

# Rich Casto & Company

**Rich Casto was a contributing author to Donald Trump's book, "The Best Real Estate Advice I Ever Received."**

**Would your next event be more successful if attendees walked away with the skills, tools, and attitudes to lift business to the next level?**

Boost the learning and outcome of your next event with an empowering, results-driven industry expert. With over 20 years experience in the real estate industry, Rich Casto is second to none.

He creates excitement and immediate results with his combination education and accountability training system. Rich is able to inspire, train and coach real estate agents to list and sell more homes and gives advice that agents can use right now in this market to create business. Rich can also tailor fit any topic to meet your specific needs.



RECRUIT. TRAIN. RETAIN. RESULTS.

310 S. Michigan Ave.

Chicago, IL 60604

P: 312.772.3215

F: 312.924.1462

[RichCastoAndCompany.com](http://RichCastoAndCompany.com)

# About Rich Casto

**Rich is a contributing columnist to *Realty Times*, *Realtor.com*, *Broker Agent News* and *FrogPond.com*.**



Rich Casto is the founder of Rich Casto & Company. Rich Casto has over 20 years of experience in all aspects of the real estate industry, including real estate agent, branch manager, general manager, executive management and broker/owner.

Through his consulting, coaching, and training, he has served over 35,000 agents, brokers, owners and managers in training, recruiting and retaining solutions.

Today Rich Casto & Company has evolved into one of the best real estate consulting, training, and recruiting firms in the industry. With a progressive and aggressive approach to business, Rich Casto & Company delivers value based on practical experience, benchmark results, and transference of skills.

The company's full embracement of technology and the innovations Rich has made utilizing technology and best practices presents itself in the company's unique interactive training system that combines both online and offline components.



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# A Few of Our Clients...

*Past and Present*



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# Brokerage Testimonials

*"Dynamic, Fun, Knowledgeable"* – **Gloria Landavazo, Livermore, CA**

*"Rich's leadership changed me as a manager. I am now one of the top recruiters in my company."* – **Pam Petterle, Prudential California Realty, Sacramento, CA**

*"I just signed my tenth experienced agent his month for a combined volume of \$23,500,000... I am flying high!!! Thank you so much for sending me that flyer last year and for making me look in the mirror and be excited about the business again."*

–**Carol Lalumondier, Reece and Nichols, Kansas City, MO**

*"Rich understands this business. His approach is about solutions to real problems, growth for agents, managers, and companies promised on benefit to the customer."* – **Don Booth, Long Realty, Tucson, AZ**

*"Through Rich's coaching and training we were able to hire 110 experienced recruits in the first five months of the program. We went from an average of seven new recruits per month to 22. The results speak for themselves."* – **Jennifer Warden, President, Residential Sales, Baird & Warner**

*"I personally watched Rich grow a Century 21 franchise by recruiting 200 agents."* – **Brian Sheppard, Countywide Mortgage, Las Vegas, NV**

*"I have been managing realtors and companies for over fifteen years, but had no idea what I could be doing better for myself as a manager or as a partner with my sales associates. I would recommend this seminar to new managers as well as seasoned."* – **Collen Dean, Park City, UT**

*"This course had tremendous value for branch managers whether with years of experience or rookie managers. Everyone, all levels, left with something. This course is very forward thinking and really makes you take a hard look at yourself and will transform you into a true business partner with your agents."* – **Deb Colburn, Prudential Select Properties, St Louis, MO**



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# Broker Manager Training

Each of the listed seminars below may be done as a 60, 90, or 120 minute session.

## How to Build a Self-Recruiting Office

- ◆ Become the broker of choice in the community
- ◆ Transform your recruiting strategy from prospecting to receiving quality recruits
- ◆ Learn effective and proven systems, campaigns, and dialogues to set up your self-recruiting office
- ◆ Insure retention of your best agents with Rich's patented inner circle/outer circle strategy

## Leadership 101

- ◆ Become a better coach to your agents
- ◆ What really drives agent productivity?
- ◆ Case studies \$50,000 earner, \$500,000 earner
- ◆ Inspire & empower your agents, make them into problem solvers
- ◆ The Coach Approach
- ◆ Workout groups
- ◆ The new productive sales meeting
- ◆ Commitment, accountability, results... 7 steps
- ◆ Installing and leading through culture
- ◆ Driving agent productivity – contests that work

## How to Effectively Increase Agent Productivity

- ◆ Assess your culture and where you need to take it
- ◆ Learn The 7 Steps of Accountability
- ◆ Become an effective coach to your agents with workout groups and leader strategies that lead to real results
- ◆ Leave with a detailed plan on how to get your agents to choose to produce



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# Agent Testimonials

*"Rich was dynamic and excellent."* – **Julia Kazansten, Walnut Creek, CA**

*"Rich is what I needed to get motivated in this sluggish market. For once I have actual tools to go out and get business."* – **Filiz Dalo, Prudential Serls, New York**

*"This was the most useful, relevant and practical training I have attended in a long time. His listing presentation examples are right on the money and I already implemented on of his suggestions with one of my sellers today after I left the seminar! Thanks for bringing him to us!"* – **Dana Little, Exit Realtor in Hampstead Office**

*"One of the best presentations I ever sat through. Very skillful and very effective."* – **Ross McElhenny, Sebastopol, CA**

*"Rich has one of the sharpest minds in real estate! A dynamic speaker, Rich engages his audience. His presentation was fun, motivating and will challenge you to take your business to the next level. Since incorporating some of Rich's recommendations, my business has steadily increased. I look forward to his next event."* – **Michael Coburn, RE/MAX Preston Rd. Dallas, Texas**

*"I handpicked Rich Casto to coach Realtors we are currently working with and want to work with at Wells Fargo Home Mortgage. His delivery and message are "no nonsense"... because Realtors NEED Rich's timely coaching in a turbulent market! He not only delivers the "TO Do's", but the "How To's" on becoming a better agent that day!"* – **Ryan Haacke, Wells Fargo Home Mortgage, Des Moines, IA**

*"I was completely blown away. Rich's ability to effectively capture the class was both motivational and completely informative. He did not push so much information that we could not grasp, but made it clear, imaginative, and for me, made me feel I can achieve my goals."* – **M.F. Prudential California Realty, El Cerrito**



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# Agent Training

Each of the listed seminars below may be done as a 60, 90, or 120 minute session.

## **Double Your Sales with Technology**

- ◆ Nuts and bolts of dramatically increasing buyer and seller leads with technology
- ◆ The internet made easy and profitable
- ◆ Driving traffic and registrations to your website
- ◆ What consumers want to see on your website
- ◆ Understanding and implementing Social Networks to increase business
- ◆ Convert buyers and sellers who register on your site
- ◆ Easily creating three years worth of buyers and sellers in 90 days

## **Generate More Lead Now: Even in today's market!**

- ◆ Learn the system that insures five sales per month
- ◆ Change your income from a monthly surprise to a monthly certainty
- ◆ Incorporate the five-touch system that insures your steady income
- ◆ Learn the top strategies that drive referral business
- ◆ Position yourself as the expert – Get buyers and sellers requesting you

## **Triple Your Saleable Listings & Earn Certified Real Estate Negotiator Designation**

- ◆ Learn the best listing presentation in the country hands down
- ◆ Get your listings priced competitively now
- ◆ Never discount your commission again
- ◆ Get the coveted CREN designation... thousands have been certified
- ◆ Walk away with the best value proposition in the industry to take to your sellers



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