

# weVENTURE™

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## CASE STUDY:



**Prudential**

**Sterling Properties**

## OVERVIEW

Prudential Sterling Properties was founded in 1982. Since then, the company has grown to include more than 65 agents and a support staff of 10 employees.

The Broker/Owners of Prudential are Barbara C. Wall and Nancy R. Taylor. Corporate relocation is a large part of the business. Both incoming and outgoing referrals, plus relocation, play a large part in the company's sales.

Prudential serves Brevard and Indian River Counties. The company is very active in the Space Coast Association of REALTORS® and the Indian River Board of REALTORS®.

After conducting research and determining a new path for the business, the Prudential Sterling Team found it necessary to focus on the further development of their company.

## OBJECTIVES

- Plan for transitions and align goals with a new focus.
- Develop and apply new business growth strategies.
- Strategize on how to explore new opportunities for growth, while still honoring existing agreements.

## OUTCOMES

- Prudential Sterling added three new agents to the referral division of the company, with additional recruitment planned for that division.
- Prudential Sterling was able to renovate and upgrade its office space.
- Following completion of the IGNITE 360® program in 2014, revenues continue to grow with the overall sales increasing in volume, year-over-year, by 6.8%.
- Prudential Sterling's overall sales volume since graduating the IGNITE 360® program in 2014 has increased in volume, year-over-year, by 6.8%.
- The team won first place in the annual Prudential (corporate) 2014 Round Table Awards in the U.S. South Region.

## TESTIMONIAL

*"The IGNITE 360® program renewed our excitement for our business, emphasized daily attention to goals and sparked enthusiasm into our souls! The opportunity to receive guidance and suggestions from such top-level executives offered us a wealth of information! We do appreciate our mentors. Thank you for allowing us the opportunity to participate in this exceptional program!" – Barbara Wall*

## COMPANY INFO

[www.prudentialsterling.com](http://www.prudentialsterling.com) | 321-768-7600 | @PruSterling



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weVENTURE's **IGNITE 360° Business Mentoring Program** offers highly effective mentoring in three distinct levels: IGNITE 360° TRANSITIONS for at-revenue companies that need strategy before growth or change; IGNITE 360° ADVANTAGE for established companies that are committed to growth; and IGNITE 360° PREMIER for larger companies that are focused on transformational activities and gross more than \$500k/year.

## WHAT IS IGNITE 360®?

- An activity-based process, strategically designed to deliver critical outcomes that support sustainable growth.
- IGNITE 360® mentors assist growth-oriented business owners in identifying and pursuing their most efficient and profitable revenue streams.
- weVENTURE's IGNITE 360® Program teaches participants how to spend more time ON their business, not just IN their business.
- weVENTURE's IGNITE 360® mentors guide each business owner through monthly goals and hold participants accountable for addressing business challenges, which may include legal, financial, marketing, HR, succession planning issues and more.
- The IGNITE 360® program was designed to work around the hectic schedules of today's entrepreneurs.

## DATA & OUTCOMES

93% of IGNITE 360® graduates have created additional jobs after completing the program.

58 companies have graduated the IGNITE 360® Mentoring Program since its inception.

Clients have an average 40% increase in revenue after completing the IGNITE 360® Mentoring Program.

12% of clients have reached the \$1M+ revenue mark.

Graduated 3 International Companies (8%) from IGNITE 360®.

## DID YOU KNOW?

- IGNITE 360® is the only program of its kind for entrepreneurs in Brevard County.
- weVENTURE offers no cost, one-on-one consultations as well.
- weVENTURE partners with local businesses and organizations that provide partial scholarships for IGNITE 360® participants.

## LEARN MORE

Contact us at [weVIGNITE@fit.edu](mailto:weVIGNITE@fit.edu) or visit [mlb.weVENTURE.org](http://mlb.weVENTURE.org).

## Key IGNITE 360® SPONSORS

