1. How Teaming Up with Bench and Side Made Business Easier for a Miami Real Estate Firm - YouTube

<https://www.youtube.com/watch?v=pOz_C3UXkmI>

Transcript:

well both of us solo agents then started teams worked at the same company and then about two years ago joined forces and opened up uh chz realy um and now we have you know pretty much grown to about 15 agents we're kind of semi running a small little business with our teams but it was kind of taking out that like that agent hat and putting on a business owner hat um that I think a lot of people um kind of struggle with when they're trying to go from you know at least in our world and real estate world

you know an agent to an actually broker owner um and running a company you know yeah and and that's exactly what happened we had a very plug and play Operation um and this aligned quite nicely you know the bench software with what we were used to because we're constantly on the road and we're driving we needed something a little more streamlined easy uh but yeah we we started the company it's been open now roughly 2 [Music] years I was using QuickBooks he was using QuickBooks I was even using QuickBooks for my wife so I was running

multiple businesses on QuickBooks and it's good when you first start but after you get a little bit of uh backtracked and a little bit delayed on QuickBooks it just kind of starts piling up piling up piling up to the point where you kind of just like say forget this right um and then when I stumbled across you guys uh bench um it was just it was amazing to hear that someone not only had that kind of platform that journal entering but someone was behind um the other side of it actually helping us journal entry

and it was just kind of us having these one-on On's monthly meetings to kind of figure out certain things that couldn't be um journal entry from the ACC perspective um so for us that's so much easier for me to hop on a zoom with somebody kind of explain on certain line items and then for them to reconcile for the month or for for the year and then honestly it just takes me one day a month that I go in and I kind of just reconcile what needs to be done and then I'm I'm I'm good it all comes down to Dollars and

cents and when you're starting to see kind of the profit and loss that you have uh something that you thought you were making a profit on uh uh you realize it's not a profit and that helps us determine whether how much more marketing dollars we're going to throw at something or not that tool has helped us out understand um where we should be allocating some funds [Music] to we started with site about two years ago um again we're very techy we're very Plug and Play right so that's what site

helped us do it helped us to kind of build the business in a rapid um speed rather than I think so probably what took a year year and a half took us you know four to six months to actually get up and running and operating um and then we actually stumbled across bench early on in our business you guys were were partners with with side um so that was happy to see because there's a lot of really really good agents that became business owners and if you don't know what you don't know then you don't know

how to operate right thankfully I came from a world where I was running I was I was running a business before so I understood the importance of bom sheets um income statements and forecasting right um but most agents don't like as a realtor when I first started I just had a spreadsheet with my expenses I knew what my bottom line was I think bench or at least side with you guys is a perfect combination for some of those agents to kind of like kind of get started with that