THE 30-DAY REALTOR LAUNCH BOOTCAMP

A practical checklist for building your foundation, skills, and business.

SECRET TO SUCCESS

*Motivation will get you started. **HABIT** will keep you going. Both are YOUR responsibility.*

IMPORTANT Do not begin this training UNTIL you have completed ALL of the items on your onboarding checklist. You will need access to all systems for this training and will need to have gone to your MLS orientation.

** Resources marked with an asterisk are found on our office website*

WEEK 1

EDUCATIONAL

☐ Read the first 5 pages of New Agent Guidebook.

☐ Review resources on http://www.texasrealestate.com– see addendum for directions.

☐ Review the 1-4 Family, Third Party Financing, Amendment, IABS, Buyer's Rep, Exclusive Right to Sell.

☐ Watch the RPR video – see addendum for directions.

OPERATIONAL

☐ Visit 3 open houses in your neighborhood.

☐ Preview 2 homes in your neighborhood.

SALES / OUTREACH

☐ Establish your database using the Warm/Cold Lead document. Use the Who Do You Know template to start building your database.

☐ Hand out 5 of your business cards to prospects.

☐ Set 3 appointments to meet people from your database for next week.

WEEK 2

EDUCATIONAL

☐ Continue reading the next 5 pages of the New Agent Guidebook.

☐ Watch 2 RPR videos of your choice. Use THIS link to access.

☐ View all 5 videos in the Buyer Process series from the Buyer/Seller/Leases tab on our website.

☐ Review 65 Ways to get listings and 101 Ways to Prospect. Choose 2-3 to work on.

OPERATIONAL

☐ Write a blank contract using the accompanying scenarios.

☐ Practice navigating in the MLS.

☐ Create your time blocking calendar.

☐ Prepare a buyer's presentation.

SALES / OUTREACH

☐ Write 15 notecards to your database, insert your card. *Use notecard scripting.

☐ Send 10 people a video text.

ADDITIONAL WEEK 2 TASK

☐ Preview 2 luxury homes in your area.

WEEK 3

EDUCATIONAL

☐ Continue reading the next 5 pages of the New Agent Guidebook.

☐ Watch 2 Videos from your local board's YouTube site.

☐ Sign up for an MLS class at your local board and review an educational item from our office website.

OPERATIONAL

☐ Create a CMA using the attached criteria.

☐ Practice navigating within the MLS.

☐ Build your profile on New Home Source Professional and post a spec home to social media.

☐ Set up meetings with vendor partners.

☐ Make a list of vendor partners.

☐ Visit 3 open houses.

☐ Preview 2 homes.

SALES / OUTREACH

☐ Using our "Blueprint for Follow Up" plan, create a system and send out collateral to those you have already connected with.

☐ Send out 10 notecards to expireds.

☐ Text 15 people from your database and add as a friend on Facebook.

WEEK 4

EDUCATIONAL

☐ Finish Reading the New Agent Guidebook.

☐ View all 4 videos in the Seller series from our website Under Buy/Sell/Lease tab.

☐ Watch 2 instructional videos from your local board's website – look under their education tab.

☐ Review the "Trends" tile from www.ntreis.net and complete the attached questions (DFW only).

☐ Review NAR website and report back on a piece of research you found.

☐ Review the "TREC Compliance What We Keep" resource from our website.

OPERATIONAL

☐ Create an MLS auto email to a friend using the criteria below.

☐ Create a packet of contracts and send via e-sign to a friend.

☐ Visit 5 nearby builders.

☐ Create a listing presentation for a home in your neighborhood.

☐ Visit 5 builders and use the attached to complete assignment.

SALES / OUTREACH

☐ Hold an open house – use “Blueprint for an effective open house”.

☐ Personally visit 10 people in your database, continue to add to this contact group.

☐ Send out 10 notecards to expireds.

☐ Go to https://www.whiterocktexas.net/on-demand-training.html Then look for Business Planning Template and watch the accompanying video on how to fill this out. Fill out the spreadsheet with your own goals that is on the same page as this video.

TRAINING ADDENDUMS

Detailed instructions and scenarios for completing the weekly checklist.

WEEK 1 | *Click HERE to watch video for this week*

EDUCATIONAL

☐ Go to: www.texasrealestate.com (This is Texas Association of Realtors). In the search box, type the word marketing. Review the various marketing tools available to you that you are already paying for.

☐ Click on the For Buyers, Sellers, Renters tab at the top. Scroll down and notice the various articles aimed at YOUR potential clients. Click on one and repost to social media.

☐ Click the tab entitled "For Realtor Members." Click the link for "Benefits" at the top. Review the complete list of benefits and discounts you receive by just being a member of TAR.

☐ RPR – Realtor Property Resource – click HERE and choose any introductory video about RPR you want. They change often so it's up to you to pick the one of most interest to you.

OPERATIONAL

☐ Open houses – simply walk into any in your neighborhood that are open. Introduce yourself as a new agent who lives here locally.

☐ **Observe** the agent's process: How is the signage out front and leading to the open house? Is it easy to find? Is the agent attentive and welcoming? Are their refreshments available? What other collateral is available for attendees to take? How busy is it? Are the hours long enough?

☐ **Ask:** What in your opinion makes a successful open house? What are the highlights of THIS home, what are the things you would NOT emphasize? What kinds of questions do you get from attendees?

☐ Review various contracts. Download from Zipforms. Read over each one slowly, absorb what is written so that it sinks in. Using a yellow highlighter, highlight ANY paragraph you have questions on. We will review together.

☐ Previewing Homes – NOTE: you will need to be familiar with how to do a general search in the MLS. Your local real estate board has several classes for this and options for every educational level. Do a search for 2 homes in your neighborhood, town, or zip code. Next, print out the "Agent Full" version of the MLS sheet for the homes. Make notes of your overall impression when you first walk up, how it's staged, are there any upgrades to note, what about location, how do you think it's priced. How are the photos on the MLS.

☐ **REMEMBER TO SLOW DOWN**. Take your time and REALLY observe everything about the home. Always remember that your perspective should NOT be "would I buy this home" but rather, "is this home appealing to a prospective buyer in this price range" Someone else is going to be living there, not you-so what about this home will get it sold to the one family that will fall in love with it? **YOU MUST MAKE AN APPOINTMENT** with Showing Time or Broker Bay first! Video on how to do this is on our website under "How To Videos" or click HERE to watch.

SALES / OUTREACH

☐ Setting up your database – This IS the most important task you will do in your real estate career-be deliberate and detailed about it. Use one of the recommended database/CRM providers on our website or simply use an Excel spreadsheet to set up your database of name that will be possible clients or referral partners. Use the Who Do You Know template to start creating a list of potential referral partners.

☐ Capture name, address, phone number, email, their personal interests.

☐ Using the "Warm/Cold Lead" document, devote at least one hour to writing down as many contacts as you can. A GREAT source is also your phone contacts. It doesn't stop here, you need to be adding 5 people to your database every day. Think hard, it gets easier.

☐ Hand out business cards – this could be ANYONE you come in contact with. Neighbors, dry cleaner, pharmacist, etc. ANYONE!

☐ Set 3 appointments from your database – even if your database is small or non-existent, try to complete this ASAP. Repair people, neighbors, friends all count. These are people you will meet to discuss real estate with and build a rapport. Don't be afraid to simply say that you are new the business and you are looking to get started. You could use their help in uncovering people who might have a need.

WEEK 2 | *Click HERE to watch video for this week.*

EDUCATIONAL

☐ Watch 2 RPR videos - http://blog.narrpr.com/video-learning/rpr-guide-geographic-farming/ and http://blog.narrpr.com/video-learning/open-house/

OPERATIONAL — CONTRACT PRACTICE

☐ Use your templates that you set up during onboarding and create a new transaction for each of the below scenarios.

Scenario One — You represent the buyer

☐ Using the "Buyer Template" you created with your Onboarding Checklist, create a transaction and apply the Buyer Template of contracts to this and call it "Cash Offer".

☐ Complete a buyer's representation agreement Long Form (TXR 1501).

☐ Buyer agrees to pay you 3%.

☐ Term is for 6 months beginning with today's date.

☐ Buyer agrees to Intermediary.

☐ Complete the 1-4 Family Residential Contract given the details below (TREC 20-17).

☐ Address is 123 Main St., Lot 12, Block A, Dallas, TX 75237. Parties are: Joe Buck (Buyer), Troy Aikman (Seller).

☐ Seller wants to take a family heirloom chandelier with them.

☐ Sales price is $240,000 all cash.

☐ Earnest money will be $2400 held at Excel Title Group, 407 W Market St., Dallas, TX 75237.

☐ Seller is paying for a title policy.

☐ Seller will provide an existing survey within 3 days.

☐ The home is not in an HOA.

☐ Seller's disclosure has already been received.

☐ Buyer accepts the property as is.

☐ Closing date will be exactly 30 days from today's date.

☐ Buyer will take possession of the home upon closing and funding.

☐ Seller is paying your buyer agent commission of 3%. Put that in the correct line and check the correct box.

☐ Buyer does not want any money from seller for closing costs.

☐ Buyer's address is: 1099 Elm St., Corsicana, TX 76000, Seller's address is: address of the home being purchased.

☐ Paragraph 22 – what other addenda should you check?

☐ Option period is 10 days at a cost of $100.

☐ Neither party has an attorney of record.

☐ Completely fill in page 11. Listing broker info: Cowboy Realty, 400 Cowboys Way, Frisco, TX 75036, broker # 518933, Listing associate is James Cordon, jcordon@cowboyrealty.com phone: 214-555-5690, Licensed supervisor is Matt Flynn.

☐ Commission is 3%.

Scenario Two

- ☐ Using the "Buyer Template" you created with your Onboarding Checklist, create a transaction and apply the Buyer Template of contracts to this and call it Aikman/Buck.
- ☐ Complete a buyer's representation agreement Long Form (TXR 1501).
- ☐ Buyer agrees to pay you 3%.
- ☐ Term is for 6 months beginning with today's date.
- ☐ Market area is Dallas, Denton, Collin counties.
- ☐ Buyer agrees to Intermediary.
- ☐ Complete the 1-4 Family Residential Contract using the details below (TREC 20-17).
- ☐ Address is 123 Main St., Lot 12, Block A, Dallas, TX 75237. Parties are: Joe Buck (Buyer), Troy Aikman (Seller).
- ☐ Price is $278,000.
- ☐ Buyer is financing 80% of the sales price with a conventional loan.
- ☐ Earnest money will be $2800 held at Excel Title Group, 407 W Market St., Dallas, TX 75237.
- ☐ Seller is paying for the title policy.
- ☐ Seller extended their patio 7 years ago so they do not have an updated survey. Buyer agrees to pay for a new one.
- ☐ Property IS in an HOA.
- ☐ Property is in a Municipal Utility District or a MUD.
- ☐ Par. 7 Buyer has not received the seller's disclosure. Give seller 3 days to give to buyer.
- ☐ Par. 7 Seller agrees to fixing a known issue of 2 broken windows to any buyer that purchases the home.
- ☐ Closing is exactly 45 days from today's date.
- ☐ Seller needs 5 days after closing to move out, buyer agrees to lease back the home for these 5 days at $10 a day.
- ☐ Buyer wants $1500 from the seller to put towards closing costs.
- ☐ Buyer's address is: 1099 Elm St., Corsicana, TX 76000, Seller's address is: address of the home being purchased.
- ☐ What other addenda will you need for this transaction? Fill those out as well.
- ☐ Option period is 7 days at a cost of $150.
- ☐ Neither party has an attorney of record.
- ☐ Listing broker is the same as in scenario one.

Scenario 3 — You represent the seller

- ☐ Using the "Listing Template" you created with your Onboarding Checklist, create a transaction and apply the Listing Template of contracts to this and call it Lennon/Ono.
- ☐ Fill out a listing agreement (TXR1101).
- ☐ Broker Compensation – seller agrees to pay you 3% for listings services, but wants to determine what he will pay a buyer agent based on the offer that comes in. Fill out Par. 5 accordingly.
- ☐ Listing term is 6 months from today's date.
- ☐ Complete the Listing Agreement using the details below (TXR - 1101).
- ☐ Address is: 1021 Elm St., Richmond, TX 77093, Lot 3, Block 15.
- ☐ Year built is 1947.
- ☐ Property has a septic system.
- ☐ Property uses propane gas to heat the home.
- ☐ List Price is $349,000.
- ☐ Property IS in an HOA.
- ☐ Protection period is 60 days.

☐ County is Harris.

☐ Seller agrees to list on all channels including MLS and Internet.

☐ Seller agrees to allow a lockbox on the front door.

☐ Seller agrees for you to also bring buyers who are represented by us – which Intermediary to you check?

☐ Seller will accept all kinds of financing except a VA loan. Any idea why he might do this?

☐ Are you (agent) or me (broker) responsible for someone stealing their jewelry during an open house or showing? Are we at fault if the seller knows there are foundation issues but DOESN'T disclose this to us?

☐ Seller is: John Lennon.

☐ "Broker" is me and you-but which box do you check on page 10, can you actually sign this document?

☐ Who "owns" this listing, me or you?

☐ What addenda do you need for this listing?

OPERATIONAL

☐ Create your time-blocking calendar: using the resource on our web site, "Time Blocking Template," (Found under the "On Demand Training" tab) review the sample and create your own based on YOUR way of doing business and availability. Prospecting can be done ANY time of day, but it DOES have to get done, so be sure to allot time for this.

☐ Prepare a buyer's presentation: using our template and samples found on our website, create your own for a prospective client you plan to meet this weekend. Template is found on our website under "Buy/sell/Lease" tab. Then "Buyer and Seller Presentation." You won't need a particular address for this exercise. This is intended to be a buyer consultation that sets the tone for the buyer process and home search.

☐ Preview 2 luxury homes - choose homes that are $750K and up. Schedule your appointment on Showing Time/Broker Bay or your city's showing service. PLEASE provide feedback in the showing service to the seller's agent after you are done. Distinguish how a higher end home differs from others. How is the finish out? Is it marketed any differently?

SALES / OUTREACH

☐ Write 15 cards to your database – pick up an inexpensive box of blank bi-fold notecards. What you write is up to you but thank you's or a just plain "thinking of you" card works well. Go THIS link for other notecard scripts if you get stuck.

☐ Review 65 Ways to Get Listings and 101 Ways to Prospect. Select 2-3 that stand out as possible ways for you to consistently get business.

☐ Send 10 people a video text. This could be people from your database, vendor partners, your dentist, dry cleaner, etc. The idea is to get comfortable with speaking in front of someone without being face to face with them. Take out your phone, select the camera option, choose "video." Record a short message about something-ANYTHING. When finished recording, upload to a text and send. Be brief. Tell them about the market, about something personal, about an upcoming open house in the neighborhood.

WEEK 3 | *Click HERE to watch video for this week*

EDUCATIONAL

☐ MLS practice – the format is up to you. There are lots the MLS can do. You won't break anything, just poke around each tab on the top and become familiar with the software.

☐ Sign up for a class at your local Realtor board.

OPERATIONAL

☐ Create a Quick CMA using this criteria: (Click HERE to watch the video on how to do this).

☐ Choose a subject property in your neighborhood or close by priced between $200K - $300K.

☐ Once you have the subject property, input: Year built +/- 3 years; Bedrooms 3+; Bathrooms 2+; Square footage +/- 300 SF; Acre – up to one acre.

☐ Check Solds/closed and Expireds. Some MLS's will have a status for "sold" and some will say "closed" They mean the same thing.

☐ Consider whether your subject property has a pool, is a member of an HOA, one story vs. two story.

☐ Build your profile on New Home Source Professional – go to www.NTREIS.net and log in. If you live in another city besides DFW, your local MLS will have a link to New Home Source Professional. Choose the icon for New Home Source Professional. In the upper right-hand corner, choose "My Account" and build out your profile.

☐ Make a list of vendor partners – these will be people who you have done business with in the past such as HVAC, handymen, plumbers, electrician, dogwalkers, etc. These are typically small businesses who also want referrals. Your goal is to approach them from a "how can I help you get more business" perspective. Don't be shy about communicating to them who YOUR ideal referral is as well.

SALES / OUTREACH

☐ Follow up plan collateral – sources are www.texasrealestate.com, our BackAgent software, TAR Facebook page, National Association of Realtor website, MLS stats from "Trends" tile in www.NTREIS.net. (DFW only)

☐ Click HERE to access the Blueprint for FollowUp Plan documents.

☐ Notecards to expireds – simply say, "I noticed your home came off the market recently. If you are still looking to sell, please call me. I may be able to help you." Notecards are inexpensive at Half Price books or Walmart. In the MLS – go to Search - Detailed, uncheck all boxes, check the "Expired" box. Enter in your current town only. Don't enter in price point or any other criteria-keep it broad. Choose 10 to send notecards to.

☐ Text 15 people – simply say, "Hey, just checking in. Spring is getting closer and was wondering if you have heard anyone looking to buy or sell a home. I can help. Thanks in advance!" It's easier to write this once in your notes app and then cut and paste to each contact separately.

WEEK 4 | *Click HERE to watch video for this week*

EDUCATIONAL

☐ NAR site is https://www.nar.realtor/. Look under the "Research and Statistics" link.

☐ TREC Compliance-What We Keep Go HERE.

OPERATIONAL

☐ Create an auto email for a friend using this criteria: (Click HERE to watch video on how to do this). Price is between $200,000 - $250,000; Square footage – 1800-2500; Bedrooms 3+; Bathrooms 2+; Year built 2012 – 2020; City – choose your current city; Pool Yes.

☐ Create a packet of contracts – use one of the several contracts you used in the exercises from week 2 within Zipforms. Click HERE to watch video on how to do this.

☐ **DFW ONLY** Review the "Trends" tile from www.NTREIS.net. Sort by zip code and choose YOUR zip code. Filter by all price ranges, single family homes, all bedrooms, resale, all sizes.

☐ Answer: What is the average sales price for the prior month? What is the median price per square foot? What's the average days on market? What's the average percent of original sales price? What's the month's supply? How many closed sales were there?

☐ Create a listing presentation – from our website, you can find the template under the "Buyer/Seller" link and then Buyers and Seller Presentation. Choose any home in your neighborhood or in another neighborhood you are familiar with. Imagine that the owner has contacted you to potentially list their home. Create this presentation. We will role play this when we de-brief.

☐ Visit 5 builders.

☐ Visit 5 separate spec homes (already completed) and ideally get a tour from a sales agent and ask: What sets this home apart from your competition? What upgrades are included? What size are each lot? How can I help you market these? Which one is your most difficult to move? Can I take a quick video and post this on social media? Can I ever host an open house for you

at one of these spec homes? Would it be helpful for me to send a list of other pre-owned homes that your clients might be looking at as well? Take pictures and video and post on social media.

☐ Hold an open house – Use the Blueprint of an effective Open House for guidance.

☐ Watch tutorial on how to fill out the business planning template and create your own. https://www.whiterocktexas.net/on-demand-training.html