



A 60-Day Action Plan for New Agents

Beginning on the next page, you'll find a set of actions you can take to become a power agent in real estate. Be disciplined as you undertake these activities, but also have fun. Understand that you are taking actions that will help move you to the elite among real estate agents and brokers.

Week 1

DATE:

- Pick your desk and program your voice mail.
- Notify Board of Realtors and Department of State of affiliation.
- Get a digital color photo to your manager.
- Items to give to your manager:
 - Bio: years in business, previous work experiences production
 - Personal info: Social Security number, birthday, family members' birthdays and names
 - Affiliations with groups, clubs, societies, etc.
- Order business cards and stationery.
- Create a mailing list of friends and family (a sphere of influence).
- Visit five houses a day (first company listings) and take notes as you preview.
- Purchase local area street maps.
- Schedule to attend classes for MLS.
- Buy an organizer to keep track of schedule. Note: You may use a "hard copy" or paper organizer, a PDA (personal digital assistant), or a laptop with organizer software. The key is to make sure you have a method to remain focused on your Next Level.
- Connect your notebook computer to the company's network.
- Learn the operation of your office:
 - Phone system
 - Up-board and incoming call process
 - Security system
- Make sure your name and phone numbers are on the office phone list.
- Call five agents you know and let them know of your affiliation.
- Get a cell phone
- Attend brokers, open houses, buyer appointments, and listing appointments with a fellow agent.
- Review tasks completed with your broker or manager.

SUMMARIZE WHAT YOU FEEL YOU'VE LEARNED OR ACCOMPLISHED THIS WEEK AND SHARE IT WITH YOUR BROKER OR MANAGER:



Week 2

DATE:

- Preview a total of 20 houses.
 - Log your feelings or perceptions of each home's pluses and minuses.
 - Write down your "gut" feeling of what you believe the selling price of each home will be and why you feel that way.
 - Be sure to check your price with the actual selling price when the home sells. This is a great way to learn how to "comp" homes for your listings.
- Mail an announcement to members of your sphere of influence, whether they live in your local area or not. Remember, you can send a referral to agents almost anywhere.
- Meet with a lender to understand the mortgage process and the call capture program.
- Role-play how to answer incoming buyer calls. Do this role-play on three days and use three different scenarios each day. Make it as real as possible.
- Learn how to search for information on the MLS computer. Make sure to search by various criteria. Learn what the most common searches are and discover how to do those first. Then learn how to do other searches that may come in handy when working with buyers or finding "comps" to do a CMA.
- Understand the crisscross directory and how to use this tool to find an address or a homeowner's name when all you have is the phone number.
- Learn how to access your company's Website and familiarize yourself with the various pages and features of the site.
- Write a press release and distribute it to papers in and around your market area.
- Make sure an ad is placed about a new agent (you) joining your office team.
- Attend brokers' open houses, buyer appointments, and listing appointments with a fellow agent.
- Review tasks completed with your broker or manager.

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Week 3

DATE:

- Set up houses to show for a fellow agent.
 - Role-play how to hold a buyer interview.
 - Learn how to present your state's disclosure forms (if applicable).
 - Focus on creating buyer loyalty and need awareness.
 - Ask your secretary to place you on the up-board.
 - Preview a total of 20 houses.
 - Perfect doing searches on computer.
 - You should be doing advanced searches by now.
 - Learn ways to use the computer to “forward” your business by asking other producing agents in your office how they use the computer and what software programs they find most beneficial.
 - Pick a farm area and create a mailing list with phone numbers.
 - Ask your fellow agents for guidance in choosing your farm.
- Drive through the area before finalizing your choice. Decide if that farm area is a place where you'd be happy working with the folks who live there. You'll always do best working in an area you'd be comfortable living in.
 - Attend brokers' open houses, buyer appointments, and listing appointments with a fellow agent.
 - Start to make notes about what you like and dislike about how the other agents are holding brokers' open houses.
 - Review tasks completed with your broker or manager.

SUMMARIZE WHAT YOU FEEL YOU'VE LEARNED OR ACCOMPLISHED THIS WEEK AND SHARE IT WITH YOUR BROKER OR MANAGER:



Week 4

DATE:

- Call five members of your sphere of influence a day.
 - Make sure to make the call personable and friendly.
 - Keep notes about the conversation that you can refer to when you call them again in the future.
 - Be sure to ask them for a referral or if they need real estate help.
- Preview a total of 10 homes and call to find out the status on 20 houses already previewed.
- Learn how to fill out contracts and what the process is in presenting offers.
 - Ask other producing agents how they present the offer in your market.
 - Make sure to familiarize yourself with all of the paperwork.
- Pick at least two community activities to get involved in.
 - Choose activities that you personally enjoy.
 - You might choose a charity, club, association, or group.
 - The purpose of getting involved is to give of yourself while you are increasing your sphere of influence and creating relationships that will refer business to you in the future.
- Prepare a market analysis on a total of 10 houses you've previewed.
 - Learn how to price the home appropriately.
 - Learn how to present the market analysis in the most positive way.
- Create a listing conversation book.
 - Make sure it's neat, concise, and professional looking.
 - Include photos about yourself, your company, and your office.
 - Include graphs, charts, and facts to support why people should choose you when they decide to sell their homes.
- Show five houses to a buyer.
 - Make sure you know how to get to each house and not get lost.
 - Understand how to develop rapport.
 - Remember to ask questions and enroll the buyers in chatting, sharing, and letting you know what they want and need in the purchase of a home.
- Attend brokers' open houses, buyer appointments, and listing appointments with a fellow agent.
- Review tasks completed with your broker or manager.

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Week 5

DATE:

- Call five spheres a day.
- Preview a total of 10 homes and call to find out the status on 20 houses already previewed.
- Hold a public open house for a fellow agent's listing.
 - Treat the open house as if it's your listing.
 - Focus on the three goals of holding an open house: a) to sell the home, b) to find buyers, and c) to find people who are sellers.
 - Ask each person attending the open house if he or she has a home to sell first.
- Go to a closing.
 - Observe the closing process.
 - Make sure to understand the part the agent plays.
- Knock on 40 doors around a new listing.
 - Let them know who you are and your company/office.
 - Tell them that you'd be happy to answer any of their real estate questions.
 - Leave something with them—a flier, a brochure, etc.
- Role-play a listing presentation.
 - Do this in a place you won't be interrupted.
 - Videotape the conversation, if possible.
 - Review the videotape and see how you did.
- Learn how to pull expireds from the MLS system.
 - Make sure to find out the initial listing price, which is often higher than the price of the home when the listing expired.
 - Notice which companies/agents have the most expired listings.
- Start calling FSBOs and expireds.
- Attend brokers' open houses, buyer appointments, and listing appointments with a fellow agent.
- Review tasks completed with your broker or manager.

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Week 6

DATE:

- Call five spheres a day.
- Preview a total of 10 homes and call to find out the status on 10 houses already previewed.
- Prepare a listing flyer for one listing. Try to use an established format or template rather than creating a flier from scratch.
- Read policy and procedure manual.
- Note: The purpose of reading your policy and procedure manual is to give you a sense of your company's mission, the job descriptions of the various people who support you, and how you fit into the picture. Most agents have never read the policy and procedure manual—and that's another reason you should. It will help you understand what is expected of you as an agent and let you know how your support team is there to help you before, during, and after each transaction.
- Role-play the listing conversation with a fellow agent.
- Learn the various tools, benefits, and advantages of your company.
- Learn how to present the benefits and advantages of your company in a conversational and compelling way. Remember that you are the ambassador of your company to the families who wish to sell their home.
- Remember that the listing appointment is where you get to shine. Treat the role-play as an actual appointment and ask your fellow agent if he or she would have chosen you to list his or her house and why.
- Attend brokers' open houses, buyer appointments, and listing appointments with a fellow agent.
- Review tasks completed with your broker or manager.

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Week 7

DATE:

- Prospect for three listing appointments.
- Schedule time to make your prospecting calls in “blocks,” meaning that you will schedule two hours of prospecting at a time to start. This will allow you to prospect without the feeling that you’re “stuck” calling all day.
- Be sure to write down your approach to prospecting and have that approach in front of you when you call. Don’t be afraid to use what you’ve written if you’re concerned that you won’t know what to say.
- Be helpful, courteous, and happy on the phone. Studies say that if you are actually smiling you’ll increase your chances of success. Some professionals have found that looking into a mirror while calling makes them feel more comfortable. Others keep a sign with an affirmation or a thought for the day where they can see it and it reminds them to stay focused.
- Your goal is to schedule an appointment, rather than trying to take a listing over the phone. Take your time talking and try to ask as many questions as you feel comfortable with and maybe one or two more.
- Get the person you’ve called enrolled into talking with you, sharing information about herself or himself, the area, the neighbors, or anyone he or she even thinks might be selling or buying a home in the near future.
- Ask for an appointment or referral. You must actually ask them to help you because some of them might be unsure of what you want.
- Attend brokers’ open houses, buyer appointments, and listing appointments with a fellow agent.
- Review tasks completed with your broker or manager.

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Week 8

DATE:

- Read and review this Action Plan and repeat anything you don't feel comfortable with.
- Take a day off.
- Note: Taking time off is something you must start to do. We did not recommend this previously, because you're new to the business and it's OK to stay focused for a few weeks until you get rolling. At this point, you should be thinking along the lines of prospecting for business, following up on the business and prospects you already have, and taking care of your personal and family life. Having a balance of all three is crucial if you want to become a top-producing agent and enjoy a lucrative career.
- Attend brokers' open houses, buyer appointments, and listing appointments with a fellow agent.
- Review tasks completed with your broker or manager.

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