

TEAM TRAINING

UPDATE AS OF WEDNESDAY, JANUARY 22, 2025

EXPECTATIONS:

- I expect you to work hard.
- I expect you to have a positive attitude towards yourself and your colleagues.
- I expect you to follow up with leads quickly in a timely manner and to reply quickly when leads reply.
- I expect you to take notes of your conversations and input them into your KW Command.
- I expect you to be helpful to one another.
- I expect you to communicate and proactively reach out.

PRIOR HOMEWORK

- Set 2 appointments this week.
- Online presence and social media all set up.

QUOTE:

*"Visualize this thing that you want, see it, feel it, believe in it.
Make your mental blueprint, and begin to build."*

- Robert Collier

135 (GPS) & 411

Immediate, someday, and Long Term Goals.

The 1 Main Business Objective

\$500,000 in Gross Commissions Income

The 3 Goals to Achieve the Objective

Database management	New client acquisition - Lead Generation & Prospecting	Create Systems to service clients on the highest level.
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5 Strategies for Reaching Each Goal

Grow current database by 1,500 contacts! 365 days a week = 5 new contacts added/daily.	Monthly Neighborhood Nurture Smartplan sent to all new prospects.	Be learning based daily and try new technology/ software.
Email campaigns launched weekly to provide value and target current database.	Practice the daily 10/4 - preview 10 new homes and send details to all prospects.	Audit my social media once a month! Inspect what you expect.
EVERY client, current/past will be set on 8x8 Smartplan. (8 touches in 8 weeks!)	Create a FB Community! Group and engage to grow it daily.	Audit my online presence once a month! Lean into affiliates and their resources for support.
Upon completion of the 8x8 Smartplan, ALL contacts will be placed on 36 touch Smartplan.	5 hand written notes daily to new prospects or past clients. *Ask for referrals.	Audit my database once a month. *Pay attention to my health score in KWcommand!
Daily Social Media engagement. S.T.A. Y. Method & 1 social media campaign launched/weekly.	Strategically host and invite prospects and past clients to education seminars and appreciation events!	Spend 30 minutes on KWconnect and KWcommand daily. *Time on task over time = win!

**Consistent lead generation = 2 hours/day & 10 ~ 12 appointments/week

**Market Center events: a) Quarterly Panels b) Guest speakers c) Coffee with Cappers

WEEKLY TARGETS:

1. Highest accountability - Inspecting what I expect. *10 daily two way conversations - 50/ week - 200/month
2. Create and leverage automation - Mass text, mass video text and social media + appropriate tags in KWcommand!

135 (GPS) & 411

Immediate, someday, and Long Term Goals.

The 1 Main Business Objective

\$300,000 in Gross Commissions Income

The 3 Goals to Achieve the Objective

Lead Generation & Lead Follow-ups	Marketing	Leverage
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5 Strategies for Reaching Each Goal

1 hour/day x 5 days of follow up calls with prospects, past clients and all Sphere of Influence.	Turn on EDDM - postcards & letters. Identify a farm of 500 homes!	Interview & have your first hire. What can you delegate so you can exercise 80/20 rule!
1 hour/day x 5 days of cold calling. FSBOs, Expireds, Circle Prospecting & more.	Market specifically to your Sphere of Influence monthly. Just listed/just sold.	Technology/KWcommand Automation – mass text, emails, campaigns & more.
Identify your farm & niche to host open houses, prospect, canvas & more.	1 PAID social media campaign posted weekly & tracked!	Hire a coach! MAPS coaching – weekly accountability
Automate Smartplans for all contacts & make sure they deliver a personal message w/ multiple touches!	1 video content and post shared weekly on all social media platforms.	Leverage out Transactions Coordination and Marketing.
1 Social Media post per day Presenting yourself as an expert! Paid & un-paid campaigns	Two Client Appreciation events hosted annually. Invite all of your S.O.I, past clients & perhaps HOT prospects/leads	*Double down on prospecting & ALWAYS know your #s. What are you tracking? "know that you don't have to do it all yourself."

WEEKLY TARGETS:

1. 25 contacts per hour x 1 hours per day = 25 contacts dialed and added to database daily.
2. 1 hour of previewing homes should translate to 10 homes previewed daily. (Drive-by & MLS)
 - a. 50 homes previewed/weekly
3. Tracking engagement with social media posts - comment, like, share and direct message are MUSTs!
4. 3~5 appointments scheduled weekly - buyer and/or seller (listing) presentations.

135 (GPS) & 411

Immediate, someday, and Long Term Goals.

The 1 Main Business Objective

\$100,000 in Gross Commissions Income

The 3 Goals to Achieve the Objective

Lead Generation	Lead Follow-ups	Post-Closing Activities
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5 Strategies for Reaching Each Goal

2 hours/day x 5 days of cold calling. 2 weeks of consistent effort would lead to 3 appointments.	Get contacts added into KWcommand ASAP! *This is the BEGINNING	Build & deliver a custom closing package for all clients.
Host 6 monthly open houses! *1~2 per week/weekend	Setup 1 Smartplan for ALL of your contacts. Properly "tag" all contacts!	Take closing photos and videos to share & post on social media.
1 hour per day of previewing homes. Drive-by or on your MLS. *Become the professional	1 hour per day on KWcommand →> Smartplans to create and leverage automation.	Change status of client in KWcommand to "closed" and turn on Smartplan.
1 hour per day dedicated to training. *Contracts/role-play/ scripts/tech & more.	3-3-3 rule Call 3 times, let it ring 3 times and have all new contacts done in 3 days.	ALWAYS capture testimonials and reviews with each client.
1 Social Media engagement and post per day! Paid & un-paid campaigns	Daily CARE calls & have the F.O.R.D. conversation Family, Occupation, Recreation & Dreams	Create & set a budget for post closing activities - client appreciation, holiday cards, packages & more.

WEEKLY TARGETS:

1. 25 contacts per hour x 2 hours per day = 50 contacts dialed and added to database weekly.
2. 1 hour of previewing homes should translate to 10 homes previewed daily. (Drive-by & MLS)
 - a. 50 homes previewed/weekly
3. Tracking engagement with social media posts – comment, like, share and direct message are MUSTs!
4. 1-2 appointments scheduled weekly - buyer and/or seller listing) presentations.

BUYER CERTIFICATION

To be completed within 30 days

- Shadow 3 buyer consultations
- Shadow 3 home inspections
- Shadow 6 property tours
- Preview 10 properties per week for a total of 40
- Shadow 2 open houses with trainer
- Shadow/host 2 open houses with a trainer
- Complete 2 mock offers per week to be reviewed by our trainers.
Complete the offers based on the homes previewed.
- Complete 2 mock CMA's per week. Pick from the previews!
- Practice 2 mock BRBC per week
- Practice 2 mock buyer consultations
- Login into KW Command to review + clear your dashboard. Input your leads daily. Make the proper tags for the leads. Set tasks on KW Command and check your KW Command daily for notes and tasks for your database.
- Login into MLS daily to check current market inventory
- Scripts (Buyers, handling online leads, common objections, etc)

Don't forget to record **Start Date & Completion Date**

[See PDF Document](#)

SCRIPTS

Client Scenarios and How to Respond

EXAMPLE 1 We are just looking right now . . .

- That's good to hear. You should look thoroughly before you buy anything. Out of curiosity, what type of home are you looking for?
- That's Great. Are you looking to purchase a home?
- Absolutely. How many homes have you looked at so far?
- I understand. How did you find out about this home?
- Good idea. What are you looking for?

EXAMPLE 2 Our credit isn't good enough yet . . .

- I understand. Have you spoken to a lender to find out?
- That's very common. I've also had many clients find that their credit is better than they thought after speaking to a mortgage lender. Plus a lender can help you can start working to fix any credit issues sooner that way. Could I have a lender that I trust at least give you a call?
- OK. Did you know that there are many loan programs available that have very different credit requirements? Wouldn't it make sense to at least meet with a lender to find out exactly where you stand?

EXAMPLE 3 Our relative/friend is a REALTOR® . . .

- I see. So does that mean you feel obligated to have your relative/friend represent you, or are you able to freely choose who you work with to find your next home?
- If you didn't have a relative/friend in the business, you would be one of the few. Did you know that 90% of the sales in our market are handled by just 10% of the agents? Is your friend in the 10%?
- I understand. So are you willing to risk your relationship if the job doesn't get done? Or are you looking for an objective professional that you can put to work for you?

SCRIPTS

Client Scenarios and How to Respond

EXAMPLE 4 We are just starting to look . . .

- Great! One of the first steps is to make sure you have your financing in order. Have you spoken with a lender yet?
- Well then I'm glad we met now. Have you had a REALTOR® explain the entire home buying process and current market conditions to you?
- It's a great time to start! What are you looking for?

EXAMPLE 5 We have to sell our house first . . .

- So do you need to sell before you can buy?
- Would it help to know how much you could sell your current home for while you are looking for a new home?
- That's very common. When would you like to move into your new home?
- Have you met with a lender to see if you qualify to buy a new home before you sell? Or do you need to sell your current home first?

EXAMPLE 6 We don't want a pushy salesperson . . .

- Good. Because I consider myself a customer service professional, not a salesperson. My job is to address your needs and provide you with professional guidance and assistance during the home buying process.
- Perfect. I would never want to be pushy. I believe in listening to a client's needs and helping them to find the perfect property for them. So what are you looking for in a home?
- I wouldn't want one either. But I would want an agent that is proactive in finding me a home I want to buy, and also assertive on my behalf in negotiations over the home's price. Does that make sense?

SCRIPTS

Client Scenarios and How to Respond

EXAMPLE 7 We aren't ready to work with an agent yet . . .

- Do you have a home you need to sell first?
- I understand. How are you planning on finding your next home? Would it help if you could see all of the homes for sale that fit your criteria at home on your computer first? That way you could just contact me when you want to see the inside of one?
- I see. Have you spoken to a lender to determine a price range and monthly payments yet?
- May I ask what expectations you have for the agent that ultimately represents you?
- Many of my clients have felt the same way at first. Until they discovered that searching for homes by driving around and looking at scattered listings on line was not very efficient. What if I set you up on your own customized online search so that you could see all of the homes for sale by all REALTORS® that fit your criteria? You would also receive email notifications for homes the instant they come up for sale so that you would be one of the first to see them before they sell?

EXAMPLE 8 We are going to wait. We aren't ready now . . .

- I see. What specifically are you waiting for?
- Do you have a home to sell before you can buy?
- When do you want to move into a new home?
- On a scale of 1 to 10, with a 10 meaning you want to buy as soon as possible, where do you think you fall? And why?
- Understood. There is a lot to get in order before buying a new home: preparing your current home for sale, meeting with a lender, insurance, inspectors, repairs, finding a home and etc.. Would you like some help with all of that?

SCRIPTS

Client Scenarios and How to Respond

EXAMPLE 9 We are looking for a relative/friend . . .

- Would it help if I set your relative/friend up on a search so he/she could see all of the homes for sale that fit his/her criteria online first? That way you guys could just contact me when you want to see the inside of one?
- Great, what is your relative/friend looking for?

EXAMPLE 10 Would you be willing to reduce your commission . . .

- No. But the good news is that you don't have to pay me a commission. A home seller will have an agreement to pay their agent a commission, and then that agent shares a portion of it with me. So you don't have to pay me anything!
- The good news is that you don't have to pay me a commission. The agent that represents the seller of the home you ultimately purchase will share a portion of their commission with me for finding a buyer to purchase the home. So you don't have to pay me a thing!

HOMEWORK TODAY:

1. Set 2 appointments this week.
2. Online presence and social media all set up.
3. Finish your 1-3-5, 4-1-1, Goal Setting Sheet Due by the next meeting, **Friday, Jan. 24, 2025**

Quote:

"I don't procrastinate. I save my homework until the last minute so that, by the time I do it, I'll be older and wiser." - Unknown

[Zoom Link](#) Passcode: mt0v#?dv

