**Introducing the PEAK program**

Performance Excellence, Accountability, & Knowledge

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**An all-new way to take customers to new heights**

The Market Leader PEAK program is a brand-new approach to boosting your success in the real estate industry. This powerful combination of training and education will enable you to surpass your strategic and revenue goals over the life of your business. PEAK is integrated with your Business Suite system at no extra charge, giving you the framework to reach your full potential.

**Reaching the top with PEAK**

PEAK isn’t just a one-time program. It’s a commitment—by you and Market Leader—to the success of your business. More than just software training, PEAK empowers you to achieve and maintain performance excellence in the real estate industry. From day one, we’ll work with you throughout the life of your business to:

- Set goals
- Expand your industry, business, and product knowledge
- Personally monitor your progress
- Encourage you to stay accountable for reaching your goals

**PEAK leverages leads, tools, and education**

Effective lead generation, Business Suite tools, and education are key areas that are critical to your ultimate success. However, if these aren’t used together, you could miss out on the full benefits of Market Leader. PEAK engages all three areas through a cohesive plan that supports your unique objectives over the long term.

**Broker and agent engagement phases**

Whether you’re a broker or an agent using Business Suite, PEAK is designed to walk you through a series of steps that allow you to meet your goals.

<table>
<thead>
<tr>
<th>PEAK 1</th>
<th>PEAK 2</th>
<th>PEAK 3</th>
<th>PEAK 4</th>
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</thead>
<tbody>
<tr>
<td>Launch</td>
<td>Goals &amp; fundamentals</td>
<td>Achieve &amp; maintain success</td>
<td>Grow to new heights</td>
</tr>
<tr>
<td>Day 1 to 3</td>
<td>Day 1 to 60</td>
<td>Day 60 to goal</td>
<td>Lifetime</td>
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<tr>
<td>• Product &amp; website setup</td>
<td>• Goal reinforcement</td>
<td>• Attain goals</td>
<td>• Accelerate growth with new goals</td>
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<td>• Goal confirmation</td>
<td>• Training &amp; coaching</td>
<td>• Ensure progress</td>
<td>• Leverage success</td>
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<td>During this streamlined onboarding process, we help you, the new Business Suite customer, launch your website and quickly get started with your Market Leader system.</td>
<td>Our account managers will work with you to reinforce your business goals. Together, we’ll create a performance plan, reviewing resources and training materials that will enable you to reach every objective.</td>
<td>Coaching and review sessions will help you achieve your first goal and repeat that success when working toward future goals.</td>
<td>You’ll continue to have access to training resources as needed, and check in for monthly one-on-one coaching sessions on an ongoing basis to continuously improve business performance.</td>
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Resources available: PEAK guide, customer coaching, webinars
**PEAK components**
Throughout each phase, you’ll have access to these valuable PEAK resources.

**PEAK guide**
The PEAK guide is an online tool that is integrated within the Business Suite product. The guide helps you tackle all aspects of your business (organizing, planning, systems and tools, education and coaching), and gives you the elements for success in the real estate industry. Focused on your goals, the guide offers worksheets, videos, and support—continually updated to reflect best practices and industry changes.

**The PEAK guide is created specifically for brokers and agents who use Business Suite:**

**Leadership (for brokers):**
- **Teams** - roles, responsibilities, and commitments
- **Goal setting** - organizational and agent goals
- **Measuring** - accountability, regular check-ins, performance tracking
- **Motivation** - expectation setting, recognition, rewards
- **Leading** - team meetings, training, skills development
- **Recruitment** - identifying the best candidates

**Agents (Business Suite users):**
- **Goal setting** - leads, transactions, Gross Commission Income (GCI)
- **Tools** - Market Leader system and education
- **Leads** - all possible lead sources
- **Processes** - best practices, action plans, lead follow-up systems
- **Resources** - presentation, templates, scripts and dialogs, role playing

**Customer coaching**
Periodic check-ins with account managers will ensure that you’re meeting your established business goals and reaching the top with your Business Suite system.

**Webinars**
Live and archived webinars will provide best practices, workshops, and opportunities to show you how colleagues and real estate experts have achieved new heights in their real estate businesses.

**The program will help you stay accountable, exceed goals, and take your business to its PEAK!**