

AGENT TRAINING & ORIENTATION PROGRAM

Agents who are new to the real estate business should expect, and should receive, fundamental career training from their sponsoring broker and company. Comprehensive training may not be available in all real estate companies, or at least, it may not be a priority. In many real estate firms the Broker, Owner or Manager is generally a producing real estate agent as well, and is focused on listing and selling homes. They may not have the time, knowledge or desire to dedicate to the training process in order to make you successful. In fact, they may be your biggest competition!

At Hirschi Realtors, both new and experienced agents receive more than 40 hours of segmented, comprehensive one-on-one training by a non-competing Broker, as well as being assigned an agent who serves as your “mentor” for the first several months in business. You will learn the basics and gain the knowledge, skills, confidence and ability to become productive... faster! The outline below is the actual one used for Hirschi Realtors’ New Agent Training Program:

TRAINING SEGMENTS and Approximate Duration in Hours

(1) Office Orientation	3.0 Hrs.
(2) Technology Training	6.0 Hrs.
(3) Intro. To Prospecting – Questioning & Motivation	3.0 Hrs.
(4) Telephone & Referral Prospecting	3.0 Hrs.
- The “Listing Kit”, Listing Agreement, Disclosures	3.0 Hrs.
- Telephone Techniques / Handling Inquiries	1.0 Hrs.
(5) Open Houses	.5 Hrs.
(6) For Sale By Owners	.5 Hrs.
(7) Expired Listings	.5 Hrs.
(8) Seller Counseling	2.0 Hrs.
(9) Listing Presentation – Closing the Seller	2.0 Hrs.
- Preparing a Listing Presentation / Marketing Plan	1.0 Hrs.
(10) Managing Resistance – Commission Objections	1.0 Hrs.
(11) Pricing Presentation	3.0 Hrs.
- Servicing the Listing / Marketing the Property	2.0 Hrs.
(12) Buyer Counseling	3.0 Hrs.
- Financial Qualifying / Closing Costs	1.0 Hrs.
(13) Showing Homes – Closing the Buyer	2.0 Hrs.
(14) Presenting & Negotiating Purchase Agreements	3.0 Hrs.
- Contracts, Forms & Addenda	2.0 Hrs.
- Getting From Contract to Closing	2.0 Hrs.
- Goals, Organization, Business Planning	<u>3.0 Hrs.</u>
Total to Complete Training	46.5 Hrs.