



THE **MADRONA** GROUP
REAL ESTATE

TMG CAREER LAUNCH INSTRUCTOR GUIDE

Use the Instructor's Weekly Activities Guide to keep New Brokers accountable as they work through their Career Launch—Day One program. This guide has additional activities for each week, plus extends the training beyond Career Launch—Day One.

Welcome to John L. Scott (Career Launch - Day One™ pages 1-2)

Keep the broker accountable and verify the broker has completed the following:

- ☑ Watched JLS Tools & Resources videos in Career Launch – Day One™

MyDesk Dashboard

- ☑ Share the importance of MyDesk Dashboard and Tools
- ☑ Ensure Mentee has accessed the MyDesk Tiles (Trendgraphix, Cloud CMA, JLS Institute)
- ☑ Ensure Mentee has made any necessary changes to MyDesk Account Profile

Verify Mentee has created an agent profile on

- ☑ ___ MLS ___ Cloud CMA

Website

- ☑ Have Mentee show you their personal website and have them demonstrate the features

Property Tracker™

- ☑ Verify Mentee has created a Property Tracker® account for themselves with at least one saved search including instant notifications, plus MarketInsights™
- ☑ Verify Mentee has created Property Tracker® accounts with saved searches for 5 people

GPS Home Search App

- ☑ Have Mentee demonstrate sharing the app with you as a client (via their URL link and from within the app using the 'share feature')
- ☑ Ensure Mentee can demonstrate knowledge and use of App

Business Planning

- ☑ Preview Business Planning Strategies (johnlscott.com/businessboost) and have Mentee answer how many contacts they need to make per week to meet their income goal

Announce Career

- ☑ Review how many announcements Mentee sent to contacts (mail, call, etc.)
- ☑ Discuss importance of telling their sphere that they are in real estate

Mentor's Pro Tips

- ☑ Introduce Career Launch 'Business Development Activities' Tracking Sheet
- ☑ Discuss importance of tracking communications with UCR conversations
- ☑ Discuss importance of Positive Mindset habits (gratitudes, affirmations, journaling, etc.)



Week One - CRM Relationship Database (Career Launch - Day One™ pages 3-4)

Keep the broker accountable and verify the broker has completed the following:

- Watched CRM Relationship Database Video Series
- Ask them to share what they have learned and how they will apply to their business

CRM Relationship Database

- Help Mentee create their CRM Relationship Database using the MyDesk CSV File
- Discuss the added value and importance of including addresses and categories to database
- Have Mentee assign you to receive MyDesk Seasonal Email Campaign

Role play each of the following Dialogues with Mentee

- Property Tracker®
- Mobile App
- Referral

Schedule

- Discuss the importance of scheduling activities for the week and review the Mentee's schedule

Mentor's Pro Tips

- Keep Mentee accountable using 'Business Development Activities' Tracking Sheet
 - Debrief, coach and assist as needed
 - Verify Mentee is entering names into their relationship database
 - For help generating names for their database, refer to supplemental materials and "5 Groups of 10" worksheet
- Re-visit conversation about Positive Mindset and share your experiences with gratitudes, affirmations, journaling. Provide book recommendations.

Week Two - Become Open House Certified (Career Launch - Day One™ pages 5-6)

Keep the broker accountable and verify the broker has completed the following:

- ☑ Watched Open House Video Series
- ☑ Ask them to share what tools or flyers they want to have ready for their first open house
- ☑ Help Mentee find a listing to hold open or shadow; or have them visit 5 open houses

John L. Scott Tools: verify Mentee can:

- ☑ Share Mobile App (to obtain email addresses at Open House)
- ☑ Create a Property Tracker® Saved Search to familiarize themselves with all listings around the Open House
- ☑ Use CloudCMA to create a Property Report and Online Analysis
- ☑ Use John L. Scott Housing Updates & Trendgraphix reports to share market stats & trends

Open House Skill Mastery

- ☑ Practice Open House Meet and Greet and Follow up Dialogue
- ☑ Role play asking 'Buyer Questions'
- ☑ Ensure Mentee has created an Open House Toolbox including customized flyers

Encourage Mentee to complete requirements to become a Certified Open House Specialist™

Mentor's Pro Tips

- ☑ Keep Mentee accountable using 'Business Development Activities' Tracking Sheet
 - Debrief, coach and assist as needed
 - Verify Mentee is entering names of the people they do business with into their relationship database (should have minimum of 50 names total)
 - Ensure Mentee is building time in their day for Positive Mindset Activities
- ☑ Before the Open House, review the statistics mentee should know, such as MLS & Trendgraphix
 - Ensure Mentee understands how to read and interpret charts, graphs, stats and trends
 - Have conversation about market conditions and impact on buyers and sellers



Week Three - Become Buyer Representation Certified (Career Launch - Day One™ pages 7-8)

Keep the broker accountable and verify the broker has completed the following:

Watched Buyer Representation Video Series

Ask them what they learned about representing buyers

Practice and master Buyer Consultations, ensure Mentee:

¾ Uses the Home Buying Questionnaires and Tips and Talking Points

¾ Prepares Home Buying Consultation with collateral material

Practice and master Purchase Agreements, ensure Mentee:

Can paraphrase each paragraph in one-two sentences

Write and present 3 practice offers on 3 separate properties with different financing

Explain the terms of the Purchase Agreement

Explain commonly used addenda

Create a timeline for all contingencies

Explains Buyer's Advisory-Seller's Market

Write an offer using electronic signatures

Learn procedures for turning in paperwork

Learn procedures for handling earnest money

Present an offer to supervising broker

To meet more buyers, encourage Mentee to

¾ Ask for referrals, hold open houses, use social media to engage in conversation, and use John L. Scott Automated Boost agent promotion ads to promote website

Verify Mentee continues to complete requirements to become a Certified Open House Specialist™ and Certified Buyer Representation Specialist®.

Mentor's Pro Tips

Review and coach to the 'Business Development Activities' Tracking Sheet (should have minimum 75 names)

- Verify Mentee is entering names into their relationship database

Review and help Mentee with scheduling their week (include time for Positive Mindset activities)

Have mentee set up a Buyer Tour on CloudCMA;

- Bonus: use email application buyer@cloudcma.com

Week Four - Become Seller Marketing Certified (Career Launch - Day One™ pages 9-10)

Keep the broker accountable and verify the broker has completed the following:

Watched Seller Marketing Video Series

Ask them how representing buyers is different from representing sellers

Practice and master full Listing Presentations, ensure Mentee:

Uses the Listing Presentation Box, Seller's Guide, and Seller's Guide Talking Points

Can explain to seller how to fill out a Seller Property Disclosure

Knows how to fill in and present a Listing Agreement

Prepares and presents a CMA, positioning subject property against peer competition

To meet more sellers, encourage Mentee to:

Engage in CRM/UCR with relationship database, hold open houses and meet the neighbors (potential sellers), ask for referrals, use social media to engage in conversation, and use John L. Scott Boost (johnlscott.com/boost) to find more sellers

Mentor's Pro Tips

Review and coach to the 'Business Development Activities' Tracking Sheet

- Verify Mentee is entering names into their relationship database

Cloud CMA focus activities:

Create three CMA reports using Cloud CMA and create a different reporting format for each

Create Pre-Listing Packet from Cloud CMA Pages

Prepare a CMA using Cloud CMA, 'Quick and Dirty'

- Bonus: use email application CMA@CloudCMA.com

Review Mentee's leave behind pages from Cloud CMA; coach and assist

Week Five - Create Your Online Market Presence (Career Launch - Day One™ page 11)

Keep the broker accountable and verify the broker has completed the following:

Watched Online Market Presence videos

Ask them to share what elements of their online presence are most important to them

Verify Mentee's digital presence:

Custom About Me page

Create SEO for About Me page and other pages on personal website

Post personal website URL on social media platforms

Schedule John L. Scott boost (johnlscott.com/boost) for personal advertising

Create profiles on Zillow and Realtor.com

Hyper-Local Neighborhood Pages

Create at least one neighborhood/community page (optional: use this to begin a Geographical Primary Target Market Area – AKA farm)

Discuss importance of being the hyper-local expert for a given area and ways to deliver timely and relevant information

Mentor's Pro Tips

Review and coach 'Business Development Activities' Tracking Sheet

- Verify Mentee is entering names into their relationship database (125 names)
- Continue to discuss importance of Positive Mindset activities

Practice and refine dialogues, buyer and seller consultations

Cloud CMA focus activities:

¾ Include John L. Scott Selling Your Home Guide 'Listing' Content Pages to a CMA

¾ Create 'Templates' (assist Mentee with to create Templates for common reports)

- Use Cloud CMA Help/Support Center to search for how-to guide

¾ Create a 'Template' for 'web lead' to customize the report that is used for clients using the Lead Gen link

- Use Cloud CMA Help/Support Center to search for how-to guide

Week Six - Engage and Ask for Business (Career Launch - Day One™ page 12)

Keep the broker accountable and verify the broker has completed the following:

Watched Strategy Monday and Business Opportunities videos

Ask them to share what they have learned and how they will apply to their business

Scheduling time on and in business, verify Mentee:

Schedules time to make five calls and write five notecards each day

Adds names to relationship database

Creates Property Tracker® Accounts with Saved Searches, shares mobile app link, and updates 'Categories' and 'Notes' after every engagement

Schedules in-person coffee meetings, social events, business-to-business networking

Asks for referrals

Understands importance of scheduling. Coach and assist, if necessary.

Create Business Opportunities with Outgoing Referrals

Add referral opportunities into Mentee's business plan

Add all Contacts to the Relocation Email Campaign on MyDesk

Continued Practice

Ensure Mentee continues to practice Property Tracker®, Mobile App, and Open House Scripts and dialogues

Ensure Mentee practices and masters the Buyer Consultation and Presentation

Ensure Mentee practices and masters the Seller Consultation and Presentation

Ensure Mentee practices and writes sample Purchase Agreements

Mentor's Pro Tips

Review and coach to the 'Business Development Activities' Tracking Sheet

- Verify Mentee is entering names into their relationship database

Buyside focus activities:

¾ Experience the Home Valuation site as a consumer, sign up for monthly reports

¾ Promote Buyside Home Valuation site on social media and in email signature

¾ Discuss and develop follow up process for each lead type (monthly report, claim a property, and home valuation search only)

Week Seven - Skill Mastery (Career Launch - Day One™ page 13)

Assign Mentee

- LAB 1: Notes/Mobile
- LAB 2: Social Media
- LAB 3: Cloud CMA
- LAB 4: Trendgraphix this week

Verify the tasks assigned in the workbooks are completed

Ask them to share what they have learned and how they will apply to their business

Verify progress of Mentee on completing requirements to become

- Certified Open House Specialist™
- Certified Buyer Representation Specialist®
- Certified Seller Marketing Specialist®

Continued Practice

Ensure Mentee continues to practice Property Tracker®, Mobile App, and Open House Scripts and dialogues

Ensure Mentee practices and masters the Buyer Consultation and Presentation

Ensure Mentee practices and masters the Seller Consultation and Presentation

Ensure Mentee practices and writes sample Purchase Agreements

Mentor's Pro Tips

Review and coach to the 'Business Development Activities' Tracking Sheet

- Verify Mentee is entering names into their relationship database
- Continue to discuss importance of Positive Mindset activities

Week Eight - 'Elevate' Business Strategies™ (Career Launch - Day One™ page 14)

Assign Mentee LAB 5: Enhance your Value Proposition this week (page 13)

Verify the tasks assigned in the workbook are completed (practice RENT dialogue)

Ask them to share what they have learned and how they will apply to their business

Discuss ways to 'elevate' business

Leverage resources at the office

National seminars and business coaches

Utilize home owner direct campaigns

Personal achievement seminars and books

Identify areas you feel Mentee could improve being visible and consistent by asking the Mentee how they feel about their:

Online presence

Social media

Community

Specialty areas

Other: _____

Continued Practice

Ensure Mentee continues to practice Property Tracker®, Mobile App, and Open House Scripts and dialogues

Ensure Mentee practices and masters the Buyer Consultation and Presentation

Ensure Mentee practices and masters the Seller Consultation and Presentation

Ensure Mentee practices and writes sample Purchase Agreements

Mentor's Pro Tips

Review and coach to the 'Business Development Activities' Tracking Sheet (Phone calls, Note Cards, Face to Face, Previewing Homes, Lead Generation, Open Houses, etc.)

○ Verify Mentee is entering names into their relationship database

○ Ask if Mentee has noticed any changes with Positive Mindset activities

Choose an area for Geographical Primary Target Market (AKA farm).

Mentorship Program – Week Nine

Assign Mentee LAB 6: Property Tracker® and MarketInsights™ this week

Ask them how Property Tracker® and MarketInsights™ ties into their Geographical Primary Target Market (by signing themselves up for new listing notifications and market statistics)

Create Property Tracker® Saved Searches and MarketInsights™ for Geographical Primary Target Market (farm)

Assist with Geographical Primary Target Mailing and Door Knocking

Verify progress of Mentee on completing requirements to become

- Certified Open House Specialist™
- Certified Buyer Representation Specialist®
- Certified Seller Marketing Specialist®

Mentorship Program – Week Ten

$\frac{3}{4}$ Assign Mentee LAB 7: Hyper-Local Market Presence

- Have Mentee create Hyper-Local webpages on their personal website
- Have Mentee send Housing Update emails and Hyper-Local Content to their Relationship Database and share on social media

$\frac{3}{4}$ Assign Mentee LAB 8: Seller Listing Launch & the Ultimate Open House

- Have Mentee practice Open House dialogues
- Have Mentee create Open House Toolkit

$\frac{3}{4}$ Watch The Pacific Institute's® Mindset Videos - Reticular Activating System, Potential, Self-Image videos (Go to ultimateclientrelationship.com, scroll past LAB videos)

$\frac{3}{4}$ Verify progress of Mentee on completing requirements to become

- Certified Open House Specialist™
- Certified Buyer Representation Specialist®
- Certified Seller Marketing Specialist®

$\frac{3}{4}$ Review and coach to the 'Business Development Activities' Tracking Sheet

- Verify Mentee is entering names into their relationship database
- Continue to discuss importance of Positive Mindset activities

Mentorship Program – Week Eleven

- ¾ Watch The Pacific Institute's® Mindset Videos - Gestalt, Affirmations, and Self-Talk videos (Go to ultimateclientrelationship.com, scroll past LAB videos)
- ¾ Assign Mentee LAB 9: Relationship Database & Email Campaigns
- ¾ Assign Mentee LAB X: Xtreme Lead Generation & Conversion
- ¾ Verify progress of Mentee on completing requirements to become
 - Certified Open House Specialist™
 - Certified Buyer Representation Specialist®
 - Certified Seller Marketing Specialist®
- ¾ Assist Mentee with additional Geographical Primary Target Market activities
- ¾ Review and coach to the 'Business Development Activities' Tracking Sheet
 - Verify Mentee is entering names into their relationship database
 - Continue to discuss importance of Positive Mindset activities