

FocalPoint CASE STUDY

Barry S. Gillingwater & Sean Sorrell — *Real Estate Investments*

Profile:

The Montecito Property Group is a partnership between seven real estate professionals, including Barry S. Gillingwater and Sean Sorrell. Montecito started as a small condominium value-adding group, selling homes by repositioning them and adding value to the properties.

The company started in Texas with first-year earnings of \$6M. In 2004, the company opened offices in Florida, South Carolina, Georgia and Arizona, with another office scheduled to open in California.

The Challenge:

Montecito's rapid expansion, combined with a seven-member partnership, made it difficult for the organization to hire appropriate employees, communicate effectively, or arrive at any consensus in managing the business. Each partner was working toward their individual goals, and the group rarely met to review the company's status.

The Solution:

Mr. Gillingwater and Mr. Sorrell enrolled in the FocalPoint Program in 2004. After successfully completing the program, the remaining partners enrolled. All agree that *Module 2: Increase Your Effectiveness* was the most helpful in creating a cohesive group. Every morning each member now writes down his personal and professional goals. They have formed their own Master Mind Group, and meet monthly to review their current situation, individual and group goals.

The Results:

In 2004, the Montecito Property Group earned \$30M—a 500% increase over the previous year. By writing down and sharing their goals, working as a team, hiring the right people, and being willing to “fix” what's not working, the partners are confident that Montecito will reach its goal for 2005: \$60M in revenues. Mr. Gillingwater notes that the company now has 35 employees, and all have been hired on the basis of what they can contribute to the company by utilizing the Brian Tracy Profile exercise. As well, Mr. Gillingwater and his associates have learned to effectively delegate responsibility.

Mr. Sorrell adds that the partners are now working to create a company-wide standard that focuses on maximizing each area of one's life—business, family, personal and spiritual—which allows everyone to reflect on their achievements in each area, and to further treasure each experience.

