****Type your name****

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|  | **Independent Challenge 2** |
| Help Sage Realty Services solve a problem. Complete the following steps. |

You Try It

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| 1. Save this file with a new name  Click the File tab, click Save As, add your name to the end of the filename, then click Save.  For example, save this file as **PS1-IC2 Sharon Rodriguez.docx**. |
| 2. Get ready  Sage Realty was one of the fastest growing companies in their area until recently. When the real estate market slowed nationwide, Sage Realty’s sales dropped off significantly.  Review the diagram of the problem for Sage Realty Services shown in Figure 1-17, duplicated below: |
| 3. Now you try it  In the following space, outline the steps Sage Realty can take to analyze and solve their sales staff problem. First, write a problem statement. |
| Problem statement:  Based on previous years, Sage Realty Services should have 12 closings per month to meet its financial goals. However, they currently have only five closings per month. Real estate agencies nationwide are experiencing similar problems. Plans for expanding Sage Realty Services are on hold until closings increase. |
| Next, consider each part of the problem statement. List the possible solutions to each part. |
| Possible solutions:   * **Expand services**: If Sage Realty Services concentrated in single family homes, for example, they might expand into rental markets. * **Offer new services**: They could also offer additional services to sellers, such as helping to stage homes for open houses and showings. * **Find creative, short-term solutions**: If real estate sales are low nationwide, Sage could improve its relationships with potential customers. For example, they could help sellers rent properties that have been for sale for awhile. When the market improves, those customers are more likely to feel loyal to Sage and retain them as their real estate agent. * **Change goals**: The goal of 12 closings per month might be unrealistic in this market. Sage might need to redefine their financial goals and evaluate the consequences. |

Submit the document to your instructor as requested.