

# HOW WE WORK

## Our Coaching Program Provides:

- **Training**
- **Coaching**
- **Support**

# TRAINING

**Our training focuses on proven  
Real Estate strategies, to include...**



# TRAINING TOPICS

## **Lead Generation**

### **Prospecting**

- **Sphere of Influence**
- **FSBO**
- **Expired Listings**
- **Door to Door**
- **Open Houses**

### **Marketing**

- **Social Media**
- **Direct Mailers**
- **Signage**
- **Flyers/Cards/Notes**

## **Goal Setting**

### **Budgeting**

### **Communication**

### **Personal Growth**

### **Models and Systems**

### **Presentations**

- **Listings**
- **Buyer**

### **Database**

- **Building It**
- **Feeding It**
- **Systematically Communicate**

## **Measuring Results**

### **Mindset/Affirmations**

### **Scheduling**

### **Time Blocking**

### **Work/Life Balance**

### **Selling vs Consulting**

### **Scripts and Dialogues**

### **Objection Handling**

### **Personal Accountability**

### **Leadership Development**

### **Unique Value Proposition**



# Training Platforms

## **Online Training Portal**

Ignite Real Estate Essentials Course, accessible anywhere you have wifi, recordings available.

## **Classroom Training**

Scheduled in advance on training calendar, this is your opportunity to come learn in person, ask questions and engage with your peers.

## **Training over Zoom**

Provided for those who can't make it into the office or are dealing with health and safety concerns.

## **Training from Vendors**

Hear directly from the professionals themselves on: mortgage officers, home inspectors, title attorney's and more!

## **Training from Leaders/Associates**

Hear from some of the top agents in the company about what they do and how they do it.

## **Google Drive**

Additional customizable resources including; tools, templates, scripts, marketing ideas, etc.



# COACHING

**Coaching focuses on your individual goals, mindset, and working ON your business...**





INCLUDED IN COACHING

UNPARALLELED SUPPORT

**Initial 1-1 Business Consultation**

**Weekly Group Coaching**

**One to One Coaching**

# INCLUDED IN COACHING

Sun	Mon	Tue	Wed	Thu	Fri	Sat
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SAMPLE

# Lead Gen Accountability

**Let us support and grow your existing lead generation activities with additional opportunitites and accountability...**



# Leads

**Let us supplement your existing lead generation activities with additional opportunities...**



# Types of Leads

## 1. Geo-Leads

**Provided to all Agents for:**

- Strategic Geographical Farming
- Open House Prospecting
- Just Listed/Just Sold Calls

## 1. Facebook Leads

**Provided to Agents who qualify by:**

- Completing 30-60-90 Day Success List
- Management of Command
- Program Engagement

## 1. Referrals and In-House Opportunities

**Provided to selected Agents:**

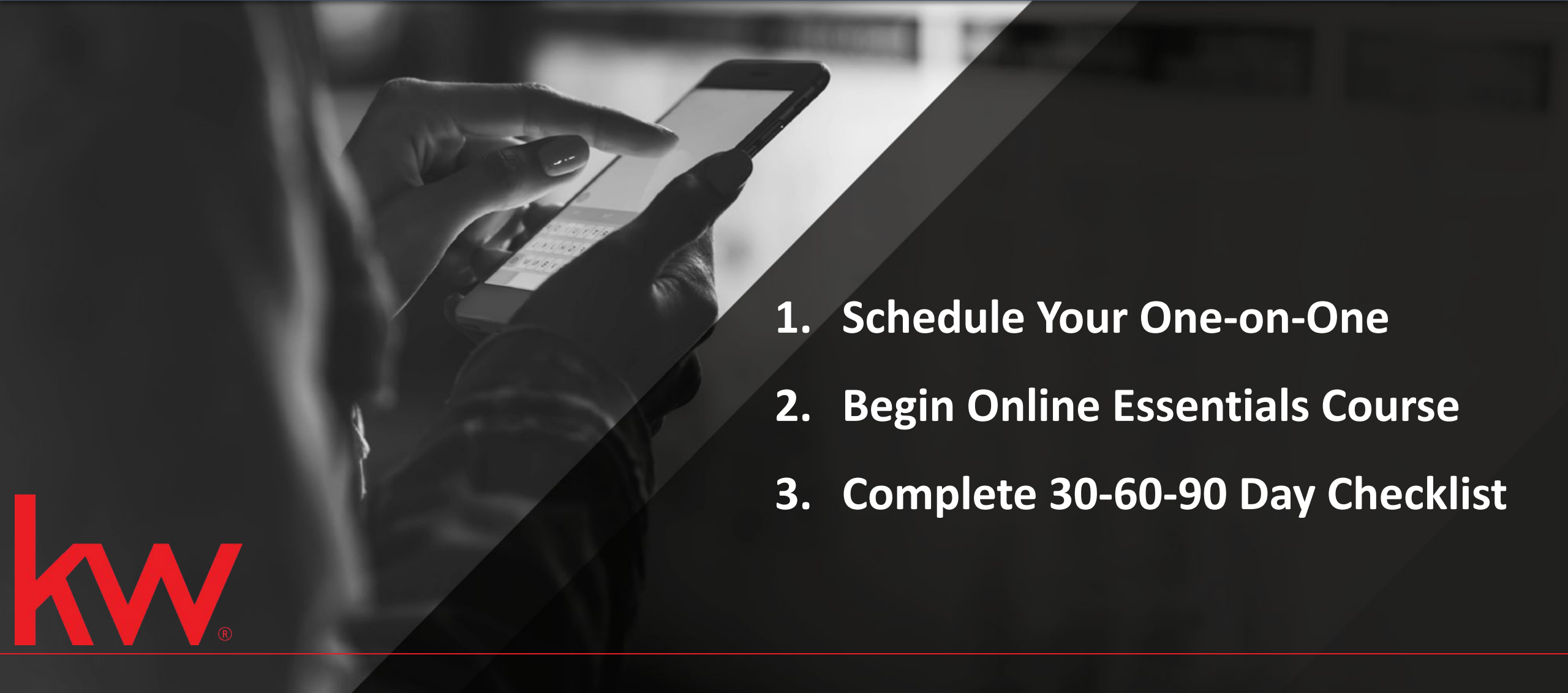
- Inbound Referrals
- Showing Agent Opportunities
- Co-Listing Opportunities

# Support

**It takes a team to build a business...**



# Your Next Steps

- 
- 1. Schedule Your One-on-One**
  - 2. Begin Online Essentials Course**
  - 3. Complete 30-60-90 Day Checklist**





# THANK YOU!

-We Look Forward To Hearing From You-  
**Questions?**

Contact Your Coach TODAY

Or, schedule a  
discovery call:

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[jolie@kw.com](mailto:jolie@kw.com)

