

Why metrics are critical to your company's success?



You wouldn't build a custom home without a blueprint and plan. Why would you run your business without a marketing plan? Your plan, focus, and execution will determine success or failure.

Many Luxury Homes Builders nationwide struggle to generate a steady pipeline of qualified prospects and turn to marketing for help. Unfortunately, most don't get the results they seek. Certified Luxury Builders (CLB) has the answer.

Albert Einstein's definition of insanity really hits the nail on the head here: "Doing the same thing over and over and expecting different results."

Certified Luxury Builders Network

Leading luxury builders to greatness

Real-life Examples • Simple Processes • Timely Results

Situation: Luxury Builders need a plan to achieve their goals and success. Successful companies use metrics, scorecards, and KPI's to measure and monitor their effectiveness and business performance. Truly "GREAT" companies are driven by metrics, scorecards, and KPI's. These tools help to clarify responsibilities and roles and help to make better decision. They drive the right behavior, process, accountability to achieve your business goals.

We have heard it before, if you continue to take the same approach which has failed, why would you expect doing more of the same will yield a different outcome?

What is the difference between a scorecard and a Key performance indicator (KPI)?

- *KPI's measure company performance and scorecards measure company perspective (See Question #4)*

What is the #1 reason to have scorecards driving your business?

- *Scorecards focus on core competencies, processes, decisions, and actions that have the greatest impact on your business and customer satisfaction.*
- *Scorecards reflect on what customers receive in terms of time, quality, performance, and service.*
- *Your three numbers are the beginning. (Revenue, Projects, Net profit, and 5-star experiences.*

Why are scorecards so important to your business's success?

- *Knowing at a single glance the status of the business and performance reduces the noise and increases focus.*
- *Scorecards get everyone on the same page*

What should the scorecard reflect about the business? There are four basic viewpoints to take with the KPI balanced scorecard:

- *Financial perspective – tracking financial performance.*
- *Customer perspective – tracking customer satisfaction, and attitudes (5-star experience).*
- *Internal process perspective – covers internal operational goals needed to meet customer objectives.*
- *The learning and growth or innovation perspective- intangible drivers for future success such as hiring the right people, having the right processes, training people so they become assets, implementing systems to improve the performance of the business, etc.*

Who should have scorecards?

- *Every manager*
- *Every employee*

There is a easy process that helps create scorecards and KPI's

- *Build your purpose statement. The statement clearly communicates how you'll differentiate from you competitors, and should include three different aspects:*
 - Objective*
 - Advantage*
 - Scope*
- *Review your strengths, weaknesses, opportunities, and threats*
- *Design a pathway to land on your desired destination.*
- *Design your business plan to align and support your pathway*
- *Create milestones and measurement to identify that you are on the right path*
- *Launch, communicate, and market your initiatives*

BUSINESS AREA		Goal	Jan 2019	Feb 2019	Mar 2019	Apr 2019	May 2019	Jun 2019	Jul 2019	Aug 2019	Sep 2019	Oct 2019	Nov 2019	Dec 2019	Goal Achieved	Comments
Sales & Marketing																
Interest	Referrals by source	0	0	0	0	0	0	0	0	0	0	0	0	0	0.00%	
Awareness	Presentations	0	0	0	0	0	0	0	0	0	0	0	0	0	0.00%	
Consideration	Design Agreements	0	0	0	0	0	0	0	0	0	0	0	0	0	0.00%	
Decision	Proposal / Contracts	0	0	0	0	0	0	0	0	0	0	0	0	0	0.00%	
Won	Total \$ Sales	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	0.00%	
Operations																
	Total # Current Projects	0	0	0	0	0	0	0	0	0	0	0	0	0	0.00%	
	Projects On-schedule	0	0	0	0	0	0	0	0	0	0	0	0	0	0.00%	
	Projects On-budget	0	0	0	0	0	0	0	0	0	0	0	0	0	0.00%	
	# of surveys received	0	0	0	0	0	0	0	0	0	0	0	0	0	0.00%	
	# of Customer Complaints	0	0	0	0	0	0	0	0	0	0	0	0	0	0.00%	
	# of Customer Testimonials	0	0	0	0	0	0	0	0	0	0	0	0	0	0.00%	
HR																
	Job Descriptions Approved	0	0	0	0	0	0	0	0	0	0	0	0	0	0.00%	
	Recruitment	0	0	0	0	0	0	0	0	0	0	0	0	0	0.00%	
	New hire / Onboarding	0	0	0	0	0	0	0	0	0	0	0	0	0	0.00%	
	Training	0	0	0	0	0	0	0	0	0	0	0	0	0	0.00%	
	Safety	0	0	0	0	0	0	0	0	0	0	0	0	0	0.00%	
	Turnover	0	0	0	0	0	0	0	0	0	0	0	0	0	0.00%	
Finance & Accounting																
	Cash Balance	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	Monthly Revenues	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	Total Outstanding Receivables	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	Total Outstanding Payables	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Top Projects																
Name	Total Contract	Draw	Stage	On Schedule	On Budget	Client Sat.										
				Fail	Concern	Good										
Name			Design													
Name			Pre Con													
Name			In Process													
Name			Punch													
Name			Warrenty													

To review and learn the answers to the questions below, please talk with your CLB trusted advisor.

- How to create, update, and manage scorecards?
- How often should you review your scorecard?
- How are the metrics collected and analyzed?

As a member of CLBN you have options:

- You can learn how to set up and run the campaign yourself.
- CLB can set up and run the campaign for you, or
- You can learn how to set up and run the campaign and have CLB run it the first time and you can take it from there.

CLB Network can help you gain a clear vision of your business, target market, ideal client, local and social brand design. We assessed your current situation and benchmark against what great looks like in the market, provide recommendations and a plan that builders can self-implement or request our team to augment their team or implement in its entirety. Once you choose the go forward approach, we get to work to execute the creative, implementation, management, and monitoring of the project.

RESULTS



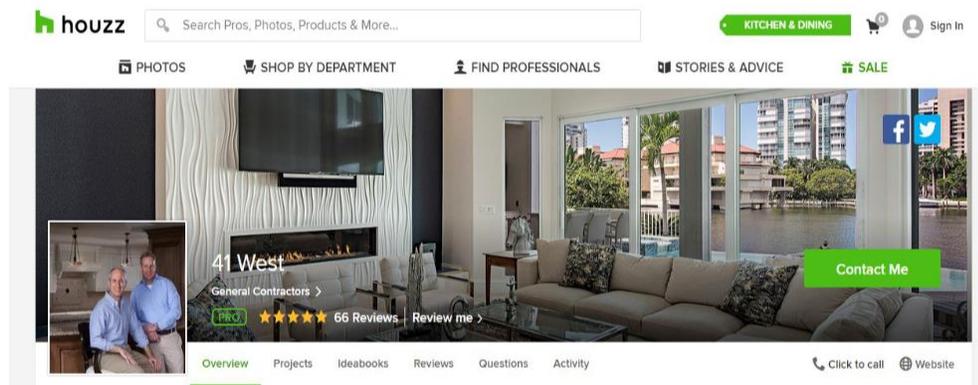
5 Houzz Awards >



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Get CLB's best advice on building local market awareness, competitive advantage, increasing market share, and improving your net profit.

Certified Luxury Builders Network is here for you to provide real life examples, simple processes, and timely results.

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