

Expectations of Agents

- Have goals set for how many listings/sales necessary to achieve desired income.
- Complete knowledge of how to use MLS.
- Complete knowledge of all forms.
- Complete knowledge of listing & contract process.
- Agents should be dressing appropriately for real estate.
- Agents should have a strong understanding of how to complete a market analysis
- Know how to do a sellers cost sheet
- Start using the online program ZipformsTMS to manage listings and sales.
- Listing Presentation Folder & online presentation is ready for first listing appointment.
- Know the daily interest rate.
- Capture email address with every contact to enter into database.
- Have a good relationship w/loan officer, and escrow officer.
- Take business cards everywhere and hand them out.
- Review US Post OfficeEDDM marketing with Title Rep
- Install App to determine Mortgage Payment - See loan officer.
- Wear name badge everywhere, and magnetic car signs at all times.
- Hold first open house and continue every weekend.
- Design postcards, brochures, and newsletters for future mailings.
- Attend upcoming Real Estate seminars.
- Get set-up with VisualShows.com
- Know how to show New and Re-sale homes.
- Know how to properly showcase a house.
- Visit regularly all new home subdivisions.
- Design a personalized PowerPoint Listing & Sales Presentation.
- Complete weekly Facebook, Linked-In, & Google+ postings.