



McCaffrey
REALTY PROFESSIONALS, L.L.C.

To New Agents:

Welcome to McCaffrey Realty Professionals. You have been hand picked to join our office of full time professional Real Estate Counselors. We believe that they represent the most productive, ethical, highly skilled Realtors in our market place today and that as a new agent you will find them a valuable resource in your growth. They are the reason that we have grown from an office of four Realtors in 2003 to a mid-sized office with a sizeable market share. We think that you will also find that our resources, training and tools are equal to none.

Our expectation of any agent is that to be successful you will need to be ready to devot at least 6 hours a day 5 days a week to your business and approximately \$3,000 out of pocket your first year. In your Policy and Procedures Manual you will see a list of what MRP pays for Agents. You must realize that you have not been hired as an employee but in fact are being given an ENVIRONMENT with which to start your OWN business. Although you may be given some company referrals the four biggest sources of sales in your first year will be family/friends, floor duty, open houses and social/business contacts. You are now business owner. Congratulations.

There are really several stages in your training which include formal classroom training, orientation to the office, initial marketing, and four weeks of assignments. These can occur during the same time period. The formal sessions can further be thought of as falling into 3 headings- Business Foundation (paperwork), Working with Buyers and Sellers, and Sales Techniques/Skills.

Orientation to the Office

- Sign Independent Contractor Agreement, Agent Profile Information
- Provide copies of Driver License and Insurance
- Learn to work the phones, office machines, security system
- Review the office Policy and Procedures Manual
- Join CMLS and get keypad
- Join NAR, CAR, NFCAR
- Get your desk set up
- Become familiar with e-mail and the use of the distribution list.
- Learn how to store office documents on your computer- creating folders
- Learn how to work the CMLS system (take the Intro to REX class)
- Subscribe to Sharper Agent (contact management internet program)

Introduction to Real Estate

- Get professional photos taken (Pocket Full or Poses)
 - Get copied to a disk and also a sheet of wallets
 - E-mail to agent administrator, webmaster
- Order business cards and name tags from Signal Graphics
 - Take your photo on a disk for them to scan.
- Enter at least 100 contacts into the Sharper Agent Data Base
- Compose short intro news release and give to office admin to put in local

newspapers along with your photo.
Compose and mail out at least 100 letters of introduction.
Become familiar with mcaffrey-realty.com website and compose
Agent bio for webpage on website. E-mail to webmaster
Preview all office listings
Take Real Estate New Agent class at NFCAR
Schedule 2 hour training sessions with office trainer. These will be
twice a week for 6 weeks.

New Agent Activities- To begin after the above have been completed

Week 1- Preview all homes in one area or one subdivision
(at least 15 homes/condos)

Learn everything you can about that subdivision/ condo complex
Man an Open House with/for another agent

Week 2- Preview another subdivision/ area (at least 15 homes/condos)

Attend at least one Agent caravan- ride with agents not in your
Office

Do some specific tasks for/with experienced agents-

Install lock boxes

Research properties at town hall

Attend a building inspection

Attend a closing

Show a buyer a property for an agent

Sit in on a buyer counseling session

Write thank you notes to attendees to open house.

Send out an Open House postcard from Sharper Agent.

Call 2 attorneys/ mortgage people and invite them for coffee to

Introduce yourself. Even 15 minutes of time in their office
will work.

Week 3- Repeat everything from week two plus

Start taking floor time

Start calling at least 10 people a day from your data base.

Schedule to do another open house.

Week 4- Repeat everything in week 2 and 3

Send out a Just Listed postcard from Sharper Agents

Sign up to receive newsletters to be mailed monthly

Schedule a 1hour goal setting/ business planning session
with Linda.

The frustration many new Realtors face is that they want to know absolutely
EVERYTHING before they start working with Buyers/ Sellers. In an ideal world where

every transaction is a repeat of the one before this would be wonderful. We have learned three things in our experience with new Realtors.

1. You can only absorb so much information at one time.
2. You will only remember these things when you use them
3. Training topics may have to be repeated as you have more Buyer/Seller interactions.

Your trainer will serve as your guide/ mentor for the first 90 days. After that time you will find your own comfort level and resources within and outside of the office. As a Realtor you are really a problem solver. Your ability to surround yourself with people who can help you solve problems is crucial to your success. You can not and should not be the primary source of all information. This is left to attorneys, mortgage brokers, building inspectors, town officials, etc. A general out line of training topics follows.

SESSION ONE- Setting the Standard of Excellence
 Safety Issues
 Prospecting- Where do clients come from?
 Preparing for and conducting a successful open house

SESSION TWO- Floor time Expectations and Policies
 How to Use Our Phone System
 Capturing Buyers (phone, sign calls, open houses)

SESSION THREE- Buyers- Office Policy
 The Buyer Counseling Session
 Buyer Agency Contracts
 Selling or Buying First

SESSION FOUR- Previewing/ Showing Property
 Condo Buyers
 Using Auto e-mail

SESSION FIVE- Preparing and Presenting Offers
 Contract vs. Offer to Purchase
 Paperwork for the Offer
 Negotiating the Offer
 Contingencies

SESSION SIX- Negotiating Multiple Offers
 Dual Agency Situations
 Hubbards Claus

SESSION SEVEN- Building Inspections and Issues
 Mortgage Options

- SESSION EIGHT- Following the Transaction to Closing
Referrals
- SESSION NINE- Working with Sellers- Office Policy
The Listing Presentation
Town Hall Research
- SESSION TEN- Listing Forms/ Disclosures
Home Warrantees
- SESSION ELEVEN- Pricing the Listing
Using the Net Sheet
Using the Area Market Survey
- SESSION TWELVE- Presenting/ Negotiating the Offer
Marketing/ Servicing the Listing Until Closing
Contract Information Forms
- SESSION THIRTEEN-Renters/ Leases
Understanding Credit Reports
Relocation
Multi Family and Condo Listings
- SESSION FOURTEEN- Building a Business Plan
Time Management
Networking
Data Base Management