

Scaling Up Through Operational Efficiency

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Meet Jeremy

Jeremy Coombs is a serial entrepreneur and the Founder and CEO of **Jeremy Coombs Title Services**, a real estate title and development company. He helps real estate professionals get crystal clear on how to get their ideal clients and the income they deserve.

Although Jeremy was doing well with his business, he knew he could be doing better. He had never taken the time to optimize the internal workings of his business, and he was running everything by himself.

He knew there were things he could do to improve the operations of his business, but he wasn't sure where to start or which would provide the quickest ROI. He also had other business ideas that were taking shape, but wanted to make sure he started off on the right foot with any of his new ventures.

That's where the Leverage Team comes in...



Leverage



Jeremy's Goals

Like many entrepreneurs, Jeremy was focused on building his business and generating revenue—not optimizing all of his internal operations. He knew that he was missing out on potential opportunities by not having certain systems in place within his business.

Jeremy's main goals were to get organized, improve his internal efficiency, and start outsourcing certain projects to get more done in less time. He also wanted to bring on more team members to his business, but needed to have a system in place before he did so. He also wanted to make sure all of his upcoming business endeavors started out on the right foot.

Our Plan

We determined that Jeremy had several key opportunities for improvement across his businesses. Mainly, there was an opportunity to optimize and document some of his core processes. That would allow him to easily bring on new people and get them up to speed. This would then set him up to scale by providing a solid foundation for further marketing efforts and business growth.

Phase 1: Improve Jeremy's communication system by getting him to Inbox Zero, implementing Mixmax, and setting up Slack for his new team.

Phase 2: Implement Notion for SOP and knowledge documentation, giving him the tools to easily bring on more people and retain all of their knowledge for his business.

Phase 3: Implement Process Street, then use it to document and optimize Jeremy's core processes.

Phase 4: Implement additional marketing tools like LinkedIn Sales Navigator and Mailchimp. Create sales, marketing, and finance dashboards to track progress.

The Results

After implementing the tools, systems, and methods from his Business Efficiency Roadmap, **Jeremy was able to acquire 56 new clients and literally double his income within the first three months.** He is now set up to not only scale his own localized title company, but create other branches in different cities and scale those too.

He's been able to **hire an assistant and start to build his own team.** He has also embarked on several new business ventures, including a real estate marketing company. And the best part? He's working less than he ever has, all while making more money than he ever has.



“*I’m working less than I ever have and I’m making more money than I ever have!*”

JEREMY COOMBS