

# BUILDING YOUR REAL ESTATE CAREER

*Let's Get Started*



Unstoppable  
Starts Here





EVERY MOMENT IS  
AN OPPORTUNITY  
TO CHANGE YOUR  
PERSPECTIVE.



# TABLE OF CONTENTS

1. ORIENTATION
  2. FOUNDATIONAL SKILL BUILDING
  3. CUSTOMER SERVICE
  4. BASIC STEPS OF A TRANSACTION
  5. LEAD GENERATION
  6. LEAD CERTIFICATION
  7. KEEPING CURRENT ON LAW
  8. KVCORE
  9. TECH SERIES
  10. COACHING/ACCOUNTABILITY
  11. FINANCIALS
- NOTES



# WELCOME TO RE/MAX TOWN & COUNTRY



## Orientation

IN THIS FIRST COURSE OF “LET’S TACO BOUT TECH” YOU WILL DISCOVER HOW THE BRAND, THE EDUCATION, THE TECHNOLOGY AND THE RE/MAX NETWORK WILL HELP YOU BECOME MORE PROFESSIONAL, PRODUCTIVE AND PROFITABLE.

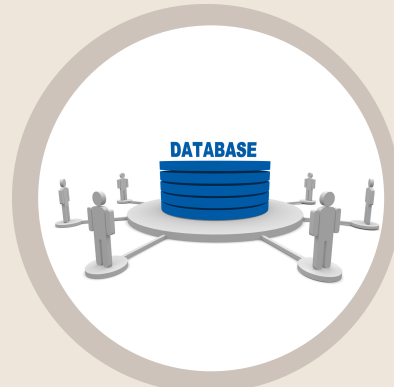


# AMP - AGENT MASTER PROGRAM



## FOUNDATION

- What you will achieve
- Understand your personal finances
- Understanding your real estate goals to support your lifestyle
- Establish a plan for success
- Positive mindset is vital
- What everyday should include



## DATABASE

- Understand how a well fed database will build your business



## LEAD: GENERATION/CONVERSION

- Finding Sellers and Buyers
- Go for the NO to get the YES
- How does a contact become a client?
- Follow Up is the Key



## MARKETING

- What is marketing
- RE/MAX Marketing Tools
- Social Media Marketing



## PUTTING IT ALL TOGETHER

- Taking everything we learned in Session 1-4 and creating goals, establishing a 1-3-5 and a schedule
- Using Darwin Cloud to track our business



# LEARNING YOUR DIALOGUE



## SCRIPTING

- Memorize, Internalize and Personalize
- Anticipate the objections - go for the YES



## CALL NIGHTS

- Use your scripts
- Call your sphere
- Get leads
- Make Appointments



## DIAL DAY WEDNESDAYS

DIAL DAYS ARE AN ALL DAY EVENT! COME IN AND USE A DESK OR AN OPEN OFFICE TO MAKE YOUR CALLS. GET AN APPOINTMENT AND WIN A SCRATCH OFF LOTTERY TICKET!!!!  
ADDITIONALLY, FOR EVERY 4 APPOINTMENTS MADE FROM CALL DAYS RECEIVE A RAFFLE TICKET FOR A CHANCE TO WIN AN ENTRY TICKET FOR R4 IN VEGAS!



# CUSTOMER SERVICE



## WORKING WITH BUYERS

- Your role as a buyer's agent
- Is your buyer qualified
- Buyer consultation
- Finding and showing properties
- Negotiate on buyer's behalf
- Transaction paperwork



## WORKING WITH SELLERS

- Your role as a seller's agent
- Understanding seller's motivation
- Preparing a CMA
- Marketing plan
- Staging assessment
- Check your facts
- Present offers/Negotiate on your seller's behalf
- Transaction paperwork



# BASIC STEPS FOR A TRANSACTION



## PAPERWORK - COMPLIANCE APPROVED

- Guidelines for filling forms our correctly
- Why is compliance important?
- What does compliance approval refer to? Forms and Advertising



## DOTLOOP

- How to create a loop in dotloop and send paperwork to clients



## INPUT LISTINGS INTO MLS

- OneKey, MidHudson MLS
- How to set up Showing Time
- How does a contact become a client?
- Follow Up is the Key





# BASIC STEPS FOR A TRANSACTION AFFILIATE PRESENTATIONS



## MORTGAGE FUNDAMENTALS

- What do you need to know about Mortgages to tell your buyer
- Types of Mortgages



## CONTRACT FUNDAMENTALS

- Understanding the basics of a real estate contract



## INSPECTIONS

- How does an inspection affect your deal
- How to negotiate inspection issues



## APPRAISAL

- How does an appraisal affect a closing



# LEAD GENERATION



## BOOT CAMPS

- Expired
- FSBO
- Marketing
- Referral
- Open House



## SOCIAL MEDIA MARKETING

- Content
- Platforms
- Tools



## MARKETING YOUR LISTINGS

- Where should I market my listings
- How do I get buyers and potential sellers to see my marketing



## GOOGLE BUSINESS PAGE/SEO

- How do I get followed



# LEAD CERTIFICATION



## LEAD CERTIFICATION

- Conversion
- CRM: Follow Up Boss, kvCore
- Client for Life



## PRACTICE WHAT YOU LEARNED

- Call Nights
- Open Houses



# KEEPING CURRENT ON LAW



## LEGAL MATTERS

- Agency
- Fair Housing
- Section 8



# KVCORE



## KVCORE

- Profile
- Website
- Contacts
- Action Plans
- Open House App



# AMP FORWARD



Join your peers for a bi-weekly experience of sharing ideas to keep you on track for meeting your goals and having the life you desire.

# FINANCIALS



## FINANCIALS

- Business Planning
- Level Up - Goal Reset







# COME UP WITH A STRATEGY

As you participate in our all of our training and events focus on the activities that will help you run a "business"

We look forward to our journey with you!



