

# Broker's New Agent Toolkit

**A how-to guide  
for  
helping  
new  
Agents  
build  
successful  
careers.**

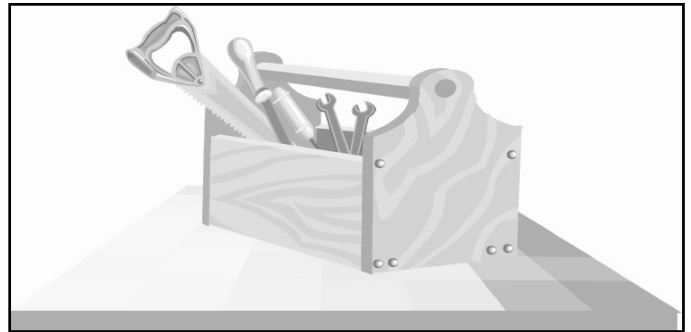


KANSAS CITY REGIONAL ASSOCIATION OF  
REALTORS®

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Leawood, KS 66211

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The Toolkit was designed to help place new Agents on a smooth, organized track for success and to build a proper foundation for the months and years ahead of their new career.



The Manager's role here is to function as a Coach. Many sales trainers recommend for the Manager to meet with the New Agent weekly (on a formal basis for just a few minutes) to review their efforts and help them focus on the right activities.

At each meeting, review what they've accomplished and inquire as to their schedule for the new week.

New Agents should be provided copies of the following pages arranged in a loose-leaf binder or pocket folder.

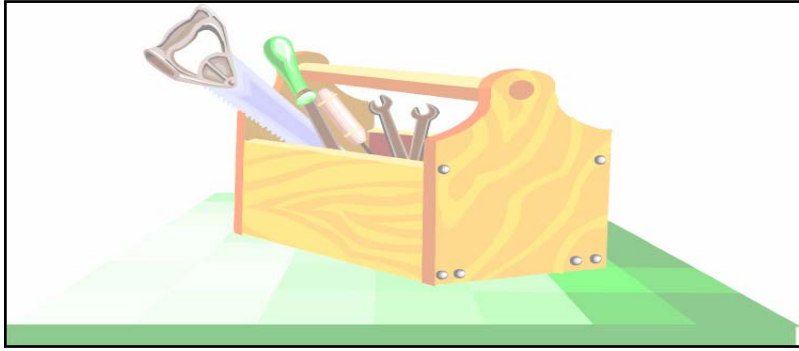
## Benefits

Aids in creating a fast start in the business with a focus on income-producing activities

Guides a new Agent through the first 6 weeks of organizing their business and establishing a professional mindset.

Helps develop good work habits for prospecting and personal accountability

# New Agent Toolkit



## **Build a foundation for a successful career.**

Henry Ford said “You can’t build a reputation on what you are *going* to do,” therefore this Toolkit was designed to help you take action *now*.

The Toolkit is based on the experience of many successful people. If you want to benefit from what the top pros know, follow the assignments and complete everything as specified.

Welcome to the REALTOR® family.



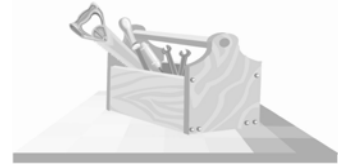
Kansas City Regional Association of REALTORS®

Agent’s name:

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# New Agent Toolkit

## Build the Foundation



### Check as completed

- \_\_\_ **Process license with Broker and apply for reciprocal license in neighboring state, if applicable**
- \_\_\_ **Order business cards and name badge**
- \_\_\_ **Order personal riders for yard signs**
- \_\_\_ **Obtain business photograph for website and mailings**

- \_\_\_ **After your license has been issued, call for an appointment to join the Kansas City Regional Association of REALTORS® , 913-498-1100**

- \_\_\_ Refer to [www.kcrar.com](http://www.kcrar.com) for instructions and membership fees. Click on right hand box "New Members Click Here"

- \_\_\_ Obtain electronic lock box key (d-Key) at KCRAR or purchase a compatible Palm Pilot or other Smartphone with multiple functions. Read more at [www.kcrar.com](http://www.kcrar.com) "Supra Lock Box System"

- \_\_\_ Lease 2 Supra electronic iBoxes in preparation for first two listings. This isn't mandatory, but it's wise to be ready on a moment's notice.

- \_\_\_ Register for the KCRAR *New Member Workshop*

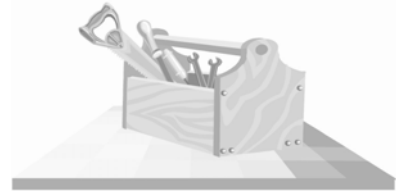
- \_\_\_ **Join Heartland Multiple Listing Service (HMLS)** while you're visiting KCRAR for membership. You'll pay your HMLS membership fees at the same time as joining KCRAR. When you're finished at KCRAR you will meet with HMLS for some paperwork.

- \_\_\_ Schedule date of *MLS Orientation Training and Web II* classes. Refer to [www.heartlandmls.com](http://www.heartlandmls.com) for training calendar and instructions

- \_\_\_ **Research contact management software**, i.e. Outlook, Top Producer, etc. and set it up now.

# New Agent Toolkit

## Build the Foundation, continued



\_\_\_ **Discuss office details with your Broker regarding:**

- \_\_\_ Policy Manual
- \_\_\_ Seating
- \_\_\_ Office key and nightly lock up
- \_\_\_ Sales Meetings
- \_\_\_ Advertising policy
- \_\_\_ Telephone procedure, board duty, etc.
- \_\_\_ Training for office machines: copier, fax, internet, telephones
- \_\_\_ Dates of upcoming events for KCRAR and regions
- \_\_\_ KCRAR's CREST class (Certified Real Estate Sales Training) if sales and marketing help is needed. See [www.kcrar.com](http://www.kcrar.com)

\_\_\_ **Meet with a CPA for record-keeping and tax instructions**

- \_\_\_ **Create a personal website** with your own URL and business email address. Investigate the attractive, low cost websites available from KCRAR for help.

\_\_\_ **Enroll in Continuing Education classes** for knowledge (even if not needed for first license renewal). Registration is online at [www.kcrar.com](http://www.kcrar.com)

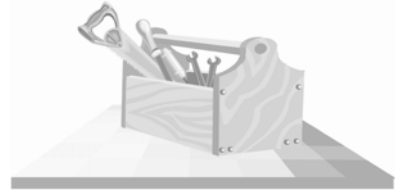
- \_\_\_ Determine classes needed for first-time license renewal and post license education. See [www.kcrar.com](http://www.kcrar.com) click on *Education* then *License Renewal Information*. Print a chart to keep in a safe place for license tracking and storing the course completion certificates.

- \_\_\_ **Review Personal Safety Guidelines page**
- \_\_\_ **Complete your Income Goal Setting page**
- \_\_\_ **Complete your Business Plan for Expenses page**
- \_\_\_ **Study "Professional Courtesies" - a Guide for REALTORS®**

\_\_\_ **Schedule time off each week**

# New Agent Toolkit

## Week 1



### Check as completed

- Call or visit everyone in your Personal Sphere of Contacts** and secure detailed information about family member's names, addresses and email addresses. Ask for permission to email them information about the real estate market. Tell them about your website.
  - Enter details in your contact management program
  - Keep a list of who you haven't contacted yet and work it next week.
  - Design a monthly contact program for the entire year - (see supplemental page "Your Personal Sphere of Contacts")
- Make a list of 5 things you will accomplish by being successful in real estate.** (Some of these things might be material gains and some might be abstract.)
- Determine your schedule for Week #2**

# New Agent Toolkit

## Week 2



### Check as completed

- \_\_\_ **Continue contacting your Personal Sphere of Contacts** and entering the names in your contact management software.
- \_\_\_ **Develop a formal listing presentation**  
This can be a loose-leaf binder, a pocket folder of pages, or a CD you've made or purchased as available from various websites to present from a laptop.
- \_\_\_ **Develop a formal buyer presentation**  
This can be a loose-leaf binder, a pocket folder of pages, or a CD you've made or purchased as available from various websites to present from a laptop.

### **Presentation Tips:**

Know the answers to the most common objections and include materials that address these objections. For example:

- Defending your commission
- Your experience, education and dedication
- Your company's strong points
- Your marketing plan's strong points, advertising methods, etc.
- Training in various aspects of negotiating, contracts, etc.
- Be able to show the VALUE in what you charge

A good presentation highlights every aspect (both large and small) of your marketing and service programs.

Presentations should include a personal resume page, too, highlighting your background, family, hobbies, interests, and skills from former jobs that you bring to your new career.

# New Agent Toolkit

## Week 3



### Check as completed

- \_\_\_ **Finish contacting the remaining people in your Personal Sphere of Contacts list.**
- \_\_\_ **Drive around your office and make a list of businesses** located within 10 minutes. Create a chart of company names. These are your business neighbors. You'll start visiting them next week.
- \_\_\_ **Practice Listing Presentation**
- \_\_\_ **Practice Buyer Presentation**
- \_\_\_ **Schedule an Open House** and have someone accompany you. Safety guidelines require two people.

### **Tips for Open House selection criteria:**

Easy to find location  
Price range and location befitting your knowledge  
Good curb appeal  
Priced competitively

### **Open House tips:**

You can ask an agent at another company if you can hold open a property they have listed. Your agency status will be Transaction Broker.

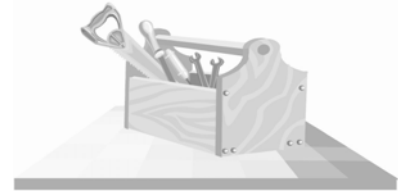
Open House times can be of your choosing. Try 1:00-2:00 and have sign riders and pointer signs made that specify these times and set the signs early in the week. This leaves time in the day for you and the sellers to do other things.

Research prices in the subdivision and know the asking prices of other listings and recent sold prices.

- \_\_\_ **Determine your schedule for Week #4**

# New Agent Toolkit

## Week 4



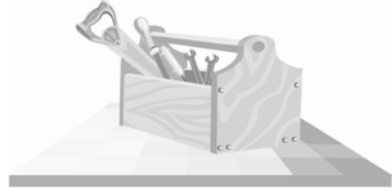
### Check as completed

- \_\_\_\_\_ **Prepare and execute the first mailing** or send an email contact to your Personal Sphere of Contacts.
  
- \_\_\_\_\_ **Walk into area businesses** during their slowest time of day. Ask for the manager. Introduce yourself as their “Business Neighbor” and explain that since you’re located nearby your plan is to create a network of the local businesses. You want to create a system wherein the business representatives get together and promote themselves. Leave your card and ask for an email address.  
  

**Tips:**  
Publish a Business Neighbors Directory of the manager’s names at these area businesses. You can print it out and hand deliver it, or email it to all the business neighbors.  
Sponsor a “Business Neighbor Networking Day.” Invite them to drop in for an Open House at your office for refreshments and meet the rest of the network. Hand deliver invitations or email them.
  
- \_\_\_\_\_ **Determine your schedule for Week #5 and use the Time Management Tip sheet during Week #5.**

# New Agent Toolkit

## Week 5



### Check as completed

\_\_\_\_\_ **Process this month's mailing or email mailing to Personal Sphere of Contacts**

\_\_\_\_\_ **Go to [www.realtor.org](http://www.realtor.org) and [www.realtytimes.com](http://www.realtytimes.com) and search for how to be successful with For Sale By Owners.** Visit 2 FSBO's this week by ringing their doorbells.  
(Phone calling is counter productive and besides, you would need to consult the national Do-Not-Call-List first)

\_\_\_\_\_ **Research how to work with Expired listings.** Develop a program for one day per week to pull MLS information and one day for driving around to visit them. Call on at least 3 of them this week.

\_\_\_\_\_ **Determine your schedule for Week #6**

# New Agent Toolkit

## Week 6 - And Thereafter



### Weekly Priorities

#### **Secure one salable listing**

This is a property that is priced right, in good condition and has a motivated seller. Remember that listings are the name of the game. They lead to buyers and more listings and a more stable income.

#### **Find at least one buyer to bring into your office for an interview**

Do not show property to *anyone*, friend or stranger, unless you have met with them and discussed:

- Buyer Agency : Get agreement signed and explain about not calling or seeing property without you. (If you will be a Transaction Broker, explain it.)
- Demonstration of Heartland MLS property searches
- Importance of loan pre-approval and appt. for same
- Review of sample sales contract with explanations about earnest deposits, inspections, financing, contingencies

#### **Prospect! 80% of your time should be devoted to prospecting for new business.**

After you've done what you scheduled for your Personal Sphere and Business Neighbors each day, supplement your prospecting numbers with these:

- Open Houses
- Visiting For Sale By Owners
- Visiting Expired Listings
- Knock on doors around a house that has sold
- Contact "Orphan Owners." These are the past sales of people who are no longer with your company.
- Geographic farming of your own neighborhood
- For everyone you meet, ask for their email address.

# Your Personal Sphere of Contacts

**Studies have shown that 80% of business results because the agent already knew the buyer or seller. Work on your Personal Sphere so you don't lose out on these leads!**

Family members  
Spouse's family  
Best friend  
Other friends  
Childrens' friends' parents  
Childrens' teachers  
Doctors, dentists, etc.  
Your hair stylist  
Spouse's hair stylist and childrens'  
Dry cleaner  
Grocery Store clerks and Manager  
Gas station attendant  
Pharmacist  
Pastor, Priest, Minister, Rabbi  
Sporting event friends  
Neighbors  
Accountant  
Veterinarian  
Service people for house  
Attorney  
Landscaping people  
Landlord  
Insurance agent for home, car, health, life  
Local law enforcement  
Librarian  
Cosmetics salespeople  
Avon lady  
Hardware store  
Florist  
Video store  
Fraternity, Sorority  
PTA  
Your Christmas card list  
Pizza delivery person

## Mail an announcement:

Postcard size with a photograph – Ask Kinko's to help you, or ask your Broker about special mailing pieces available.

I wanted to let you know that I've joined \_\_\_\_\_ company as a REALTOR® in the \_\_\_\_\_ area. I'm excited about the opportunity to provide the best service possible. Buying or selling is an important move for you, and it is to me, too.

Feel free to call me anytime,  
Rachel Realtor  
913-999-4242

Maintain a monthly calendar of contacts to all these people.

## Sample ideas:

January – Happy New Year card

February – Valentine

March – First day of Spring reminder

April- Send a packet of flower seeds

May – Memorial Day BBQ ideas

June – Summer city events

July – Deliver small flags around the neighborhood with your business card tied to the stick.

Etc.

**Develop an annual calendar that focuses on holidays, etc. and remember to send at least one email per month with interesting information about the local real estate market, etc. Good statistics are available on [www.kcrar.com](http://www.kcrar.com), click on *Realtor Resources* then *Market Stats*.**

## **Personal Marketing Tip: Finding Your Niche**

*It's better to be known for something than nothing!*

Your niche should be large enough to provide a strong pipeline of business, but small enough for you to be a big fish in a small pond. It should relate to you personally in some way, i.e. a hobby or interest or something with which you are familiar.

Narrow it down and be specific because you can't be all things to all people. If possible, create a "slogo" out of it. Now, go find the people who fit your niche market. Go where they go, advertise in the things they read, attend the things they attend, send them information relating to your particular theme, i.e. movie reviews, golf tips, etc.

The Gardner's Realtor (For blooming good moves)  
The Golfer's Realtor (I'll lower your housing handicap)  
The Dog Lover's Realtor  
The Baby Boomer's Realtor  
Lakefront Specialist  
The Nurse's Realtor (Instructions: PRN!)  
The Fisherman's Realtor (Don't let the wrong agent get their hooks in you)  
The Blue Springs Specialist  
The \$80,000-\$125,000 Specialist (Not for the rich and famous)  
The Snow Skiing Realtor  
The Antique Lover's Realtor (Old-fashioned service, modern tools)  
The Cosmetician's Realtor (Service that's a cut above)  
The Cyber-Geek Realtor  
The Soccer Mom Realtor  
The Country Realtor (I specialize in fresh air acres)  
The Movie Lover's Realtor (My service is two thumbs up!)

*REALTOR MAGAZINE (November 2, 2005)* -- As the real estate market slows from its white-hot pace of recent years, practitioners should take the opportunity to re-examine their brand and marketing programs, said sales coach Dave Beson of Minneapolis-based Dave Beson Seminars during the 2005 REALTORS® Conference & Expo in San Francisco.

"We might just be in a market where homes don't sell quite as fast or for quite as much," said Beson.

But that shouldn't impede your ability to make a living, he said. "There really are only two things that lead to big dollars in real estate—prospecting and presentations," he said. "What we need in this market is more prospects and better presentations. The way to get more prospects is with better marketing." To improve your marketing, start with building a clear brand image, Beson said. "Branding is what your customers say about you," he said.

Beson also suggested developing a greater understanding of neighborhoods and statistics within a target market, measuring goals and results on an ongoing basis, and creating a buzz or dialogue among customers through a performance guarantee, memorable billboard, charitable gesture, or some other tactic.

# Personal Safety

*Don't become a statistic!  
Following these steps will also save time and  
make you more money in the long run. Follow these A-B-C's.*

## **A-count**

Make sure your office has a file on your car description and emergency contact numbers.

Leave a list of your appointments and destinations in an easy-to-find location. Always take your own car with a cell phone, shriek alarm or pepper spray, and plenty of gasoline.

Don't show property after dark.

## **B-friend**

REALTORS® don't let other REALTORS® go alone!

Team up with another agent to hold Open Houses.

Go along with other agents on showings when needed and ask them to go with you.

## **C-onfirm**

Make certain you know who you are dealing with.

Have 100% of all buyers, and most sellers come into your office and have buyers obtain LOAN PRE-APPROVAL before showing any property.

Meeting sellers in the office can increase credibility. For buyers it helps you bond with them, explain buyer agency and convince them to seek pre-approval for their loan. Meeting in the office also helps when you are personally acquainted with the buyer or seller because they can see you in the professional setting of your career.

Give Buyers a tour of your office so they can be introduced and seen. Thieves usually avoid situations where people could recognize them.



# Decide Your Income

My income goal for the fiscal year \$ \_\_\_\_\_

Average commission earned per closing \$ \_\_\_\_\_

(Average sales price x commission rate x company split)

**(\$100,000 SP x 6.0% = \$6,000 X 25%) (Ask broker for figures)**

Number of annual closings to reach income \_\_\_\_\_

Number of monthly closings to reach income \_\_\_\_\_

# listings/monthly \_\_\_\_\_

# sales/monthly \_\_\_\_\_

**(Or whatever listings/sales ratio you prefer)**

## Listings:

Number of monthly contacts needed for 1 listing appointment (a)

(Estimate at 400)

Number of mo. appointments needed for 1 listing \_\_\_\_\_ (what's your conversion ratio?)

X number of monthly listings needed (\*) \_\_\_\_\_ = \_\_\_\_\_  
(1) # monthly appts. needed

## Sales:

Number of monthly contacts needed for 1 buyer appointment (b)

(Estimate at 400)

Number of mo. Buyer appointments needed for 1 sale \_\_\_\_\_ (what's your conversion ratio?)

X number of monthly sales needed (\*\*) \_\_\_\_\_ = \_\_\_\_\_  
(2) # of monthly appts needed

Add (1) and (2) for total number of appointments needed monthly \_\_\_\_\_

Add (a) and (b) for total number of contacts needed monthly \_\_\_\_\_

Divided by 4: \_\_\_\_\_ =

The total number of people to talk to communicate with about real estate each **week**.

# Decide Your Income - SAMPLE

My income goal for the fiscal year \$ 50,000

Average commission earned per closing \$ 1,500  
(Average sales price x commission rate x company split)  
(\$100,000 SP x 6.0% = \$6,000 X 25%)

Number of annual closings to reach income 33.33

Number of monthly closings to reach income 2.78 (round to 3)

# listings/monthly 2

# sales/monthly 1

*(Or whatever listings/sales ratio you prefer)*

## Listings:

Number of monthly contacts needed for 1 listing appointment (a) **400**  
(Estimate at 400)

Number of mo. appointments needed for 1 listing 2  
X number of monthly listings needed (\*) 2 = 4  
(1) # monthly appts. needed

## Sales:

Number of monthly contacts needed for 1 buyer appointment (b) **400**  
(Estimate at 400)

Number of mo. Buyer appointments needed for 1 sale 2  
X number of monthly sales needed (\*\*) 1 = 2  
(2) # of monthly appts needed

Add (1) and (2) for total number of appointments needed monthly 6

Add (a) and (b) for total number of contacts needed monthly 800

Divided by 4: 200 =  
Total number of people to communicate with about real estate each **week**.



## Additional Resources

**[www.kcrar.com](http://www.kcrar.com)** The Kansas City Regional Association of REALTORS®

**[www.kchomeprogram.com](http://www.kchomeprogram.com)** for KCRAR's public service website to find information on legitimate, helpful loan programs

**[www.realtor.org](http://www.realtor.org)** The National Association of REALTORS® Sales help, legal information, and more

**<http://www.accesskansas.org/krec/>** The Kansas Real Estate Commission for licensing information and state rules and regulations

**<http://pr.mo.gov/realestate.asp>** The Missouri Real Estate Commission for state rules and regulations

**[www.realtytimes.com](http://www.realtytimes.com)** Good articles on many sales topics

Please read through these **Professional Courtesies** and put them into practice in your daily business. Courtesy, simply put, is respect for others – and we all deserve that from our fellow REALTORS®.

## **KCRAR Professional Courtesies** **A Guide for REALTORS®**



### ***Prepare for Showings***

1. When inquiring about a property and when talking with another REALTOR®, always identify yourself as a REALTOR®.
2. Never be afraid to explain to a buyer that appointments are necessary and that no one likes to be “barged in” on. Listings have been cancelled because of repeated failures to observe this courtesy.
3. Don’t show any property without an appointment. This includes vacant and newly constructed properties. Space appointments so that you will have ample time to show each listing and still get to the next appointment on time.

### ***Showing the Property***

1. Punctuality and courtesy go hand in hand. Call the listing firm or co-op if you are running early or late for an appointment.
2. When showing, if your buyer doesn’t want to enter a home, immediately contact the listing firm or co-op to inform them of the buyer’s desire to cancel.
3. Use the sidewalks. In bad weather take off shoes when inside the property.
4. When showing an occupied home, always ring the doorbell and knock before entering. Knock before entering any closed room.
5. Be the first to enter the property to make sure that unexpected situations, such as pets or disarming alarm systems are handled appropriately.
6. Be responsible for visitors. When showing property to buyers with children, be sure that children are supervised at all times.
7. Leave your business card in each property you show.
8. Avoid sarcasm and negative comments about the property and neighborhood while in the property.
9. If the seller is home during a showing, ask permission before using the telephone or bathroom.
10. When possible, always ask permission before photographing a property.
11. Never allow buyers to enter property unaccompanied.  
Never discuss any details of an offer to purchase with the seller. All communication should be through the listing agent.
12. Never discuss any details of an offer to purchase with the seller. All communication should be through the listing agent.

## ***Professional Courtesies—a Guide for REALTORS® (continued)***

### ***After the Showing***

1. If sellers are home, inform them that you are leaving after a showing.
2. Make sure that the house is left the way you found it. Ensure that heating and cooling controls are set correctly. Be sure to turn off the lights, shut windows, and lock doors.  
Reply to feedback requests in a timely manner. Report to the listing agent/firm any inaccurate listing information, and anything that appears wrong with the property.

### ***Presenting the Offer***

1. The selling agent should deliver an offer to purchase along with buyer qualifications and earnest money deposit to the listing agent in a timely manner.
2. The listing agent should present an estimate of “seller’s net proceeds” when presenting all offers and counter-offers.
3. The listing agent should explain all details of the terms of the offer to the seller.
4. The listing and selling agent should communicate and distribute the results of final documents to all parties as soon as possible.

### ***After the Sale***

1. It is extremely important for the listing and selling agents to remain as cooperative liaisons between the seller and buyer to ensure a smooth settlement.
2. Listing and selling agents should keep each other informed of any problems or complications that develop with contract contingencies in a timely manner.
3. Prepare all extension when necessary, not at the last minute.
4. Resolve all conflicts and problems prior to settlement.