

**'HOW TO' PROMOTE, HOST
AND FOLLOW-UP**

CAREER SEMINARS
(A PROGRAM FOR BROKERS & MANAGERS)

CREATED BY

KEVIN AHEARN
FOUNDER/OWNER
REAL ESTATE TRAINING INSTITUTE, INC.
AND
LIVE/INTERACTIVE TRAINING & COACHING SYSTEM

'HOW TO' PROMOTE CAREER SEMINARS

□ VIA DIRECT MAIL & EMAIL TO:

- Agents who joined local *Realtors Association/MLS* in last 12 months
- Newly Licensed Agents
- License Applicants
- License School enrollees
- Residents of nearby neighborhoods & buildings serviced by the office
- Agents on your 'Target List'
- Networkers/referral Contacts
- Teacher Lists
- College Students (@Job Fairs etc.)

□ VIA PERSONAL CONTACT:

- Agents holding Open Houses
- Co-broke Agents
- Networkers/Referral Contacts
- Friends, relatives, neighbors
- By offering coffee/donuts/lunch at local real estate schools
- Current and past clients
- Warm door-knocking neighborhoods mailed
- @ Office Meetings
- Service Personnel (waiters, waitresses, retail personnel)
- Preferred Service Providers
- Displaced workers at Unemployment Offices

□ VIA AGENT CONTESTS/INCENTIVES:

(Awarded to agent with most attendees)*

- Dinner for two
- Credit toward: convention registration, 'onsite' training camp, etc.
- Annual Franchise, Association, MLS dues
- Overt reminders of recruiting opportunities posted around the office, mentioned at office meetings, 'rider' on all agent emails
- **Subsidized:** website development, yard signs, name 'riders', lock boxes, newspaper/magazine advertising , additional 'Leads' from *Lead Generation System*.

NOTE: *Agent must be in attendance at *Career Seminar* to win!

'HOW TO' PROMOTE CAREER SEMINARS

□ VIA 'SUNDRY' PROMOTIONS:

- On company and regional websites
- *Career Seminar* 'riders' on all emails
- Voice mail message about *Career Seminar* for 'Callers-On-hold'
- Flyers on windshields at local real estate schools
- 'Riders' on all newspaper, magazine, internet advertising
- Sign in office window
- Sign in front of office
- Flyers at nearby local retailers
- Flyers at all *Open Houses*
- 'Rider' on all property promotion flyers
- 'Rider' on lawn signs...especially in neighborhoods where you want *agent representation*
- Social Media+: Facebook, Twitter, LinkedIn, Google+, Craigslist Ads etc.

'HOW TO HOST CAREER SEMINARS

□ RECOMMENDED CAREER SEMINAR HOURS:

- 12:00 – 1:15 p.m. (lunch time) **or**
- 7:00 P.M.- 8:15 P.M. (after dinner)
- Encourage attendees to arrive 15 minutes before event begins!
- Max time for *Career Seminar*: 1.5 hours
- **Start and Finish 'On Time'!**

□ UPON ARRIVAL: HAVE ATTENDEES COMPLETE REGISTRATION FORM

- Name
- Address
- Phone #s
- Email Address
- Licensed/In-School/Awaiting Exam?
- Currently employed/ How long/What field?
- Ever been entrepreneur? How long? What field?
- Educational background
- Who/What motivated them to attend etc.

CAREER SEMINAR FLOW

- ❑ **WELCOM REMARKS**
- ❑ **INTRODUCTIONS: (5 minutes)**
 - Staff
 - *Sponsors (mortgage, title, insurance, home warranty etc.)*
 - *Regional Owner (if any)*
 - *Agents in Attendance etc.*

- ❑ **ABOUT THE COMPANY (5 minutes)**
 - Owner and Broker-of-Record
 - Franchise affiliation/How Long?
 - # Offices
 - # Agents
 - Time in existence
 - Affiliated Companies (mortgage, title, insurance etc.)
 - Board/ MLS affiliations
 - Company website URL

- ❑ **ABOUT YOUR FRANCHISE AFFILIATION (5 minutes)**
 - Date National/International Franchise started
 - Founder
 - Headquarter location
 - Total # offices
 - Show map of office locations
 - Total # agents
 - Franchise website URL
 - 'Uniques' about Franchise

- ❑ **ABOUT YOUR FRANCHISE REGION (5 minutes)**
 - # Of Broker/Owners in *Region*
 - Date Region started
 - Total # offices
 - Show map of office locations
 - Total # agents in Region
 - Region's website URL

CAREER SEMINAR FLOW

- ❑ **INTRODUCE YOUR 'AGENT DEVELOPMENT PROGRAM' AND 'AGENT TOOLS'** (30 minutes)
 - In-house 'Technical' Training
 - Multi-level '2-In-1 *i-FASTTRAC*® 'Skill Development' Training' **101** and **201**
PLUS: 'How to' videos availability 24/7 from location of choice!
 - **SHOW '2-IN-1' *i-FASTTRAC*® 'OVERVIEW' OF TRAINING VIDEO**
(Approx. 10 minutes in length)
 - Introduce/Demonstrate 'Agent Tools'

NOTE: Be sure to reference *Career Development Matrix* in *Career Development Package*

- ❑ **WHY REAL ESTATE?** (5 minutes)

- ❑ **AGENT 'LIVE' TESTIMONIALS** (5minutes)

- ❑ **'HOW' AND 'WHERE' TO GET LICENSE** (5 minutes)

- ❑ **EXPLANATION OF 'WHAT'S NEXT'!** (5 minutes)

- ❑ **QUESTIONS & ANSWERS** (5 minutes)

- ❑ **DISTRIBUTE CAREER SEMINAR PACKAGE**

CAREER SEMINAR PACKAGE 'CONTENTS'

- Broker/Manager business cards
- *Career Seminar Registration Form*
- Cover letter
- Company & Franchise Information
- Real Estate School Information & Application
- *Career Development Exhibit*
- In-House 'Technical' Training Calendar
- *i-FASTTRAC*® 'Skill Development' Calendar & Syllabus (www.LiveInteractiveTraining.com)
- Information/Samples Company/Franchise: Products, Services , Tools etc.
- Path to a *Successful* Real Estate Career Exhibit
- Estimated Agent Expenses Exhibit
- Interim *Career Development* Activities Exhibit
- Kevin and Key's Training Profiles

'HOW TO' FOLLOW-UP **CAREER SEMINARS**

VIA DIRECT MAIL:

- Within 24 hours of *Career Seminar*
- Hand-written/Addressed/Stamped 'Thank You Note' to all registered attendees
- Different 'Thank Your Note' to all event sponsors, staff and agents in attendance

VIA PHONE CONTACT:

- Broker/Manager should phone follow-up all attendees 5-7 days after sending 'Thank You Note'
- **Purpose:** Verify 'Thank You Note' was received and to arrange a *Face-to-Face Recruiting Interview*

VIA PERSONAL CONTACT:

- **Time Recruiting Interviews to coincide with *i-FASTTRAC® Training Schedule* (consult *Training Calendar* on LiveInteractiveTraining.com for dates, time, topic)**
- Invite recruit to '**Sneak-A-Peek**' of a '**Live**' *i-FASTTRAC® Session*
- Be sure recruit has a **Session Handout**
- **Make sure your Training Room is 'Branded'** to your Company/Franchise
- **For Maximum Impact:** Call ahead to the Real Estate Training Institute (407)-331-5738 and let us know the **Name of the Recruit**, date and approximate time you will be coming into the *i-FASTTRAC® Session*.
- **Upon Entering the Training Room:** 'Activate The Microphone' (test connection before-hand!) and let the *Trainer* know your are in the room by identifying yourself by name and location.
- **The Trainer Will Greet Your Recruit by Name:** Watch the *recruit's* reaction! If your *recruit* is still in the office when the session breaks, encourage them to talk with *trainees* and other *agents*. Also, invite your recruit to attend a sales meeting, office '**Special Event**', additional training sessions..

EMAILS:

- **3-5 days after Recruiting Interview...send 'Follow-Up' email or letter to each interviewee**
- **10 days later...phone the recruits**
- **21 days later send another email or letter...if recruit has still not committed**

NOTE:

- **If your recruit is still in Real Estate School...be sure to periodically stay in touch... (for 'competitive protection' reasons!)**
- **Consider creating a 'Drip' Email Follow-up Campaign combined with scheduled phone follow-up**
- **Encourage the recruit to look for other potential recruits in their Licensing Class... offer to assist their recruiting efforts...consider offering them an incentive**

PLAN ON PROMOTING AND HOSTING A CAREER SEMINAR MONTHLY!

WHATEVER YOU DO....

“DON'T LOSE TOUCH WITH YOUR POTENTIAL RECRUITS!”

CONTENTS

CAREER SEMINAR **Package**

CREATED BY

KEVIN AHEARN
FOUNDER/OWNER
REAL ESTATE TRAINING INSTITUTE, INC.
AND
LIVE/INTERACTIVE TRAINING & COACHING SYSTEM

CAREER SEMINAR

REGISTRATION

NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

CELL PHONE: _____ HOME PHONE: _____

EMAIL ADDRESS: _____

Do you have a Real Estate License? Yes No. If **'Yes'**... How Long? _____

If **'Yes'**... Is your license currently: Active Inactive

If **'Active'**... Who holds your license? _____

Are you interested in Real Estate: 'Full' time 'Part' time

If **'Part time'**... What, if anything, would hold your back from doing Real Estate 'Full' Time? _____

Are you presently in Real Estate School? Yes No

Are you waiting to take your State Exam? Yes No

If **'Yes'**... Exam Date? _____

Are you presently employed? Yes No

If **'Yes'**... Where? _____ In what capacity? _____

Why Real Estate? _____

How did you learn about the *Career Seminar*?

Invitation Newspaper Agent (Name) _____.

Sign School Exam Site Internet Other (specify) _____

Date: _____

The Path To A Successful Real Estate Career

- Make Career Decision**
- Select Broker**
- Sign-up For Licensing School**
- Submit Application For State Exam (@ Sign-up!)**
- Take Pre-Licensing Course**
- Pass School Exam**
- Pass State Exam**
- Join *Association of Realtors/MLS***
- Participate in *i-FASTTRAC® 101 Core 'Skill Development' Training***
- Simultaneously, Participate in Office Core '*Technical*' Training**
- Proactively Apply Training**
- Start Making \$\$\$**
- Participate In *i-FASTTRAC® 201 'Advanced' Training***
- Simultaneously, Participate in Office 'Elective' Training**
- Make Even More \$\$\$**

(Company Name)

Fast Facts

- **Established in (Year)**
- **(Owner and Broker-of-Record)**
- **(Office Location)**
- **(Number of Agents)**
- ***Full-Time Management and Administrative Staff***
- ***Services/Divisions: (Example) Residential Listings and Sales, Relocation Services, New Homes Sales, Property Management, Commercial & Investment Real Estate***

Estimated Agent Expenses

START-UP FEES:

PRE-LICENSE SCHOOL	\$ _____
STATE LICENSE APPLICATION FEE	\$ _____
STATE EXAM FEE	\$ _____

REALTOR ASSOCIATION /MLS EXPENSES:

REALTOR ASSOCIATION <u>APPLICATION</u> FEE (one-time fee)	\$ _____
REALTOR ASSOCIATION <u>ANNUAL DUES</u> (pro-rated)	\$ _____
MLS <u>APPLICATION FEE</u> (one-time fee)	\$ _____
MLS <u>ANNUAL DUES</u> (pro-rated)	\$ _____
<u>LOCK BOX</u> SYSTEM FEE	\$ _____
(3) LOCK BOXES	\$ _____
OTHER: _____	\$ _____
OTHER: _____	\$ _____

COMPANY RELATED EXPENSES:

SALES TRAINING (<i>i-FASTTRAC</i> ® AND IN-HOUSE 'TECHNICAL')	\$ _____
NEW AGENT 'START-UP' PACKAGE	\$ _____
ERRORS & OMISSIONS INSURANCE (pro-rated)	\$ _____
'UPGRADE' <i>MARKETING PRESENTATION</i> ('optional')	\$ 149
<u>FRANCHISE ANNUAL DUES</u> (pro-rated)	\$ _____
<i>Lead Generation System</i> Participation Fee	\$ _____
OTHER: _____	\$ _____
OTHER: _____	\$ _____

EQUIPMENT:

SMARTPHONE	\$ _____
<u>TABLET OR LAPTOP</u>	\$ _____
RECOMMENDED SOFTWARE	\$ _____
OTHER: _____	\$ _____

Interim *Career Development* Activities

For Individuals Who Are In Licensing School or Have Completed The *Pre-License Course* But Are Awaiting The *State Exam*

1. Purchase/order:
 - Business Cards, Name Badge, *Name Riders* for Lawn Signs
 - 3 Clipboards (Legal Size)
 - Measuring Device
 - Smartphone, Tablet, Laptop (see Broker/Manager for guidance)
 - Recommended Software (see Broker/Manager for guidance)
2. Each Sunday prepare for upcoming week. 'Time Block'... especially for getting 'Street Smart'; learning the *MLS System* and company *software*; learning the company's *Lead Generation System*; company's *Policies and Procedures*; *listing* and *sales forms* etc.
3. Start participating in the 'Core' training offered by your company unless otherwise directed by your Broker/Manager. This includes *i-FASTTRAC@101 'Skill Development'* and In-house '*Technical*' Training offered by your company. Ask your Broker/Manager for access to the company's *Training Calendar*!
4. Identify 25+ *Referral Contacts* per/week and add them to your *Referral Database*. Name, address, phone #s, email address etc. If you have questions about which database to use...see your broker/manager
5. 'Get Street Smart'! Preview 5 office listings per day (simply drive-by and research area). Look for other 'Listed' properties and For Sale By Owners properties. If 'Take-One Box' ...take flyer! Research 'Listed' properties thru *MLS/Tax Rolls* upon return to office.
6. With guidance from Broker/Manager...select and research potential *Farm Areas*. To start... research three (3) areas/buildings. (Maximum 200-400 homes/units per area). Check to see if they are already 'controlled' by another agent. If so, find a different area!
7. Through the *MLS*...research # of properties currently *For Sale* and *Sold* in past 3 months in each potential *Farm Area*; *Average List* and *Sale Prices* in each area; *Average Days-On-Market* etc. **Note:** You will eventually use this information on your initial *Quarterly Market Report* for each *Farm Area*. If you don't know how to use the *MLS*...see your Broker/Manager.
8. Once licensed... send *Announcement Letters* to all *Referral Contacts* and follow-up by phone within 5 business days. Talk about new career!
9. On weekends... attend as many Broker/Agent, Public and For Sale By Owner 'Open Houses' as possible to get further 'Street Smart'.
10. Purchase and start reading three (3) chapters/per week of the *E-Myth Revisited* by Michael Gerber and one (1) chapter per/week of *7 Habits of Highly Effective People* by Stephen Covey. Both are available in *Audio Book* format!

i-FASTTRAC®
Created and Conducted By Two
Internationally--Acclaimed/Award-Winning Trainer



Kevin Ahearn

*Real Estate Business
Development Coach*

- *Real Estate Business Development Coach*
- **Owner/Founder: The Real Estate Training Institute, Inc. in 1986.**
- **Creator: Live/Interactive Training and Coaching System in 2001.**
- **Nationally-recognized, award-winning trainer of over 300,000 brokers and agents across the United States and Canada.**
- **Instrumental in the growth and success of 6 different multi-office real estate companies...the largest of which was over 1600 agents and 31 offices!**
- **Award-winning 'Master Trainer' and executive for several international franchises for over 25 years.**

***"Agents must recognize that they are, by choice,
'A Business Within a Business!'
They must learn to constantly work 'on' their business while
proactively working 'in' their business."***

Career Development Training Matrix

AGENT NAME: _____ REALTY _____
 DATE: _____ AGENT SIGNATURE: _____

'Elective' Skill Development		<u>Agreed</u>	<u>Projected</u>	<u>Actual</u>
i-FASTTRAC®		Start	Completion	Completion
		Date	Date	Date
Session #	('Expected' New/Underproducing Agentsl. 'Optional' Others)			
1	Understanding The Real Estate Business and Goal Setting			
2	Effective Time Management for Real Estate Success			
3	Prioritized/Proactive Prospecting: Part 1			
4	Prioritized/Proactive Prospecting: Part 2			
5	Prioritized/Proactive Prospecting: Part 3			
6	Buyer Counseling Process			
7	Presentation Power: Phase 1 & 2 Marketing (Listing) Presentation			
8	Presentation Power: Phase 3 & 4 Marketing (Listing) Presentation			
9	Power Pricing: 'How To' Control The Pricing Strategy			
10	Objection Handling Power			
11	Closing Power			
12	Presenting The Offer And Negotiation Power			
'Elective' In-House Training				
Session #	('Optional'/'Recommended' To <u>All</u> Agents)			
1	Office Orientation and Policy & Procedure Manual			
2	Company Listing Contract, Listing Forms, Seller Agency			
3	Company Sales Contract, Sales Forms, Buyer Agency and Exclusive Buyer Representation Agreement			
4	Company's Website, Software and Office Equipment			
5	Company's Lead Generation System			
6	'How to' Process Listings and Sales			
7	Company's Strategic Marketing Plan			
8	Company's Preferred Service Providers			
9	'How to' Interpret/Explain Closing Statement			
10	Company's Programs/Products/Services/Tools			
11				
12				

Recruiting Coaching Program

Session 3 Assignment

Assemble a ***Career Seminar Package***

Schedule a *Career Seminar* to be held within the next four (4) weeks and decide on your promotional strategy

Reflect the roll-out of your promotional strategy in **Sunday's Recruiting Weekly Planner...** be specific! You need all of 3-4 weeks to promote it properly!

Submit your planner for Kevin's review & comments.

View the 10-minute video entitled: ***i-FAStTRAC Overview For Career Seminars* (Public Video)**

View the '**HOW TO' PROMOTE, HOST AND FOLLOW-UP CAREER SEMINARS** video