R&S Realty International Division

Proposal created by:

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Submitted to:
Rodger Kooser, Owner
R&S Realty

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Executive Summary

R & S Realty is a real estate company located in southern Florida with an office in Ft. Lauderdale and another in Tavares. This locally owned company employs over 40 real estate agents. They strive for client satisfaction, employing the mission: D*o what is best for the Client and don't worry about the Commission.*

R & S Realty started with one office in Ft. Lauderdale and have R & S Realty would like to expand their clientele to include international sales. With the expansion of the clientele, they would like to offer concierge furniture and accessory packages.

To attain this expansion goal the company would need to complete the following objectives:
- Develop a marketing plan
- Collate furniture and accessory packages
- Develop a database
- Design and develop database training

In order to ensure success, this proposal contains:
- A complete list of the required staff with a description of the essential qualifications
- A descriptive list of materials
- Project timeline broken into nine phases

Project Scope

The Problem Statement

R&S Realty currently markets to domestic clientele within Florida. With the decrease of domestic real estate sales in Florida by 60% over the last two years, R&S Realty seeks to keep the real estate market active by incorporating a strategic plan. With the increase and strength of the European market, R&S Realty is attempting to strengthen the domestic real estate market by advertising to international clientele.   By increasing the growth of domestic real estate, the company will also increase their profits. The promotion of international sales currently does not exist at R&S Realty.

In order to provide optimal service to new clients, R&S Realty seeks to provide new concierge services to their customers. These services will entail providing furniture and accessory packages for new home buyer. The clients will have the ability to choose from three furniture and three accessory packages via the Internet. They will also offer concierge services for existing clients, by providing online grocery shopping and delivery services. International clients will have the luxury of ordering their groceries prior to their arrival.

A database will be created to expedite the sales of the furniture and accessory packages along with ordering grocery items. R&S Realty personnel will require training to manipulate this database.

Information Gathering
- Has been conducted by the owner
    - Analyze sales history information domestically
    - Collect data on real estate sales trends domestically and internationally
    - Assess International market

Project Objectives

To increase sales activity domestically, an international vacation home marketing plan will be designed, developed, and implemented. The marketing plan will be delivered via Internet and print. This plan will be implemented in countries such as Great Britain, Canada, Germany, France, and Ireland.

To alleviate the difficulties of furnishing a new home, R&S Realty will offer multiple packages for furnishings and accessories. The clientele will have the option to be able to furnish and accessorize their vacation home via the Internet.

A database will be constructed to allow clients to choose their furnishings and make payments via the Internet. Training will be designed, developed, and implemented for the staff at R&S Realty to develop their skills in manipulation of the database. The training will be delivered through Computer Based Training (CBT) and printed job aides.

The CBT will allow the persons manipulating the database to train at their convenience. Since the employees at R&S Realty cater to their customers, it is difficult to set training times for groups. The job aide will be a one page quick reference guide to assist those who have had the training

Project Constraints

Constraints	
Time	R&S Realty would like to have an advertising plan implemented by December 2007. Implementation of the database and database training needs to be completed by January 2008.
Training type	The company has also requested that the training be in the form of Computer Based Training.
Client Demand	Increasing the client demand is hinged upon the advertising plan.

Alternative Analysis for Database Instruction	Constraint
The training could be conducted face-to-face with the use of job aides.	This would require an increase in the budget since travel and training time would be added.
The training could be conducted using a synchronous learning.	The learners would then not only have to learn the database, but also synchronous learning software.
The training could be conducted using a handbook.	The learners could possibly lose the handbook. This method also does not provide interactivity with the database.

Risk Identification

Risk #1	
Definition:	*Condition:* Lack of technical pre-requisite skills *Consequence:* The learner would have difficulty navigating the Computer Based Training

Probability:	Very Low
Responses:	R & S Realty will advertise for an person for this position with the appropriate job skills.

Risk #2	
Definition:	*Condition:* Resistance to change *Consequence:* The employee may be change to a position more suitable.
Probability:	Very Low
Responses:	R& S Realty would be sure the person running the database is flexible.

Products

Assessment Package
The assessment package will include formative and summative package for the Computer Based Training

Job Aides
The job aides will include handouts listing the various tools in the database.

Computer Based Training Program
The Computer Based Training will be an interactive tutorial for the database.

Staffing

Project Manager/Stakeholder

The Project Manager is an instructional delivery and development specialist. They are responsible for the coordination and completion of the project. They will oversee all aspects of the project such as setting deadlines, assigning responsibilities, and monitoring and summarizering progress of the project. They prepare reports for upper management regarding status of project. This person would need to have experience in managing day-to-day aspects of a project along with being able to identify resources needed and able to assign individual responsibilities.

This person will give the final approval on all stages. This person is also the Subject Matter Expert.

This person will also handle establishing a relationship with furniture and accessory vendors.

Instructional Designer

The Instructional Designer has a background with instructional design experience. A background in real estate would be a plus. They will need to have experience with designing, developing, and implementing new projects. They will be on hand throughout the entire planning process to add their expertise as needed. They are experience at the practice of arranging media to help learners and instructors transfer knowledge effectively.

This person would also need to be able to collaborate to develop objectives and learning outcomes. They will need to have knowledge of assessment methodology, educational research design, student learning outcomes, and information about computer systems will be required. The instructional designer has extensive knowledge with both formative and summative evaluation techniques.

Database Specialist

This person is responsible for designing and developing the database. They are able to develop strategies for data acquisitions, archive recovery, and implementation of a database. Cleans and maintains the database by removing and deleting old data. Has knowledge of commonly used concepts, practices, and procedures within a particular field. They rely on instructions and pre-established guidelines to perform the functions of the job. Primary job functions do not typically require exercising independent judgment.

Advertising Manager

Develops, implements, and manages the company's advertising strategy, both from a business, sales and technical perspective. Initiates and manages discussions and sales with sponsors and agencies. This person is able to negotiate agreements with outside sales representatives. They manage the development of sales materials, including media kits. Organizes advertising for print media. This person will coordinate scheduling and promotions to ensure client satisfaction and project completion. They should be familiar with a variety of the field's concepts, practices, and procedures.

Product Liaison

This person is responsible for purchasing and negotiating materials, equipment, and supplies from vendors. They evaluate vendor quotes and services to determine most desirable suppliers. Has knowledge of commonly used concepts, practices, and procedures within a particular field. The Product Liaison will select, order, and authorize payments for merchandise. They will manage and direct the buyers.

Buyer

This person will be directed by the Product Liaison. They will seek out vendors and products as directed by their supervisor.

<u>*Office Manager*</u>
This person will manage the day to day activities such as handling client inquiries. This person also serves as the graphic artist

Project Phases

Phase I
Advertising Development
Oct 18, 2007 – November 2, 2007

Steps in flowchart:
Kickoff Meeting, Develop Advertising Goals, Approve Advertising Goals, Develop Advertising Plan, Advertising Draft Meeting, Revise Advertising Plan, Approve Advertising Strategy

Team Members:
- Project Manager
- Advertising manager
- Product Liaison
- Database Specialist
- Office Manager

Phase II
Product Package Development
October 18, 2007 – October 25 2007

Steps in Flowchart:
Develop Product Package, Approve Product Packages, Establish Vendor Relationships, Coordinate Packages, Finalize Packages,

Team Members:
- Buyer 1
- Webmaster
- Project Manager

Phase III
Database Development
October 29, 2007 – October 31, 2007

Steps in Flowchart:
Create Database

Team Members:
- Database Specialist
- Project manager
- Instructional Designer

Phase IV
Product Project Planning
November 1, 2007 – November 5, 2007

Steps in Flowchart:
Kickoff Training Meeting, Draft Instructional Goals, Approve Instructional Goals
Team Members:
- Project Manager
- Instructional Designer
- Data Specialist

Phase V
Instructional Product Design
November 6, 2007 – November 12, 2007

Steps in Flowchart:
Learner Analysis, Environmental Analysis, Task Analysis, Draft Course Objectives, Assessment Strategies, and Approve Course Objectives
Team Members:
- Instructional Designer
- Data Specialist
- Project Manager

Phase VI
Content Design
November 13, 2007 – November 19, 2007

Steps in Flowchart:

Instructional Strategies, Learning Activities, Content, Approval for Content

Team Members:
- Instructional Designer
- Project manager

Phase VII
Content Development
November 20, 2007- December 3, 2008

Steps in Flowchart:
Develop Instructional Materials, Design Print, Tutorial, and Media

Team Members:
- Project Manager
- Instructional Designer

Phase VIII
Formative Evaluation
December 4, 2007- December 10, 2008

Steps in Flowchart:
One-to-One Evaluation, Small Group Evaluation, Revisions

Team Members:
- Project Manager
- Instructional Designer
- Buyer 1
- Office Manager

Phase IX
Implementation of Project
December 11, 2007- December 18, 2007

Steps in Flowchart:
Summative Evaluation
Summative Report Written, Summative Report Reviewed

Team Members:
- Project Manager
- Instructional Designer

Appendix

Ghantt Chart
Network Diagram

[Budget](#)