



## LYNOUS TURNKEY SOLUTIONS MAXIMIZES PRODUCTIVITY

LYNOUS' Talent Management integrated services provides all the valuable resources a real estate company needs to increase productivity, secure a competitive advantage, develop a high performing culture and increase profitability in today's environment. Our talent management experts are able to drive stellar results for our clients because we make it our business to understand your business.

LYNOUS Talent Management platform can support your companies many needs. Our interim real estate professionals provide the on-demand "virtual bench strength" you need to manage the ebbs and flows of work while increasing profitability. Clients utilizes our trusted expert recruiting services on an as needed basis to source top talent candidates for permanent long-term hires which allows them to stay focused on their core business. And the final segment of the our integrated talent management platform, LYNOUS' training and coaching services provides the essential professional development that your employees need to keep them performing at a high level to keep your company growing.

### NATIONAL AND INTERNATIONAL CLIENTS

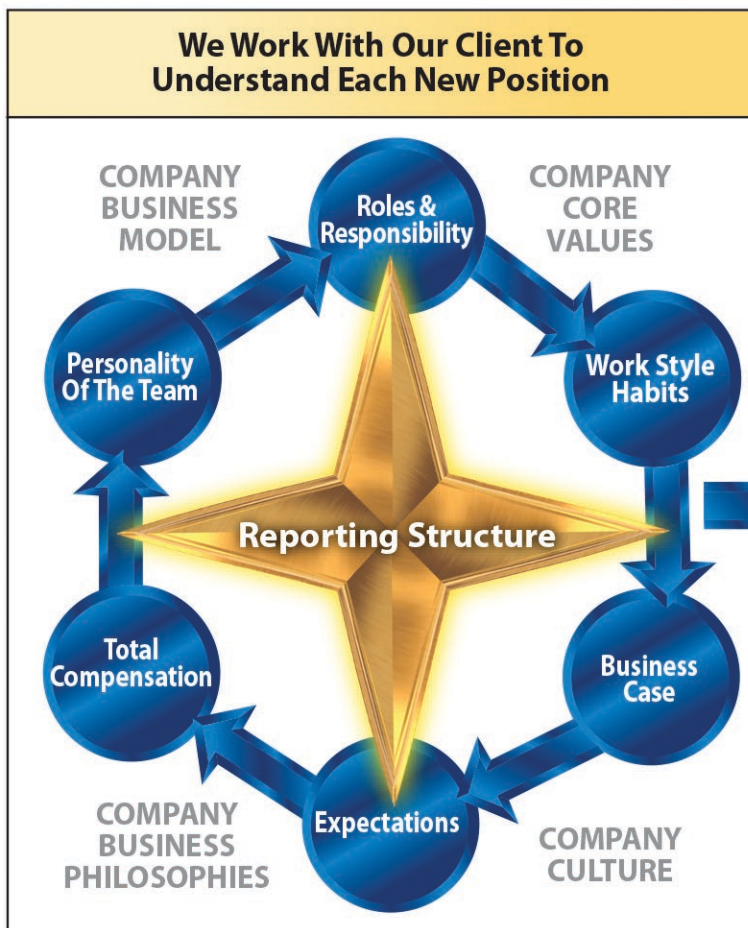
- Advisory Firms
- Appraisal Firms
- Architectural/Interior Design Firms
- Asset Management Companies
- Banks
- Brokerage Companies
- Development Companies
- Corporate Real Estate
- Construction Companies
- Engineering Firms
- Financial Institutions
- Full Service Real Estate Companies
- Industry Associations
- Investment Firms
- Law Firms
- Mortgage Companies
- Multifamily
- Restoration Companies
- Property Management Companies
- Senior Housing
- Tax Appeal Companies
- Universities and Colleges

## RECRUITING SERVICES

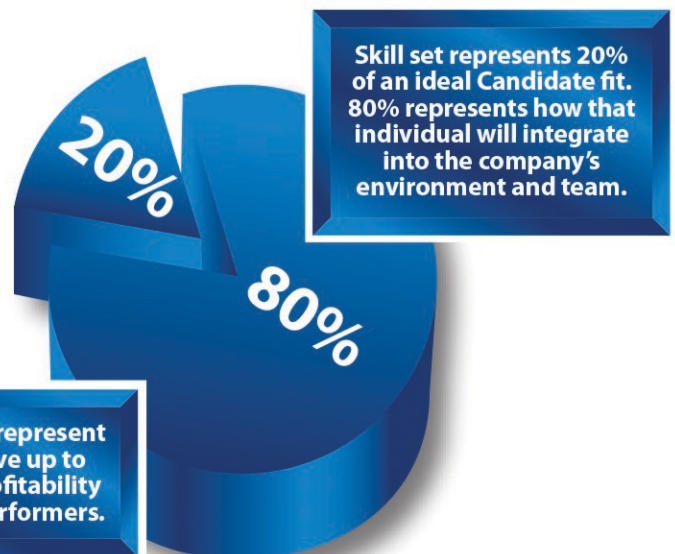
LYNOUS Talent Management integrated services platform allows us to get to know our client's businesses very well. In today's full employment environment, active recruiting efforts are necessary to attract top talent. By Clients entrusting their recruiting strategy to LYNOUS, they preserve their internal resources and it lets them stay focused on their core business.

We serve as trusted advisors to our clients and they utilize our services on an needed basis. LYNOUS' innovate fixed fee approach for recruiting services ensures that our client's interest are paramount and removes financial barriers.

LYNOUS Talent Management recruiting professionals are experienced real estate practitioners who have worked in the industry and understand your business. We welcome the opportunity to help you find your next top performer at your company.



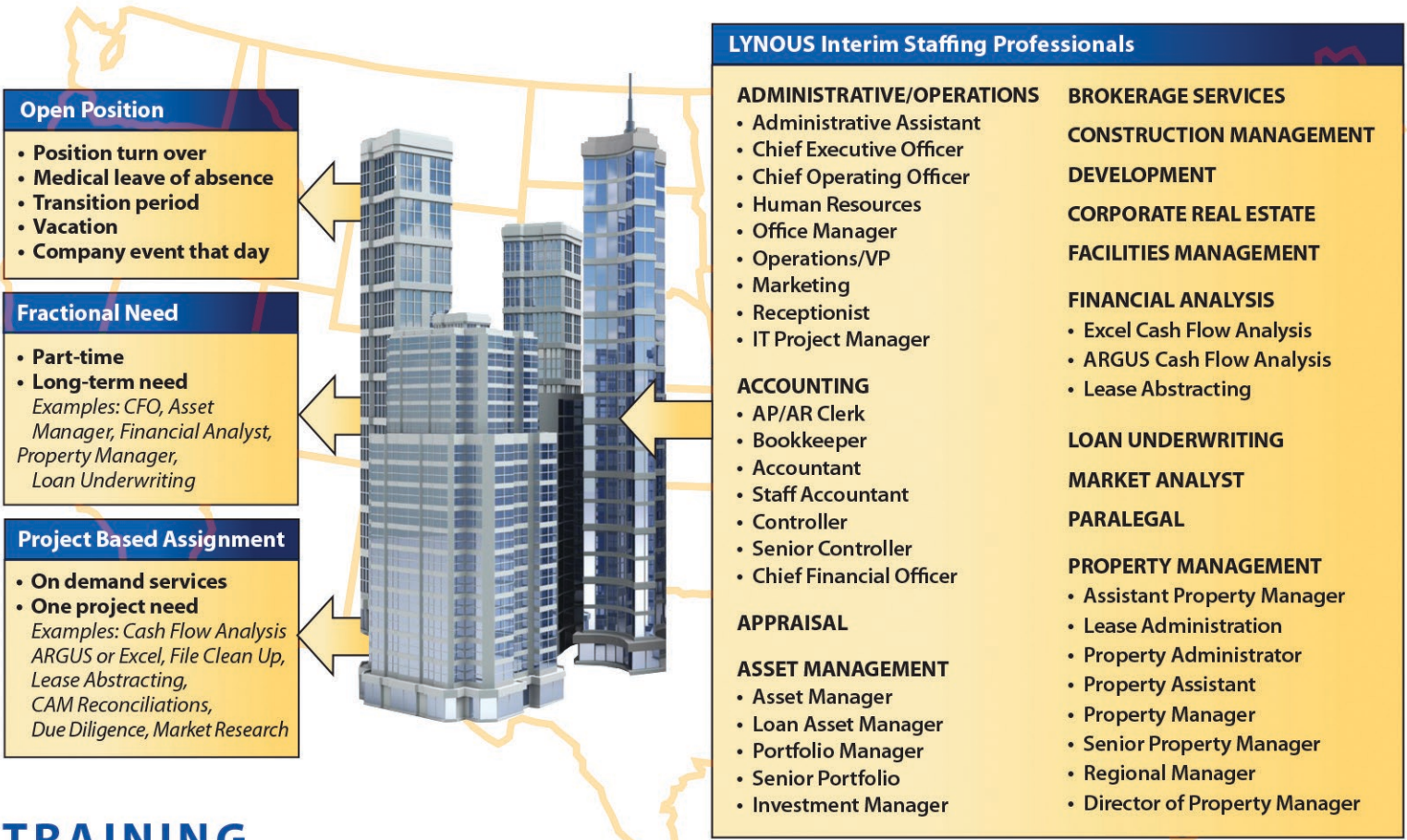
**Top performers represent 20% but achieve up to 80% greater profitability than average performers.**



## INTERIM STAFFING

LYNOUS provides experienced real estate professionals on an interim basis from receptionist to CEO to companies across the United States. Our clients think of LYNOUS as their “virtual bench strength” to help them aggressively manage the ebbs and flows of their staffing needs for: open positions, fractional needs and project based assignments. We provide flexibility to clients providing our real estate services by the hour--so hire us part-time or full-time.

With a team of seasoned and pre-qualified real estate professionals in the LYNOUS’ national network, we can provide your company with the talent you need to address your specific requirements. LYNOUS interim real estate professionals bring the critical specialized skill sets needed during a heightened time for our clients and find it personally gratifying to add immediate value to a situation.





## NEW TRAINING BUSINESS CLASSES

# GO TO THE HEAD OF THE CLASS WITH OUR AWARD WINNING WORKSHOP & PROGRAMS

- Programs are customized for your real estate company to ensure 100% of the learning objectives are achieved at every workshop
- LYNOUS' Academic Director with your team develops end-to-end educational program solutions to increase performance leveraging our proprietary successful D6 process
- Training is a part of LYNOUS' comprehensive educational programs other components include: a learning community, integration into performance reviews, knowledge repository and individual coaching to elevate performance.

*"LYNOUS  
provides best in  
class training."*

**Shane Baggett**

*BOMA Past President  
General Manager - Crescent  
Real Estate Equities, LLC*

**Retain employees by  
creating job enrichment  
through education and  
manage workplace risks.**

**To learn more about our  
programs visit us online  
or call us today.**





# CUSTOMIZED EDUCATIONAL PROGRAM EXAMPLES

## PROPERTY TEAM

<b>JANUARY</b>	"Lease Expenses & CAM Reconciliations"	8 hours
<b>FEBRUARY</b>	"Leading Change"	3 hours
<b>MARCH</b>	"Managing Across Generations"	4 hours
<b>APRIL</b>	"Investments 101"	3 hours
<b>MAY</b>	"Speaking as a Leader"	4 hours
<b>JUNE</b>	"Impactful Business Writing"	2 hours
<b>JULY</b>	"Powerful Communications for Great Leaders"	3 hours
<b>AUGUST</b>	"Introduction to Valuation and Appraisals"	6 hours
<b>SEPTEMBER</b>	"Powerful Presentations"	3 hours
<b>OCTOBER</b>	"Master Negotiations"	4 hours
<b>NOVEMBER</b>	"Managing Conflict While Maintaining Relationships"	4 hours
<b>DECEMBER</b>	"Real Estate Property Accounting"	4 hours

## ONBOARDING REAL ESTATE FINANCE

<b>MONDAY</b>	"Real Estate Fundamentals"	8 hrs.
<b>TUESDAY</b>	"Market Analysis Managing Risks"	8 hrs.
<b>WEDNESDAY</b>	"Introduction to Underwriting"	8 hrs.
<b>THURSDAY</b>	"Excel Cash Flow Analysis"	8 hrs.
<b>FRIDAY</b>	"ARGUS Cash Flow Analysis"	8 hrs.

## LEADERSHIP

<b>JANUARY</b>	"Getting to the White Board"	8 hours
<b>MARCH</b>	"Gender Roles & Communications in the Workplace"	8 hours
<b>JUNE</b>	"Leveraging Your Network"	8 hours
<b>SEPTEMBER</b>	"Presentation Styles and Managing Your Brand"	8 hours
<b>DECEMBER</b>	"The Art of Influence"	8 hours

## BROKERAGE TEAM

<b>JANUARY</b>	"Effective Elevator Pitch"	8 hours
<b>FEBRUARY</b>	"Developing a Call Plan and Staking Claim"	8 hours
<b>MARCH</b>	"Time Management to Maximize Revenue"	8 hours
<b>APRIL</b>	"Qualifying Opportunities"	8 hours
<b>MAY</b>	"Real Estate Fundamentals"	8 hours
<b>JUNE</b>	"Impactful Business Writing"	3 hours
<b>JULY</b>	"Proposals which Create Compelling Events"	3 hours
<b>AUGUST</b>	"Leasing and Marketing"	8 hours
<b>SEPTEMBER</b>	"Powerful Presentations"	3 hours
<b>OCTOBER</b>	"Master Negotiations"	8 hours
<b>NOVEMBER</b>	"Leveraging CRM to Develop Drip Marketing"	6 hours
<b>DECEMBER</b>	"Lease vs. Buy Analysis"	8 hours

## WOMEN'S LEADERSHIP

<b>JANUARY</b>	"Leadership Challenges: Navigating the Labyrinth"	8 hours
<b>YEAR ONE</b>	"Leadership Styles: The Impact on Business Results"	8 hours
<b>YEAR TWO</b>		
<b>APRIL</b>		
<b>YEAR ONE</b>	"Creating Social Capital: Leveraging Power Relationships"	8 hours
<b>YEAR TWO</b>	"What Motivates You?"	8 hours
<b>JULY</b>		
<b>YEAR ONE</b>	"Gender Benders in Negotiations"	8 hours
<b>YEAR TWO</b>	"Value-Based Leadership"	8 hours
<b>OCTOBER</b>		
<b>YEAR ONE</b>	"Executive Presence: Getting Your Ideas Heard"	8 hours
<b>YEAR TWO</b>	"Extraordinary Results Through Centered Leadership"	8 hours

## TEAM BUILDING FOR MANAGERS

<b>JANUARY</b>	"Team Building at the Shop"	4 hrs.
<b>MARCH</b>	"Team Excellence"	4 hrs.
<b>JUNE</b>	"Ideas into Action"	4 hrs.
<b>SEPTEMBER</b>	"Team Excellence"	4 hrs.
<b>DECEMBER</b>	"Increasing Team Performance"	4 hrs.

## PROPERTY TEAM

<b>JANUARY</b>	"Creating High Performance Teams"	4 hours
<b>FEBRUARY</b>	"Advance Negotiations to Win"	4 hours
<b>MARCH</b>	"Construction Management"	4 hours
<b>APRIL</b>	"Investments 101"	4 hours
<b>MAY</b>	"Investments 102"	4 hours
<b>JUNE</b>	"Contracts & Legal Issues I"	4 hours
<b>JULY</b>	"Contracts & Legal Issues II"	4 hours
<b>AUGUST</b>	"Introduction to Valuation and Appraisals"	4 hours
<b>SEPTEMBER</b>	"Property Accounting I"	4 hours
<b>OCTOBER</b>	"Property Accounting II"	4 hours
<b>NOVEMBER</b>	"Insurance & Indemnification"	4 hours
<b>DECEMBER</b>	"Customer Service I"	4 hours



**COMMUNICATIONS**

- Art of Effective Communication
- Assertiveness Skills
- Communication Mystery Solved
- Effective Listening Skills
- How to Make Yourself Indispensable
- How to Manage Your Emotions
- Supervisor Communication Skills
- Talk Like a Leader
- Social Media at Work
- Solid Business Writing



**LEADERSHIP**

- Adapting Your Leadership Style
- Art of Influencing Others
- Challenging Negative Attitudes
- Coaching Conversations
- Coaching for Development
- Creative Problem Solving
- Critical Thinking Skills
- Critical Thinking Skills Applied
- Cultural Competency
- Developing Your Direct Reports
- Emotional Intelligence
- How to Handle Change and Upheaval
- Increasing Your Emotional Intelligence
- Leadership 101
- Leading Others Through Change
- Organizational Trust
- Mental Models: Key to Making Reality Based Decisions
- Motivating Employees to be Their Best
- Resilience and Stress Management
- Skillful Collaboration
- Systems Thinking: How to Solve Problems
- Team Chemistry
- Team Excellence
- Taking Control of Conflict

**MANAGEMENT**

- Behavioral Interviews
- Business Etiquette
- Delegating for Growth
- Developing Positive Relationships at Work
- Diversity Awareness
- Employee Engagement
- Ethics in the Workplace
- Financial Intelligence
- Fundamentals of Strategic Planning
- Golden Rule R E S P E C T
- Ideas Into Action
- Learning to Manage
- Managing Offsite Employees
- Managing Teams
- Managing Up
- Meetings
- Multi-Generational Workplace
- Navigating Difficult Conversations
- Onboarding
- Performance Management
- Positive Performance Management
- Preventing Workplace Harassment
- Productive Work Habits
- Real-World Project Management
- Succession Planning
- Super Manager
- Toughest Supervisor Challenges
- Why We Struggle with Tough Decisions
- Women and Leadership

**CUSTOMER SERVICE/SALES**

- Customer Service Over the Phone
- Effective Negotiation Skills
- Selling Essentials - Coaching for Performance
- Selling Essentials - Developing Clients for Life
- Selling Essentials - Opening the Sales Call
- Selling Essentials - Presenting, Overcoming, Closing
- Selling Essentials - Prospecting and Territory Management
- Selling Essentials - Understanding the Sales Cycle
- Selling Essentials - What to Ask and How to Listen
- What Customers Really Want

**TIME MANAGEMENT**

- Balancing Priorities
- Time Management

**75**

**NEW TRAINING BUSINESS CLASSES**

*Julie Brand Lynch*  
Academic Director



**Our Award Winning Programs will Increase Productivity at Your Company.**

- Real Estate
- Communications
- Leadership
- Management
- Customer Service/Sales
- Time Management

**See Us Online Today For Class Details!**



# Producing High Performance Teams

RECRUITING • INTERIM STAFFING • TRAINING • COACHING



## AWARD WINNING PROGRAMS

- New Hire Real Estate Finance Training Program
- Real Estate and Leadership Enrichment Program
- Strategic Leadership and Communications Program
- New Hire and Mid-Tier Real Estate Broker Sales Training & Coaching Program
- Women's Real Estate Leadership Program



## Training & Coaching Professional Development



*In response to market demand we have made a few of our workshops available via Open Enrollment, to view a schedule of classes and register visit [www.LYNOUS.com](http://www.LYNOUS.com)*

- Workshops
- Training Programs
- Strategic Planning
- Leadership Conferences
- Executive Retreat



## COACHING

LYNOUS Talent Management provides confidential coaching services exclusively for commercial real estate professionals. Coaching offers a one-on-one targeted approach to professional development to high potential performers who need an added advantage to take their careers and abilities to the next level. It can also be targeted to individuals with interpersonal or performance challenges.

Our seasoned coaches bring years of practical experience, tools and techniques to impact the performance of leaders throughout your organization from high performance managers whose styles impede their performance or promotability, to newly hired or promoted managers wanting to jump start their success with a coach well-versed at aligning teams and managing others or and individual wanting to take control of their future call today to get started.

## COACHING SERVICES

- Executive Coaching
- Career Coaching
- Sales Coaching
- Personal Development Coaching
- Performance Development Coaching
- Leadership Coaching
- Team Coaching
- Transition Coaching
- Organization Coaching



## EDUCATIONAL WORKSHOPS

### REAL ESTATE

- Real Estate Fundamentals
- Site Selection & Feasibility
- How Management Decisions Impact Investment Decisions
- Market Research and Analysis for Real Estate
- Investments 101
- Cash flow Analysis & Valuation
- Financial Reporting
- Mitigating Risk, How to Underwrite Credit
- CAM Reconciliations and Developing CAM Pools
- Lease Abstracts and Analysis
- Real Estate Contracts Elements & Basics
- Contract Negotiation Gambits & Tactics That Work
- EXCEL for Real Estate
- Advance Data Analysis Excel
- ARGUS Cash Flow Analysis
- Real Estate Insurance - CYA
- How Real Estate is Valued: the 3 Approaches
- Understanding the Development Process
- Effective Loan Submission Packages to Mitigate Risks
- Effective Portfolio Management
- Managing Assets for Peak Performance
- TREC Legal Update and Ethics

### BUSINESS ACUMEN

- Understanding Tenant Financial Statements and Mitigating Risks
- Developing Property Budgets
- Introduction to Debt, Mortgages and Lending
- Effective Loan Submissions or Renewals
- Fundamentals of Accounting
- Understanding Financial Statements
- Understanding Sources of Financing
- Strategic Business Planning and Benchmarking
- Integrative Marketing and Financial Performance
- Real Estate Accounting
- Property Management Accounting
- Business Presentations
- Business Ethics
- EXCEL 2010: Leverage the Power

### SALES

- Qualified Opportunities Result in Business
- Convert Conversations into Prospects
- ACT! Customer Management
- Articulate the Value Proposition
- Strategic Selling
- Customer Service
- Convert Effective Listening into Revenue
- Effective Negotiations
- Advance Strategic Negotiations
- Presenting to Win
- Strategic Account Planning
- Seven's of Selling Strategic Client Relationships
- Time Management: If Time is Money Where is Your Money
- Brand You...Inspired Performance
- Managing Perceptions and Evaluating Your Image

### LEADERSHIP

- Powerful Communications for Great Leaders
- Leading a Team for Success
- Leadership Styles Impacting Financial Results
- Leading Effective Change
- Managing Across Generations
- Defining Team & Corporate Cultures
- Managing Conflicts While Maintaining Relationships
- Defining, Developing & Managing Team Dynamics
- Translating Team Effectiveness into
- Organizational Objectives
- Gender Roles in Communications
- Effective Teambuilding Workshop
- Aligning Individuals and Corporate Brands for
- Peak Performance
- Elevating Your Image to the Next Level
- Developing TRUST with Speed
- Managing for Performance For Managers of People
- Influencing Up, Down and Sideways
- Developing Market Position and Corporate Branding
- Assessing Company Personality/Culture & Core Capabilities

*View more workshops, class schedules and register via Open Enrollment online at [www.LYNOUS.com](http://www.LYNOUS.com)*