



THE HEAPS ESTRIN TEAM - ROYAL LEPAGE REAL ESTATE SERVICES

Toronto, ON

Team leader: Cailey Heaps Estrin

In a hot market like Toronto, where an agent's day can be filled from sunrise to well beyond sunset with client concerns, communication between team members can break down. Cailey Heaps Estrin, leader of the Heaps Estrin Team, says team leaders cannot allow a full schedule to interfere with meaningful dialogue.

"It's not always easy to take time out of a busy day to communicate as effectively as one should," Heaps Estrin says. "I think it is also challenging in busy markets to step back and take a minute to properly praise and reward

everyone for their efforts. It's important to check in with team members to see how they are taking proactive steps to achieve their goals."

After increasing sales by more than 40% in 2017, Heaps Estrin's team has set a high bar for itself in 2018. By focusing on training, lead generation and marketing, Heaps Estrin hopes the coming year will be another one of phenomenal growth.