



**ROLAND NAIRNSEY**  
New Home **Sales +**

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Educate • Motivate • Inspire

“

Incredible, best training I've ever had.  
Roland is a great salesperson and a great trainer.  
You can tell that everything he touches turns to GOLD.

”

– Amir Chang - Jayman Built, Calgary, Canada

# MEET ROLAND NAIRNSEY



Roland Nairnsey grew up in Great Britain just north of London. He moved to the states as a young man in 1983, selling vacation homes to Brits moving to Florida. **He became a licensed Realtor® in 1984 and started working for his first homebuilder in 1987.**

He has successfully sold homes for numerous builders ever since, as both a salesperson, selling Sales Manager, and Director of Sales, and is personally responsible for almost **one billion dollars'** worth of new home sales. He became a national sales trainer in 2002 and spent a decade **training thousands of salespeople** all over across North America to replicate his sales success.

His clients love his refreshing "Real World" approach, teaching processes honed from his own experience, that are proven to increase sales. They find it easy to connect with his easygoing, caring manner, and occasional oddball British humor. The feedback is that they **laugh while they learn.**

Taking a sabbatical from training, Roland recently managed sales for a luxury home builder in Southwest Florida for three and half years. This allowed him to understand today's buyers, as well as **update his approach and training material to suit this new contemporary market.**

Roland formed his own training company New Home Sales Plus, a few years ago and has very quickly gained a loyal following of clients all over North America, with combined **yearly sales in the many billions.**

He delivers his training both in person and via interactive **live Video Conferencing** which he conducts weekly. He also is an avid blog writer, posts Free Videos on his YouTube Video page, and is finishing his latest book "The Mastery of Closing".

Roland has personally experienced four economic downturns. Therefore his clients are finding that Roland is uniquely qualified to share his experiences and processes that were crafted in those tough selling times, to help today's salespeople navigate through today's everchanging market.

Roland lives in Miami with his wife Svitlana and son Maxim. In his spare time, he loves to garden, travel with his family, and watch his beloved English football team, Tottenham Hotspur.

“ Roland's program was life changing, it has already had a huge impact on how I think in sales. ”  
Roland's personality and passion for sales are contagious.

– Lindsay Price, Eagle Construction, Richmond, VA

“ In my 23 years of experience in New Home Sales, Roland is the BEST at educating, presenting, & coaching ”  
not to mention entertaining.

– Paula Howard, Fonville, Morrissey and Barefoot, Raleigh, NC

## **TRAINING & COACHING**

On Site Training

The A-Z of New Home Sales

Advanced Topics and Role Playing

Video Conferencing

Kahoot Games.

Virtual Academy

Evaluation – Video Shop Review

## **CONSULTING**

Sales Tune Up

Ownership & Senior Executive Consulting

Management Coaching

Train the Trainer

Recruiting

Library of Resources

Sales Path Mapping

Management Master Mind Group

Whole Company Training

## **VALUE ADDED**

New Home Sales APP NHSALES +

YouTube Videos

Realtor Programs

Builder Association & SMC SPEAKER, Award MC

## TRAINING & COACHING



## ON SITE TRAINING

From larger sales teams to small, Roland and his New Home Sales Plus “Peeps” provide Curriculum based training proven to increase sales.

“ Roland is an amazing trainer, he had me laughing and learning. His experience selling homes brought real depth and value to his techniques for the Sales process. Often trainers’ experiences aren’t in the same industry, or of a current market experience. The program is awesome, structured but fun! ”

– Heather Mansfield, Robuck Homes, Raleigh, NC

## THE A-Z OF NEW HOME SALES®

This program covers in-depth strategies and processes from Essential, Advanced all the way to Mastery. Interactive, fast paced, fun, and accompanied by a 165 page training manual and PowerPoint, this Blue chip program has become one of North America’s most popular new home sales training courses.

Upon request the workbook can be personalized with your logo and name on the cover page, as well as photos of your actual homes, so that this training book becomes your very own company training manual.

“ Roland is intelligent, funny, caring and great at getting everyone involved. ”

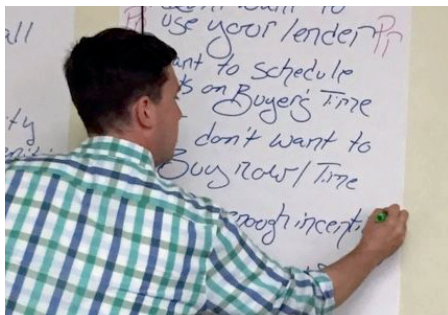
– Tanya Johnson, Tilson Custom Homes, Spring, TX



## ADVANCED TOPICS AND ROLE PLAYING

After the initial A-Z and typically at least three video conferences, we come back and roll up our sleeves for some fun role playing. Topics such as:

**Presentation • Demonstration • Site Selection  
Objection Workshop • Closing • Negotiation**



## ROLY'S ROLE PLAYING RULES: SAFE. FUN. REWARDING

We only role play what we have already covered in training. All role playing is upbeat, positive, and fun. We reward the positives before we give candid feedback about areas that may need to be improved.

“ Informative, Interesting, productive and exciting. Roland is very in tuned with salespeople and people in general. He is very constructive with his teaching methods and appreciate his open approach. ”

– Ron Montalbano, Snyder Homes, Burlington VT

“ Roland is a very personable and fun coach. He is entertaining and helps you see another way to look at your process, that feels natural not canned. ”

– Cindy Kogelschatz, Heartland Homes, Grand Rapids, MI

## VIDEO CONFERENCING : ZOOM, ZOOM...

The Zoom calls are live, interactive, fun, and highly beneficial. These are usually hosted monthly and follow a lineal training strategy with over 30 current new home sales topics.

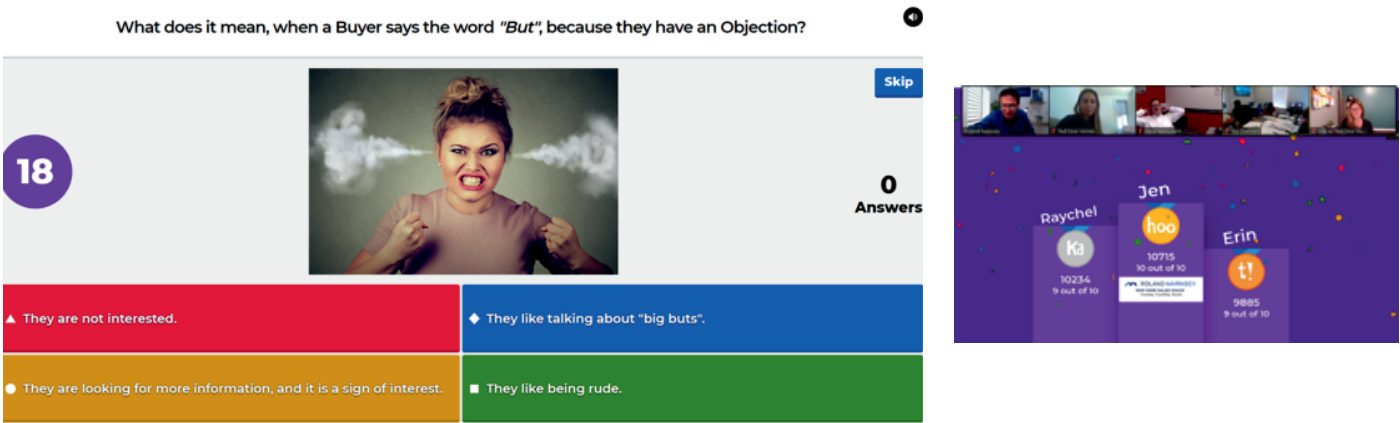


“ This really helped me define my style and how to guide clients across the finish line. I really enjoyed tapping into Roland's years of experience. ”

– Chip Ferlaak, Bosgraaf Homes, Holland, MI



Every video conference has a corresponding Kahoot quiz that the salespeople play on their phones. This ensures that the training ends with a light hearted competition that also helps commit the training material in their minds.

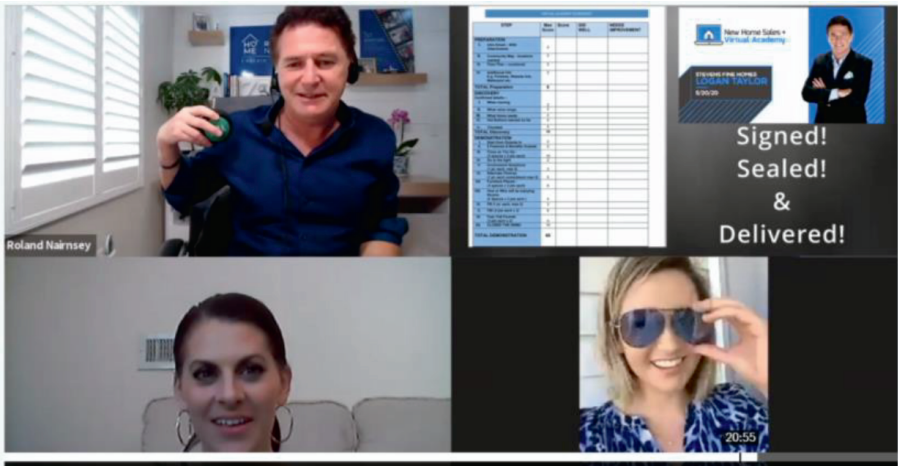


“ Always love the material, pick-up more techniques and tricks to sharpen skills. The Kahoot game was fun.  
Roland is a consummate professional, makes learning fun.

– Doug Venable, Shea Homes, Charlotte, NC



The NHS+ Virtual Academy is a new addition to our line, for those that would like all of their training presented remotely, culminating in a unique virtual role play for graduation.



“ I recently got promoted to the New Home Specialist position in February of this year. Around that same time, we started sales training with Roland and it could not have come at a better time, as his program really breaks down all aspects of the process for new home sales agents. I now have all the tools to be successful.  
Roland is awesome and a wonderful teacher, thank you.

– Logan Taylor, Stevens Fine Homes, Wilmington, NC

# LEARN VIRTUALLY with ROLAND NAIRNSEY



New Home Sales +  
Virtual Academy

Learn virtually, either with your own team or by joining our bi monthly virtual training program with new salespeople from home builders all across the country.


“When we started Roland Nairnsey’s New Home Sales + Training, Logan was a brand new New Home Specialist. She enjoyed the training and immediately put the principles that Roland teaches into practice. She has been extremely coachable and in the six months since we began training with Roland, she has made 44 sales! She is well on her way to setting a new yearly record for the entire company!”

– Jenna Parker, Director of Sales, Stevens Fine Homes, Wilmington, NC

## EVALUATION VIDEO SHOP REVIEW

This structured review process has created transformation with salespeople all across the USA. Roland will sit with the manager and sales executive and review their secret shop using the New Home Sales Plus patented Video Shop Review form. Development of sales skills are ensured by creating a written action plan. Best practices are shown to the team as a training tool and prizes awarded.



		
NAME	DATE	
Element	Comments	Score
<b>Explain Buying Process</b> Clearly explained the steps of the buying process, ensure the customer understood it.		/5
<b>Appointment</b> If didn't get sale, purposefully defined the next steps with exact dates and times.		/10
<b>Communication &amp; Style</b> Heightened communication skills, listening, voice and body language. Adjusted personality style to connect with clients.		/10
<b>Positive words</b> E.g.: Home, home site, we, included, agreement, etc. Maximum = 5 points		+1 per word
<b>Deduct for Negative words</b> House, lot, they, standard, contract, etc. (Maximum - 5 points)		-1 per word
<b>Bonus- Manage Objections</b> Successfully managed objections when appeared, using 3-5 steps.		+2 per Objection
<b>Bonus- Selling Skills</b> E.g. "Feel, felt, founds" as opposed to own opinion, Research statements, Other positives.		+1 per Bonus
<b>TOTAL</b>		/100 +



“Roland is fantastic! I love the training, but I also love that he shares the best of our video shops as well. It helps to see our peers in action while they are implementing previous training.”

– Melissa Ehren, Shea Homes, Charlotte, NC



## CONSULTING

### SALES TUNE UP:

Roland visits and previews the “Sales Experience”, from model and move in ready homes, sales centers, signage, marketing props, and sales mapping. Roland then sends a written diagnostic with clearly stated solutions and objectives and follows up with an in-depth call to discuss.



“ Roland is engaging and makes the training process fun for all involved. He has a wealth of knowledge and shares it clearly and thoughtfully. He is a wonderful investment in our sales team and company as a whole. He keeps team members interested and engaged, and takes the time to get to know each person as an individual. ”

– Jenna Parker, Director of Sales,  
Stevens Fine Homes, Wilmington, NC

### OWNERSHIP & SENIOR EXECUTIVE CONSULTING

Roland consults with owners and executive management to create cohesive sales and marketing strategies. He sets benchmarks, measures action plan items, and follows up to create consistent sales success.

“ Roland has been the key consultant for three different major homebuilders, I have held executive positions with, and has helped increase sales by over 34%! ”

– Jim Cramer, Novak Brothers, Austin, TX



### MANAGEMENT COACHING

Monthly management coaching with goals, action plan, accountability, and measurement. Our patented **RATE** system is used monthly to discuss **Recruiting. Accountability. Training. Evaluation** as needed.

“ Roland is a tremendous resource for our team! We learn so much from his coaching, and he always makes it fun! ”

– Beth Byrd, Director of Sales,  
Beacon Homes, Tulsa, OK



## TRAIN THE TRAINER

Since a big part of new home sales management is coaching, we have developed a specific “Train the Trainer” curriculum and training plan ensuring that you have the coaching tools needed to educate and motivate your own team.

“ Roland is an exceptional trainer and he brings years of HANDS ON experience to the table. EVERYONE in new home sales should spend time with Roland. ”

– Bruce Rosenblatt VP of Sales and Marketing, Bay to Beach Builders, DE

## RECRUITING



Using New Home Sales Plus proven 12 step Recruiting process, Roland has helped build successful new home sales teams all across North America. From re-writing ads, reviewing resumes, analyzing DISC's and conducting ZOOM interviews, Roland teaches builders how to create teams of positive sales professionals who embrace development, resulting in their long term consistent success.

“ We currently have the largest sales team we have ever had. Roland has helped us interview and hire a championship winning sales team. Roland has helped us achieve and exceed our goals. ”

– Matthew Petty, Alvarez Construction, Baton Rouge, LA

## LIBRARY OF RESOURCES “UNLOCK THE KEY”

### FORMS

Roland and the New Home Sales Plus Team have compiled a library of forms and resources for almost every facet of new home sales. **There are more than 30 forms – and growing! – from which to choose, including:**

Complete **Recruiting** Protocol • **Traffic** Reports • **“Connect”** Forms to Elevate the Intercompany **Client Experience** • Community Checklists • **Hot Prospect** Coaching Forms.... and so much more!

These forms exist as either PDF's, online fillable forms, or Word documents (for our clients) so you can edit and personalize to your own needs. **We are here to help you succeed at the highest level.**

### WORKBOOKS

With Roland's background in writing, he takes great pride in creating workbook material for every situation and facet of new home sales. We have identified three levels – **Essential, Advanced** and **Mastery** – so that we can maximize the levels of engagement and success with every single salesperson.

Currently we have **almost 40 different** workbooks with varying topics, all written in both “Community” or “On your Lot/Land” formats. These workbooks **are updated monthly** to stay current, so we truly have something for everyone in new home sales.

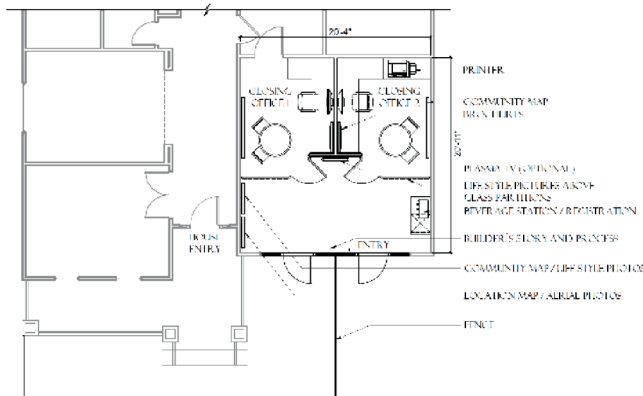
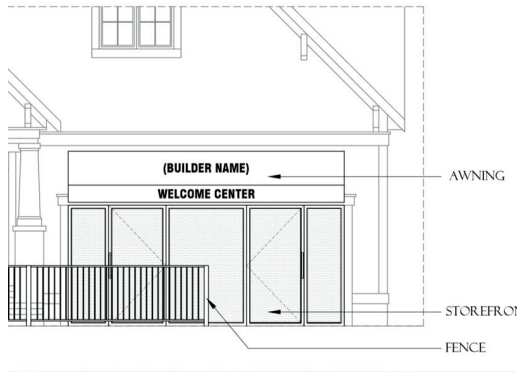


“ Roland has been great; his training manuals are top notch and have taken our team to the next level. He truly cares about us and wants the best for our team and company, and it shows. ”

– Matthew Petty, Alvarez Construction, Baton Rouge, LA

## SALES PATH MAPPING

Roland takes great pride in being able to help you create the **Perfect Client Experience**. He will review your current sales experience and then work with you on the strategic client traffic flow, including placement of the sales props that will align perfectly with the sales training. **This calibration between marketing and sales is integral to increasing sales conversion ratios consistently.**



“ Working with Roland our conversion of non-broker traffic has increased 39% over our prior year and broker conversions increase over 50 % over our prior year, putting us well above our budgeted numbers. ”

– Dave Robertson, Roberstons Brothers, Detroit, MI



Join our unique peer group of sales managers and owners from all over North America as they learn from each other and share the latest New Home “Best Practices”. Membership in this exclusive Club includes:

- **Scheduled Zoom Video conferences** with well-known industry experts.
- **On-site tours** of models and Design Studios at one of our MMG builder communities.
- **“Private Shindig”** at the International Builders’ Show.
- **Real Time Interaction** amongst the group as questions and concerns arise, with real world answers from today’s top managers.





“Roland is very knowledgeable and his many years of expertise has been so valuable in helping us become a better team!”

– Troy Mattern, Heritage, Fargo, ND

## WHOLE COMPANY TRAINING

The whole company is the sales team. We have created a popular program that gives everyone else in your company access to the communication and soft sales skills to which we in front line sales are accustomed. These skills are not only beneficial and great for team building, but also for improving the client experience and leading to increased referrals.



“This is the best information I have gotten in 20 years of building.”

– Chris Martin, Builder, Red Door Homes of NC

## COMBINATION OF ABOVE – “MAKE YOUR OWN PUPU PLATTER”

We work with companies of all sizes across North America and have found that with sales training and consulting *“One Size Does Not Fit All”!*

Our process is to chat with you, **listen carefully to your needs, and then help craft a Consulting and Training plan that feels personalized to your team and scaled to your needs.**

## VALUE ADDED

### APP

We have created the only app for New Home Sales people, proven to increase sales. This app is available on IOS, Android, and any computer device and features four simple functions that will rock your sales world!



“ The App is great for showing prospects the numbers right there on the spot. Thank you for allowing us to use it as a tool. ”

– Austin Todd, Shea Homes, Charlotte, NC



We keep video training tools for you on YouTube to make training fun and informative.



Home Sales Training Videos



Virtual Role Plays



Annual Film Festival

“ Roland is an amazing presenter and trainer. He brings a fresh current perspective to the sales process, he gets it! ”

– Tamara Wain, Fredericksburg, VA

## REALTOR® PROGRAMS

“How to Sell New Homes” is a one and a half day program (with 11 hours of CE credits in Florida). This has become a staple for Realtors® to learn how to sell more effectively, as well as understand the needs of builders.



“ This is excellent and should be a required training course!  
Allows me to see how sales in an art to be mastered.  
Roland is engaging, is a great coach and he is what he teaches.”

– Vivian Lugh, Berkshire Hathaway Home Services, Naples, FL

## BUILDER ASSOCIATIONS & SMC SPEAKER & AWARD MC

From Builder Association Sales and Marketing Councils to Broker events and National Award Galas, Roland cleans up nicely and will inspire your group with his unique blend of humor and enlightenment.



“ I’m a great big fan of Roland.  
He is an amazing presenter, knowledgeable and quite simply funny.”

– Dylan Sled, On line Sales Counsellor, Tilson Custom Homes, Houston, TX



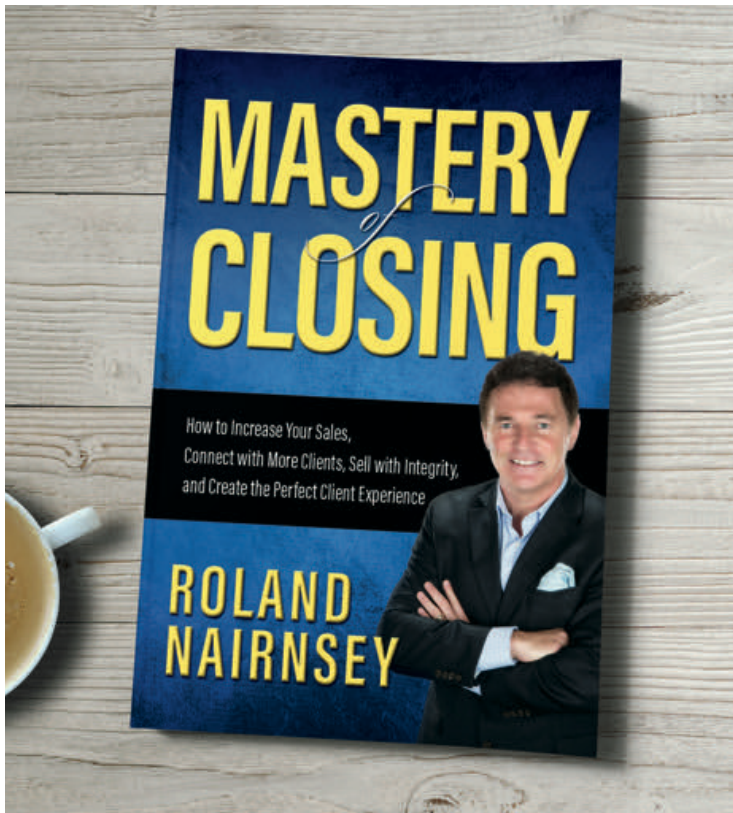
# TRAINING MADE FUN

Whether it is “Big But” pens, Sales Superstar mints, or the various role playing and closing games Roland and his team have found a way to make training fun, so that salespeople truly embrace the opportunity to laugh and learn.



# COMING SOON

The first of many new home sales training books to be released by Roland and the New Home Sales Plus Team.



“ A fantastic teacher, ENTERTAINER and new home sales Guru. ”  
– Patricia Davis, Tilson Custom Home Builders Angleton, Texas

## OUR TEAM



Abi Licatino, Svitlana, Roland & Max Nairnsey, Jackie Sayles, and Arelys Alexander

## THE NEWEST MEMBER OF OUR ESTEEMED TRAINING & COACHING FACULTY



### **Tom Daddario, Licensed NLP Practitioner:**

Tom shares his practical sales wisdom, honed from years of front line new home sales success. As an NLP coach, Tom is able to teach sales people how to relax, and adapt for each client to form the highest level of connection and ultimate sales success.

## HOW CAN WE HELP YOU ?

Our team & family are ready to help yours.

Please contact us to **set up your free call with Roland so we can listen** and help provide the best solutions for you.



**NewHomeSalesPlus.com**



**Abi@newhomesalesplus.com**



**561-236-2400**



*Choose your favorite means of communication: call, email, text, telepathy, or smoke signals.*



ROLAND NAIRNSEY  
New Home Sales +

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Educate • Motivate • Inspire

“ Roland is to new home sales training  
what Pelè is to soccer,  
Woody Allen to screenwriters, and  
Babe Ruth to MLB players - The Best!

– Becky Martin, Ivey Homes, Augusta, GA