



***The Dream Manager* Company Spotlight: Homescout Realty**

Reading *The Dream Manager* influenced Homescout Realty owner, Jeff Ellman, and he now uses the concepts from the book as a part of his efforts to create an energizing work environment at his firm. In acknowledgment of his efforts, Jeff and his firm were recently recognized by Brill Street as a Top 20 Employer for Young Professionals in Chicago.

In a recent interview, Jeff shared how he uses the concepts from *The Dream Manager* to develop and help support Homescout Realty's culture.

After sharing the book with several members of his team and attending one of Floyd's "Living the Dream" Events with his business partner, he conducted a Dream Session for his entire staff. He said he wanted everyone in his company to get connected to *The Dream Manager* concept so that they could document some of their own dreams and share their dreams with each other.

"The bedrock of our company is our culture," Jeff said. "The Dream Session helped to shape our culture by getting everyone motivated to pursue their personal and company goals. We want to create an environment where people believe in each other and are personally striving to become the-best-versions-of-themselves."

As a follow-up to the Dream Session, the Homescout Realty team developed a dream board and placed it at the bottom of their office stairs so that everyone in their organization sees it frequently. Jeff said that he posted a question, "What are you working for?" on the dream board as a way to get everyone involved.

"People know that if they don't have anything on the dream board it shows that they are not working toward anything," Jeff said. "Our culture is very results-driven, and everyone wants to participate in achieving their own dreams and support each other as they pursue their dreams. When everyone has those outcomes in mind, we'll achieve the dreams for our company."

The reviewers from Brill Street noted that Homescout Realty meets the needs of Generation Y workers who seek work-life balance in their work. Additionally, the Brill Street team identified how Homescout Realty employees blend work and personal life because they are so passionate about their work. One example that was observed was how Homescout Realty agents stay in touch with clients long after they are placed in a new home.

The Floyd team congratulates Homescout Realty on their recognition from Brill Street and success in creating an engaging workplace for their employees. To access a short YouTube video that shows more about their culture, [click here](#). To learn more about Homescout Realty, visit www.homescoutrealty.com