that same year, and hired my very first team member. And when October, November, and December came around, we experienced a dramatic decrease in business that I wasn't expecting.

I made significantly less than my employee during December. I was not prepared for the seasonality of this business.



In this chart, you can see our monthly business trend, and you can see how the business starts to taper downward in October, then more in November, and then when December hits, we produce about half what we usually do.

Knowing the seasonality of the business will help you plan accordingly. For example, you may want to plan for bigger business expenses when a lot more revenue is coming in. Planning and knowing what activities you can have your team focus on during the slower portion of the year is also important.

We focus a lot on training our team during the slower times of the year, your business won't drop to zero, but there will definitely be a significant drop during the end of the year for most US markets.

2 | TAKE CARE OF YOUR TEAM

Be sure that you take care of your team and ensure they're getting the hours they need. Here at [ListerPros](#), we came up with different projects that we have our team focus on to stay productive. For example, the creation of this exact course.

You may find that some team members like the reduced hours for the holidays, and some may want or need more hours for the holidays, so it's important to accommodate the needs of your team members.



3 | CHECK LISTING TRENDS

The seasonality I am referring to is for the main markets in which we operate. No matter where you live, there will likely be some sort of seasonality, whether it's the holidays or weather-related.

Be sure to check new listing trends in your area because that will show you when peak and low volume listing seasons are.

