



# Real Estate Is Your Business REALTOR.org

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## Introduction and Course Objectives

*10 min.*

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### Goal of the course

The purpose of this course is to assist REALTORS® with creating a working structure for monitoring and improving their business through effective planning and execution of basic and advanced principles of business management.

### Course Objectives

Upon completion of this module, participants will be able to:

- Design effective business and financial goals
- Apply the use of technology to increase business
- Establish a clear focus and target audience for the purpose of developing their business
- Enhance communications with prospects, clients and customers by understanding personality types
- Manage buyer and seller transactions effectively
- Prioritize and monitor daily and weekly activity
- Utilize realtor.org information sources in planning, marketing and communication



## Module 1 – A Newer View of Real Estate

20 min.

### Goal

The goal of this module is to examine and understand the changes in the real estate business over the last few years and to define the role of the real estate professional in future of the business.

### Module Objectives

By the conclusion of this module the participant will be able to:

- Create a consultative relationship with buyers and sellers
- Enhance the public perception of REALTORS® in their communities
- Evaluate the differences between old school thinking and new thinking in the real estate business

### A Newer View

Taking a fresh look at the way we do business is a large portion of what this class is about. You'll find something useful if you're brand new to the business or a seasoned veteran. If we want the public to see REALTORS® as a more professional group, then it's our job to change their thinking by changing our behavior.

We'll see how the "sales pitch" has been replaced by the "consultant" and how goal setting has been enhanced by the concepts of visions and mission statements

Your view will be challenged and your brain will be engaged to evaluate the most basic aspects of your business and make adjustments as to how YOU will run the show and the decisions you make.

A critical aspect of success and growth in the business is investing your time for the best possible return on that investment. We each have a limited amount of time (the same 24 hours) with which to work. You will see how careful investment of your time can generate a massive change in both the way you approach real estate and the results you get from the business.



## Module II – Your Personal Business Plan

2 hours

### Goal

The goal of this module is to review and understand the purpose of building a business plan, including your focus in establishing your business, ways to accomplish success and methods to maintain a high degree of self-motivation.

### Module Objectives

By the conclusion of this module, the participant will be able to:

- Create effective business goals
- Create financial goals
- Integrate goals into a Business Plan
- Develop an Action Plan for each goal
- Monitor their progress on a regular basis
- Adjust activities to grow their business

### Activities

Activities include setting personal and financial goals and setting up a structure to enhance your ability to remain on track with your personal objectives.

### Goals Foundation

Setting realistic and achievable goals is one of the biggest challenges many of us face. Not only do we sometimes have challenges with the goals themselves, some are also impacted by the fact that past goals were set but never achieved. Let's take some time to set the stage for establishing your goals by taking a look at YOU. Your personal priorities and your own needs will determine what you want to be successful at doing. To set your goals based on someone else's goals is a recipe not for success, but for frustration.



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## Module III: Technological Tools of the Trade

.75hrs

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### Goal

The goal of this module is to review and evaluate the uses of technology in your business. Application of technology will also be discussed in terms of the needs of the diverse client and customer base that exists in the marketplace.

### Objective

By the conclusion of this module the participant will be able to:

- Apply the use of technology to increase business
- Manage and prioritize the acquisition of technology tools
- Enhance communications with customers based on their technology preferences and abilities

### Activities

The objective of this activity is to understand and apply some basic rules of technology and to develop habits that will enhance the level of communication between the participant and their prospects, customers and clients.



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## Module IV: Self Promotion and Personal Marketing

*1.75 hours*

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### **Goal**

The goal of this module is to evaluate and apply the concepts of self-promotion and personal marketing in a focused and effective manner in developing and increasing personal business.

### **Module Objectives**

At the end of this module, the participant will be able to:

- Establish their focus and target audience for the purpose of developing their business
- Integrate the short and long term marketing objectives
- Develop a personal marketing plan to effectively establish and increase business
- Monitor and adjust activity and effectiveness

### **Activities**

Activities include developing an initial personal marketing plan.

The real estate business has been changing dramatically over the last few years. Real estate brokers have realized that as the consumer's needs change, so does the industry and so does the service that all successful real estate brokers provide. Our population has been aging, and the differences in communication have become both generational and pronounced.



## Module V - Effective Communication and Personality Styles

.75 hours

<b>Goal</b>	The goal of this module is to describe and clarify the 4 basic personality styles of people and learn to more effectively assess their needs and communicate with them.
<b>Module Objectives</b>	Upon completion of this module, participants will be able to: <ul style="list-style-type: none"><li>■ Identify the 4 Primary personality styles</li><li>■ Identify their own personality style</li><li>■ Enhance communication with prospects, customers and clients by adjusting their communication style</li><li>■ Connect with a more diverse customer base</li></ul>
<b>Activities</b>	Personality Evaluation Questionnaire
<b>Personality Styles</b>	Effective communication with a customer or client involves far more than just exchanging information. The needs of individuals vary greatly based in part, on their way of looking at the world. Have you ever walked out of a meeting with a prospective customer and had the feeling that you never really connected with them, never really got down to what they wanted? You may have felt that it was just not meant to be or that they were not really motivated. All too often, we tend to look at ourselves and think that something in our skill set is missing or that we missed something in the exchange. It may have been as simple as their communication style.
<b>The 4 Basic Personality Styles</b>	There are 4 Basic Communication Styles. Each of us has a combination of all of those communication styles as part of the way we interact with the outside world. What created our style is irrelevant to this discussion, what IS relevant is how we can use an understanding of our style and the style of those we interact with to communicate effectively.



## Module VI - The Process: Listing and Sale from Contract to Closing

1 hour

### Goal

The goal of this module is to review and map out the closing process, from the time of agreement to completion of the closing, funding and possession process, as well as the Brokerage Relationships that are available in New Mexico.

### Module Objectives

Upon completion of this module, participants will be able to:

- Manage transactions effectively
- Anticipate and lessen challenges in transactions
- Efficiently deal with more business at any one time
- Understand the necessary steps in the listing and selling process
- Delegate activities to others, freeing more time for the participant

### Listings

What are the three most important things in real estate?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

There is a ceiling of income that is imposed on those who only work with Buyers. Listings, on the other hand, are not limited by time, only by your ability to effectively communicate and systemize your business. You can still work with buyers if you have listings, and the listings, if priced to sell, will bring in additional income. Look at the top producers in your marketplace. They are all focused on Listings.

In a competitive marketplace what are the two most important things to have for a saleable listing?



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## Module VII - Making it all WORK

*1 hour*

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### Goal

The goal of this module is to integrate many of the activities that have been discussed in the course, into the daily business activity of the participant.

### Module Objectives

By the conclusion of this module, the participant will be able to:

- Prioritize their daily and weekly activity
- Keep themselves on track with their goals
- Manage a variety of tasks simultaneously
- Maintain their focus and motivation

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## How do you Put It All Together?

### Ask the Right Questions (Priorities)

Put your subconscious mind to work FOR you. The words you use and the thoughts you have, affect your performance.

There is serious power in asking the RIGHT questions. Trust that you automatically know what works and does not work. Watch the results.