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ELPI Insurance- What Is It and Should You Have It?

Sexual harassment, discrimination and wrongful termination lawsuits are at an all time high! Employment practices liability insurance (EPLI), has become one of the fastest growing insurance needs within the last decade to deal with these issues.

Find out more about EPLI and the benefits of this insurance:
www.allbusiness.com/business-finance/business-insurance/1268-1.htm

Writing Winning Proposals

Have you ever received a proposal that reeks of unprofessionalism? No matter how good your product or service may be, if your proposal doesn't send the right message – you won't have the chance to show what you've got. This short article can help you win more opportunities and showcase your business.

www.usatoday.com/money/smallbusiness/columnist/abrams/



Mike Burgelin, President

Employee Leasing Quotes.com is the easiest way to get competing proposals from top rated PEOs.

I'm often asked, "What do you do? How long have you been in business?" and "Why should I use a broker?"

Here's a little information about me & why I started my company:

www.employeeleasingquotes.com/mike-burgelin.html

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Business Tips From a 30 Year Pro!

Champions School of Real Estate Owner, Rita Santamaria

Rita Santamaria, an icon in the Houston, Texas real estate community, has been actively involved in every aspect of the real estate business since getting her license 30 years ago. Working as a real estate broker in the early eighties, she realized there were not enough quality real estate educational courses or places to go for real estate agents to take these courses and advance their career. So she set about changing how real estate agents view real estate courses and in 1983 opened up her very first real estate school in Houston, Texas. And so Champions School of Real Estate was born.

Rita, you've been in business a long time. In this economy, what are you concentrating on the most to generate business?

I have grown over these 25 years by keeping in constant touch with my loyal customers. It is truly my customers who bring in new business. I make sure our customers do not forget about us by advertising in various media including billboards, trade magazines, e-blasts, direct mail; direct mail used to be the leader in return on money spent but now e-blast gets the larger return and it is free. People cannot forget who we are weekly.

What attributes do you look for when hiring new employees?

I just hired a statewide human resources person for my statewide company. I have 46 employees and 120 independent contractors. I had been sharing this role with my accountant, and office managers. When looking for the right person the experience level is comparable with most applicants so on to the next step: I look for a candidate who can speak correct English; a candidate whose resume is organized and spelling is accurate. If these basic standards are not apparent, then the resume is deleted. The next step is group interview. If a person is intimidated by speaking in front of other candidates, they will be intimidated by the customer. After the candidate passes the group interview, we look for the person who has a positive attitude about themselves and their former employers. The final candidate(s) are interviewed by 2 managers for general consensus. This process works beautifully for our company.

How do you get the most out of your employees?

Training is the first scheduled activity when someone is hired. They are given a test after training to disclose their learning comprehension.

Friday "wrap up" sessions consisting of no more than 30 min. allows everyone to know what occurred during this week that was positive and what is going on next week for planning and preparation. Monthly 1 hour meetings are



on our calendar to update, congratulate, train our employees.

I do have production incentives for each employee. Their baseline expectations are set which is salary related; production over the expectations is acknowledged with a "performance bonus" given on a monthly basis.

What are a few inexpensive marketing tools that you use that give you a great return on your investment?

Bookmarkers: Ours have The "Champions Creed" (from 3 Time Olympian Ruben Gonzalez) on one side, marketing contact information on the flip side. Everyone uses bookmarkers and they do not throw them away. We have had customers call/email/come by and ask for a new bookmarker to replace their worn out one.

E-blasts: We always give a market update from Forbes.com along with our promotional information. Market data information which gives them insight into their own business is generally read, kept, appreciated. A good URL. The website must be informative, fresh, easy to maneuver, lots of helpful information.

10 Benefits of Having a LinkedIn Account



Wish you had the time to stay updated on industry information and talk with others in your profession locally or nationwide about their ideas and success?

As a business owner, my free LinkedIn account has become an invaluable business tool and think you'll find this service useful as well.

Find out more- and connect with me!

<http://dustinbrewer.com/top-10-reasons-you-should-be-using-linkedin/>

Know Your Labor Costs To Make More Money!

The Small Business Administration reports that more than half of all small business owners don't know their true labor costs! Here's a short story of an employer who waited 20 years to stop working- without knowing if he'll be making profit.

www.employeeleasingquotes.com/employee-leasing-info/?p=73

