

TONY RATCHFORD

THE DREAM HOME PROCESS™

***BIG Idea* helps realtor enjoy more freedom and increase production by 50%**

Tony Ratchford, a residential real estate agent in Sioux Falls, South Dakota, began his *Big Idea Adventure* in early 2002 and has since earned #1 status in his market for 2004, 2005. "We're on track for being #1 again in 2006," he says.

Tony started working with us because he wanted to change his business completely. "I had always been one of the top five or six realtors in Sioux Falls, but I was operating the business like a lone wolf realtor with only one assistant," he says. "I had been struggling with implementing a process for too long when someone recommended I speak with BIG."

"We did a complete revamp, and now we have a staff of five with everyone doing what they are supposed to do. From 2002 to 2004 we worked on process and then we focused on marketing. We have completely polished our process, put the right systems in place, and are completely clear about how to best go about marketing."

"From the very beginning, I realized we were fragmented in what we were doing. The biggest impact on our thinking came when we shifted our focus to our clients. We learned we needed to know who they were and what they wanted, and then we figured out how to deliver it. And, as a result, we developed *The Dream Home Process™* which has helped us increase sales by 50% and profits by 30%," Tony says.

Perhaps most importantly, Tony says he has shed his lone wolf clothing and relies on his team to deliver the bulk of his process. "When it comes to delivering the process, my team knows it and can do it easily. I am leaving for 10 days next week and won't even give the business a thought. I know without a doubt the people I am leaving behind will take care of things."



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