

# Partners In Progress

## Technology in your business today

Would you like to make an instant personal connection with each visitor as they arrive on your website? Would you like to engage with clients in real time? Would you like to save time for both your customer and yourself? Wikipedia states that a web chat is a system that allows users to communicate in real time using easily accessible web interfaces. It is a type of online chat distinguished by its simplicity and accessibility to users who do not wish to take the time to install and learn to

use specialised chat software. This system allows users instant access and only a web browser is required to chat. Users will always get the latest version of a chat service because no software installation or updates are required. Learn more about webchats at the prestigious Fine & Country Annual Convention presented by Azuka. Open your door to more customers and respond to them in real time. Be the real estate expert that can truly boast professionalism.



## Recognition and Motivation

Systems of recognition allow people to feel a real sense of achievement – on an ordered and structured basis. Social scientist and researcher, Frederick Herzberg, places recognition at the top of the list of factors that have a meaningful and positive effect on workforce motivation. Other key factors are achievements in the workplace itself and a sense of individual responsibility. We focus on how you can motivate your staff to

perform better in 2018. We have learned that money is not the sole motivator of our agents and staff, according to the experts. Come learn how to turn the tables by implementing effective motivation and reward programmes in your offices. Research has shown us that what the workforce wants is not necessarily what they need when it comes to motivation. The outcome of our national interviews with members of Fine & Country will be shared.



## Power Hour

Launched to share power ideas and empower others. This year some of the most successful sales initiatives will be shared on the stage. This presentation aims to 'Empower your Success' through enhancing your knowledge, skill and acumen on new business trends, marketing and operational topics. These Fine & Country Licensees do exactly what you do every day, managing sales income into their business. However, they created a type of 'Blue Ocean

strategy', a method of creating a new, uncontested market space. They assert that these strategic moves create a leap in value for the company, its buyers, and its employees while unlocking new demand and making the competition irrelevant. They have found a magic way of making an old practice new. By focusing on the bigger picture and tapping into sequenced strategies, this is a real pay-it-forward initiative.



## International Hour

Networking creates the opportunity for establishing business relationships, sharing information and establishing partnerships for new ventures. Networking remains a priority for top executives. This year our guest list includes international Licensees, including the Evaco Group from Mauritius and newest member of Fine & Country international. A focal point of this year's Convention is networking for future growth and the information you need

to achieve this. Our international business leaders contribute greatly to the success of Fine & Country and you will be able to learn from their successes. We proudly celebrate 10-Years of Fine & Country in West Africa with Maryanne Okonjo. Our Fine & Country network will remain quality-focused, as we believe the strength of our network is not based on the number of people in it, but on the quality of the people who drive it.

