



TEAM DEVELOPMENT

The First PLACE Partner

A testament to the power of leverage

with Tamara Lamore, Owner/Operator, Everett, WA

Immigrating from Canada in 2001, Tamara Lamore remembers thinking, “If I’m starting over, then being a real estate agent is next.” For the next eight years flying solo, she was glued to every step of every transaction, closing 35 homes a year. Balancing being a successful one-person business, a mother of three young boys, and a wife was more an anomaly than a long-term solution.

Luckily Lamore, seeking a team for leverage and community, met PLACE Co-Founder Ben Kinney, who illustrated his vision for her on a napkin by drawing a circle inside a circle. He labeled the outer circle PLACE resources and the inner circle Lamore, promising, “The PLACE circle will continuously grow bigger, so you will always have room to grow.”

Lamore joined him. PLACE established office space for her closer to home in Everett, Washington, as she lived an hour from the team’s location in Bellingham. As a long-distance team member, her annual sales jumped more than 40%.

“I had to forget about what I was doing as an independent agent to fully embrace the models and systems of PLACE,” Lamore said. “Once I mastered those, I could add my flair.”

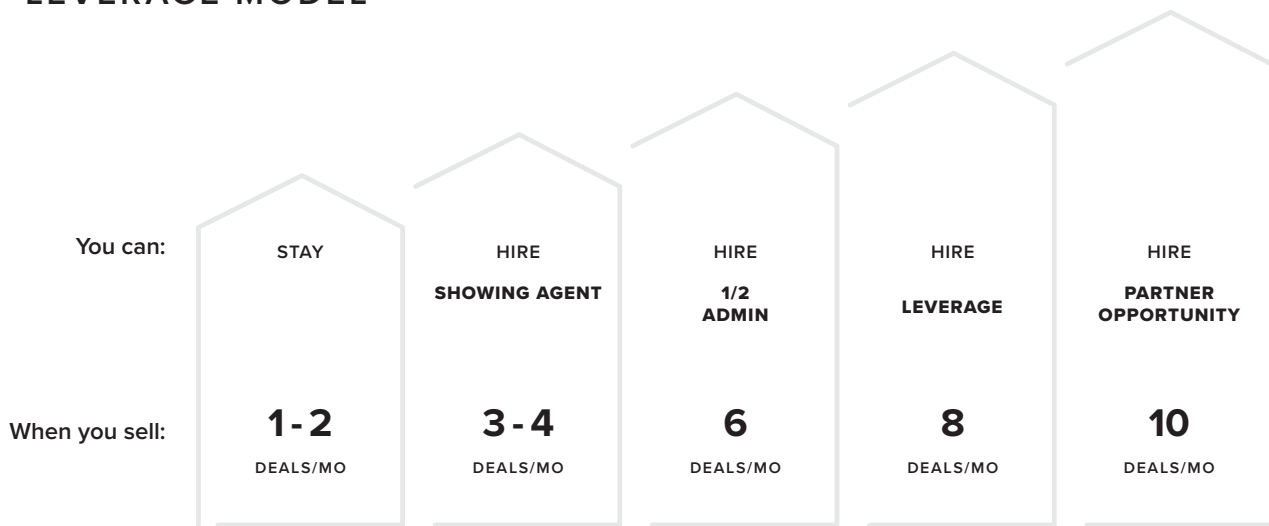
Quickly she became one of Kinney’s five listed long-distance team members and naturally solidified as the Everett location’s official team leader and first PLACE expansion partner. Lamore’s team was the Bellingham location’s leverage, assuming an overflow of leads and clients while building a local database.

“Because the Bellingham team entrusted financial, marketing, and administrative needs to the Leverage Model, I focused only on buyers and sellers,” Lamore said.

Lamore recounts the leads piling so high that one more could send her weekend of showings into chaos. In a moment of urgent problem-solving, Lamore originated the first step of the PLACE Leverage Model: earning a showing agent.

She called her colleagues on the other side of her cubicle walls,

LEVERAGE MODEL



delegating four showings to her teammates while focusing on the fifth. After spending most of the weekend at home, within a week, all offers were under contract. The entire team benefited financially. Shortly after, one of those agents happily committed to being Lamore’s full-time showing specialist.

“I decided not to work evenings or weekends, and never miss any of my children’s field trips or games, so I found a way to

ensure that,” Lamore said. “Having a team within a team allows me to have every weekend with my family while still serving clients through a showing specialist. It changed the structure of my life while making me money.”

After two years of support from a full-time showing specialist, Lamore’s sales jumped 61%. Her team has advanced to 24 agents in three locations, closing \$3 million in GCI annually. Her original showing specialist earned additional opportunities, tapping into the leverage model.

Tamara Lamore

“I needed to release all the parts of the transaction that I was in control of and let the team handle it so I could fully focus on my ‘seat on the bus, the Ben Kinney Team,” Lamore said. “My showing specialist eventually joined me on my seat ‘on the bus’ and then we worked all our clients together.”

Today Lamore’s office is a paper toss away from the cubicle where a weekend’s solution inspired the foundation of the PLACE Leverage Model. She explains that the circle of resources that Kinney once drew for her years ago grows constantly, quickly implementing new products and improving systems. Agents are supported at each stage as they move through the Leverage Model to build a team within Lamore’s team. The greatest model benefit she’s seen change agents’ lives is the company health insurance that opens the door to the PLACE Opportunity Model.

“PLACE agents are talented,” Lamore said. “The faster we fully embrace the standards, vision, and value propositions PLACE offers, the faster we grow.”

