



"Real estate agents' quantitative sales have grown clearly year-on-year"

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KIINTEISTÖMAAILMA

BEST ENCOUNTERS IN THE INDUSTRY AND CARING MANAGEMENT

Founded in 1990, Kiinteistömaailma is a strong and nationwide real estate agency franchise chain. A total of 700 Kiinteistömaailma agents provide real

estate business services in over a hundred real estate agencies around Finland. The brand is owned by Danske Bank, and the real estate agencies are limited lia-

bility companies owned by independent franchisees. Kiinteistömaailma wants to make it as easy and safe as possible for its customers to buy or sell a home.

CLEAR GROWTH IN SALES AND CUSTOMER SATISFACTION

"The quality of activities has improved. Leadership training has played a key role in this. **Real estate agents' quantitative sales volume has grown clearly year-on-year.** The financial profitability of the chain companies has increased during 2016-2017. Customer satisfaction is an extremely important indicator to us, and it, too, has improved significantly. We measure satisfaction on a scale of 0-5, and in the past few years, customer satisfaction has increased from 4.3 to up to 4.7," says- **Kiinteistömaailma's CEO Erkki Heikkinen.**

STRENGTHENING THE STRATEGY AND STRONG INDICATOR GROWTH

The aim of the cooperation between Trainers' House and Kiinteistömaailma was to accelerate and strengthen the implementation of Kiinteistömaailma's strategy and thereby achieve strong growth in the key indicators.

"Among other things, digitalisation, price pressure and self-sales have resulted in new challenges and opportunities in real estate brokering. With regard to key indicators, during the collaboration we monitored e.g. the average monthly number of deals. **We have succeeded when the activity is customer-oriented and active towards the customers,**" Heikkinen comments.

FOCUS ON MANAGING ACTIVITIES

The chain control management and franchisees were trained using separate themes. The chain control management training clarified the strategy and broke down the key activities using the Trainers' House Impact Map.

The training of franchisees focused on caring management. These events provided the entrepreneurs with tools and coaching in actively managing the real estate brokers. The entrepreneurs have also been supported after the trainings with personal coaching by telephone.

"**The trainings have been successful.** The entrepreneurs have proactively wanted to order follow-up training, so there is the will to be coached", Heikkinen continues.

"With the training, I wanted to identify my own strengths and targets for development, and I was prepared to work to develop. **Without the training, I probably would not have gone this far on my path as a manager.** The best thing about the training was sharing stories and experiences and learning from them. I felt many kinds of emotions during these moments; on the top of the mind are the moments of joy and affection. I feel that I have grown both as a manager and as a human being," **Kiinteistömaailma franchisee Carita Piippo** says.

CHANGE IN PEOPLE'S ACTIVITIES AND THINKING

To ensure the change in activity, the chain control and franchisees adopted the Pulssi

change management platform.

"In addition to weekly questions, Pulssi acts as a tool that strengthens the topics of the training and helps to refresh things. Among other things, videos on the themes of the trainings have been added to Pulssi. **I consider it a very good change tool and support,**" Heikkinen says.

Change has also taken place in the way people think.

"The mindset of compulsory systematics has been a significant wake-up call for many; we cannot lead the result, only activities. We also actively use the "Circle of control", which we have named the "Circle of success", Heikkinen concludes.