

Agent Success Formula

LEAD GENERATION AND LEAD TRACKING

- Daily prospecting and networking for buyer and seller leads, converting leads to appointments via scripts and subsequently, securing Buyer/Listing Agreements
- Develop schedule for lead generating to allow for 100 contacts to be made weekly (calling, door knocking, etc.) 10-15 hours weekly.
- Track leads to identify highest and lowest converting lead ratios. Red light, green light.
- Follow up with all new leads immediately
- Keep all contacts in your database on a smartplan or set up a follow up task

WORKING WITH BUYER/SELLER CLIENTS

- Conduct Open Houses, capture contact information via Sign-Up Sheet and follow up with leads immediately.
- Conduct buyer/seller consultation appointments with all leads, get signed contract
- Analyze clients needs and goals, establish plan and timetable
- Research MLS
- Draft and present offers for buyer clients, receive and compare offers for seller clients
- Ensure all required paperwork is completed, signed and turned into KW Command for compliance
- Assist clients in obtaining information and vendor referrals for inspections, repairs, lender, title, escrow, real estate attorney, moving company, etc. as needed
- Follow up with clients weekly to advise of current status and next steps. Ensure compliance with all Fiduciary Duties throughout transaction while maintaining highest standard of service delivery
- Obtain Testimonials and Referrals

TRAINING

- Complete all training per your productivity coach and this online training course
- Complete your required training to maintain your real estate license
- Seek education opportunities to develop expert knowledge of mortgage financing, market shifts, changing regulations and all aspects of Real Estate pertaining to Home Ownership