

Here are a few sample slides from the new agent presentation.

**We offer an in-house training program covering all aspects of real estate once you are licensed.**

Logo  
here  
each  
slide

You, of course, need to make the changes for your state requirements.

## **To become a licensed Real Estate Agent, you need to:**

- Take the required pre-licensing class.
- Pass the computerized licensing test.
- Place your license with us
- Join the Your Association of REALTORS® and the Your MLS.

# What it Takes to Make a Good Real Estate Salesperson

- Persistence
- Be a “people person”
- Be able to handle rejection
- Have a positive attitude
- Have a “small business person” attitude
- Have a supportive spouse or family
- Have the “guts” to do prospecting

## **Skills You Need, but can learn:**

- Negotiation
- Problem Solving
- Marketing Yourself
- Marketing Your Listings
- How to Manage Your “Business Within a Business”
- How to get listings priced right and ready to sell.

Here are a few pages from the Experienced Agent presentation. You'll need to make changes to reflect your company benefits.

## Why Your Company

**Professional Standards:** Your Company only takes Agents who want to work with the highest ethical and professional standards.

**Full-time Professionals:** All Your Company Agents are full-time professionals. Sure, they have a life outside of real estate. We encourage that. But none of our Sales Associates work in another field while “attempting” to sell real estate.

**Knowledge Base:** In addition to fulfilling the minimum educational requirements to get a real estate license, all of the Your Company Agents are given outstanding training.

**Getting Results:** Your Company Agents are not only trained in how to give exceptional service, they are trained in getting results.

**Extra Help:** The management of Your Company works to give all of the Your Company Agents the help needed to get the job done. We're here for you

**Full Service:** All Your Company Agents give their buyers and sellers full-service—and then some. We get results.

**The Right Size:** At Your Company, you won't get lost in the crowd. You can get the personal attention you need from the management to help you build your business. Although we always desire growth, we will never be too big to help you.

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# Technology

**We know that top producers need technology that helps them sell more of their listings.**

## **Our technology includes:**

*(the following pages are ideas about technology to show...put in what your company does.)*

An **office network** (and **free** internet access at the office) which you will be able to access from your home office. It has many tools to help you. It also has our office systems on it. We do not plan on having regular office meetings, but will communicate by e-mail. We even have a way that you can get your contracts delivered to your personal e-mail to keep the contents private!

We've got a lot of other new technology ideas, including an on-line transaction platform, as well as having contracts faxed to your e-mail for privacy.

# Lead Generation

*Put what you do to help your agents generate leads here.*

Getting leads and managing them is one of the most important real estate activities. We will teach you how to get the leads to you so you don't have to wait for leads to come into the company — and hope they come to you.

**Property Calls:** Top producers know they are good at getting the name and contact information out of buyer leads. They also don't want someone who isn't that good messing up the leads generated by their marketing efforts. That's why, if at all possible, we want you to get the leads on your own listings!

**Home Locator Program:** The company sends out regular new listing updates to your buyer leads. Once they are ready to buy, you will be notified quickly

*Use these pages to show other lead generation help you give and put in pictures of your items.*

# Work Environment

## **Professional Working Environment**

*Put in what is good about your work environment*

## **Quality Support**

*Put in here what is good about your support systems.*