



Partner Profile

Since 2013, Toronto real estate broker Chantel Crisp and the Chantel Crisp Real Estate Team (CCRET) have used their expertise and experience to help home buyers, sellers and residential property investors navigate the GTA's hyper-competitive real estate market.

CHALLENGES

- Learn from like-minded founders and entrepreneurs
- Get supplier referrals for her company and customers
- Connect to a new community, develop the relationships that lead to referrals

SOLUTION

- Partnership with EO

RESULTS

- Tangible actions based on EO speakers' & EO members' insights
- Referred suppliers provide outstanding services to CCRET
- Searching for the perfect home(s) for new clients that are EO members

Chantel Crisp Reaps the Rewards of EO Partnership

Actionable Wisdom, Relevant Referrals & a Whole New Community

Just three months into her EO partnership, Chantel Crisp, CCRET's founder and team leader was reaping the rewards of relationships that evolved quickly and naturally because of how much she has in common with EO's successful entrepreneurs.

"My EO partnership has already changed my professional and personal lives for the better," says Chantel, who became a partner primarily (80%) to get to know and learn from other entrepreneurs. "Every month, I sit down with 100+ EO entrepreneurs who readily share the unique insights and the wisdom they've acquired as they grow their own businesses."

In 2019, she attended her first events (Hero Factor: How Great Leaders Transform Organizations and Create Winning Cultures, Jeffrey Hayzlett; 5 Mistakes All Entrepreneurs Make, Rich Mulholland). Chantel was so inspired she took immediate action and soon saw measurable results.

Blow their Socks Off

Speaker Rich Mulholland reminded attendees, including Chantel, that the focus has to be on customers and what matters to them. She realized the CCRET team had to add even more value and make the entire experience memorable, even fun.

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"I'm inhaling as much wisdom as I possibly can and the referrals and new community are a wonderful bonus that further justifies my investment in this EO partnership"

- Chantel Crisp



The Entrepreneurs' Organization (EO) is a \$124 billion global, non-profit educational organization exclusively for entrepreneurs. The members are business professionals who are the owners, founders, co-founders or controlling shareholders of companies that have annual sales of \$1 million US or more.

The EO objective is to support, educate, and encourage entrepreneurs to succeed in building their companies. EO meets this objective by providing a continuous cycle of peer-to-peer networking opportunities, world-class learning events, and monthly forum meetings for all members. The output is a well-connected, well-educated and well-balanced entrepreneur with access to the needed resources to thrive in the competitive business landscape.

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"Blow their socks off – that's what keeps them talking about you and your company and brings them back again and again," says Chantel, whose company is just shy of the minimum \$US1 million in annual revenue required for EO membership. "As founders and company leaders, we want to be the best, but our customers care far more about the experiences we create for them."

Chantel also attended a round table discussion where EO members talked about the importance of freeing up the time and brain space required to lead. They recommended hiring superb administrators, including virtual assistants, to handle the more routine, mundane tasks. They also stressed the need for third-party personality profiles and skills assessments to more objectively and effectively match people to job opportunities.

Soon after, Chantel transitioned a long-time employee to a position that better suited her specific strengths. Chantel then hired a new staffer with a unique set of skills and experience to help double her team's productivity.

Stop Second-Guessing Yourself

"EO members confirmed that as entrepreneurs, we have to do what's best for the business even if it makes us uncomfortable," says Chantel. "They helped me stop second-guessing what I knew was right and take action that was better for the business and compassionate to employees."

After speaker Jeffrey Hayzlett told EO members that being authentic and honest touches consumers more than being out-of-the-box different, Chantel was ready to launch a new direct mail campaign. EO members referred Chantel to EO director Parveen Dhupar's company BTI Brand Innovations and they're now collaborating on CCRET's new direct mail campaign.

"We all want to work with service providers that have done great work for people we know and trust," says Chantel.

Currently, more than 50% of CCRET's business comes from existing customers as well as the many customer appreciation and special events her company hosts. She's also relied on leads from her website, which is how she met Matt Traynor, an EO board member and Strategic Alliance Partners chair.

"Consumers generally buy and sell at most every three to five years, so we have to keep feeding the pipeline and building trust," says Chantel. "My EO partnership is the perfect opportunity to develop relationships with a community that's completely new to me."

In just a few months, Chantel has personally experienced the degree to which EO members want to take care of their own. Only EO brings entrepreneurs together to inspire and learn from one another. Chantel hasn't had that since university when she launched a business and connected with a great group of like-minded student entrepreneurs.

"I'm inhaling as much wisdom as I possibly can and the referrals and new community are a wonderful bonus that further justifies my investment in this EO partnership," says Chantel.