

THE SELLSTATE CAREER ACCELERATION HANDBOOK

Instructor Notes

Version 1.5



SELLSTATE

Sellstate Realty Systems Network, Inc.



The Sellstate Career Acceleration Handbook: Instructor Notes

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Career Acceleration Program Instructor Notes

Welcome to the Sellstate Career Acceleration Program. Congratulations on taking the appropriate steps to ensure the success of your agents! While every student is largely responsible for their success or failure, your training and mentorship will play a big part in their outcome. As such, this training program must be taken very seriously.

Statistics are that over 80% of new agents fail within their first 5 years and this is mostly due to lack of training and guidance. No one enters this business with the intention of failing. However, many people entering the real estate business also have misguided thoughts as to how the business operates and have no idea what tasks are involved.

The Sellstate Career Acceleration Program is designed as an 8-week course that will get the agents started and on the right path. It comes in two key parts, “The Sellstate Career Acceleration Handbook” and this “Sellstate Career Acceleration Handbook: Instructor Notes”. In combination, these two manuals provide the guidance needed to get a new career off to a good start or to help accelerate an existing career into higher production. You will use these instructor notes to help navigate the agents through their handbooks.

When running this type of a system, accountability is everything. The students must be prepared to give you a written commitment that they will apply all the tools and training that you will be providing them. By having the students submit this in writing, you will be setting the tone and demonstrating the level of importance that you place both on this program and your time. You must be prepared to be accountable to your students at the same time. Accountability works both ways, and you cannot expect accountability from them if you are not prepared to show the same level of accountability.

Included in the next section is an [accountability contract](#) that every student must sign upon joining this program. Make sure that there are no exceptions to this and be sure to stick to it. This is the best way to help your students get their careers going in the proper direction.

For the program to be effective, it must run for 8 consecutive weeks. It is, therefore, extremely important that you set up all the training sessions in advance so that everyone is aware of when they are required to attend. This should eliminate any last minute surprises or excuses. This also shows the seriousness and professionalism of the course.

Preparation will be key for your ability to successfully teach this program. You must properly prepare yourself prior to the beginning of class. You must learn the Sellstate Career Acceleration Handbook inside and out. The handbook outlines what the agent is required and expected to do each week. Additionally, you will be required to learn the Sellstate Power Suite to perfection and also become extremely familiar with Sellstate Source.

You will use the Sellstate Career Acceleration Handbook, the workbook, and all the power point slides (available on [SellstateSource.com](https://sellstatesource.com) under Manager Support) as your guide to layout the coursework that you will be covering each session. Your sessions will be two hours, twice a week. The first class of each week will consist of you covering the material for the week and assigning tasks that the student must complete before the next class. During the second class of each week, you will be going through all of their tasks to see what has been done and where you may be of assistance.

A common issue found within real estate teaching that leads to frustration among agents is when the teacher says what to do but not how to do it. For example, an instructor might say something along the lines “You need to prospect for listings by calling FSBOs”, without providing any guidance on how to make those calls. This is of no help to the agents as it will only lead to failed attempts and frustration and a lack of desire to continue making those calls.

The Sellstate Career Acceleration Handbook contains many scripts that are specifically designed to empower the agents and give them the confidence that they need to go out and prospect. These scripts handle objections through various techniques that have been proven to work over the years. For the students to be able to convey these scripts, effectively they must take the time to truly master them.

For you to confidently demonstrate the scripts to the students, you, yourself, must memorize and practice them. When you role play with the students, you must be the expert and must have confidence yourself. If you sound weak and unsure delivering the scripts, the students will have a hard time believing that they will be effective for them in the real world.

Role playing is a crucial part of the sessions. While it can be very uncomfortable at first, as with many other things, the more you do it, the easier it becomes. Do not skip the role playing segments. They are vital to the proper training of your class. It is always better to make mistakes while practicing than when trying to secure listing appointments. Do not be surprised if the students are resistant to the idea of role-playing. Have them do it. They will come around, and it will be extremely beneficial for them. Believe it or not, eventually, role-playing can become fun for the group.

The more engaged your students are with the classes, the more they will enjoy them. Be sure to keep the classes as interactive as possible. As with role playing, getting interaction may be a bit more difficult towards the beginning, especially with new agents. Keep at it. As time goes on and the students become more familiar, they will open up, and the classes will be a lot more engaging and fun.

An important part of the education that you will be providing is the use of the Sellstate Power Suite. The Sellstate Power Suite is a tremendous tool that Sellstate provides to all

of its agents free of charge. You must lead the way and master this software yourself so that you may properly demonstrate its potential to your students. There are a number of phenomenal [training videos](#) on Sellstate Source under the [Power Suite Support Section](#) that you can run during your classes. From there you should pull up the software with them and get hands on. Have the students bring their laptops to class and as an example, work through updating or customizing their websites with them.

There are a lot of tools and techniques that you will be covering with your students. Be sure that you are the most prepared person in the room so that you may convey the material in the best possible way.

The Sellstate Career Acceleration Program Accountability Contract

This agreement is made this ___ day, of _____, 201_ between
_____ (Sellstate Office Name) (Hereinafter referred
to as the "Brokerage") and _____ (Agent/trainee):

1. The Parties agree that the value of the training received is \$1,500.
2. The Brokerage agrees to waive the \$1,500 fee provided that the Agent Trainee complies with the following conditions:
 - a. Trainee agrees to attend all training sessions;
 - b. Trainee agrees to fully participate in all training activities, including homework, if assigned;
 - c. Trainee agrees to work for the Brokerage, for at least a period of one year from the date of this agreement.
3. If the Trainee does not comply with any of the above-mentioned conditions, then the Trainee agrees to pay the Brokerage \$1,500, the cost of the training.
4. If the Trainee must pay the \$1,500, then the Trainee agrees to allow the \$1,500 to be deducted electronically from his/her bank account, in the same manner in which other fees are paid by the agent to the broker.

IN WITNESS WHEREOF, the parties hereto have executed this agreement as of the day and year first written.

(Signature of Trainee)

(Signature of Brokerage Representative)

(Printed Name)

(Printed Name)

Week One

First Class

The first week will focus on creating a business plan. You will need to discuss the reasons and importance of having a business plan and a budget. This is the ideal time to instill in the students the notion that their business plans should be carefully constructed and then followed.

Go through the business plan in the Sellstate Career Acceleration Handbook and explain to the class how to prepare their business plans. Use a whiteboard and walk through each step. Make sure that they are all aware of where they can find the [Business Plan Worksheet on Sellstate Source](#). New agents will require your assistance with certain information such as average commission per side, current market trends, expected expenses, etc. Be sure to take the time to help them out with these numbers.

The Agent Asset Development (AAD) Program must be part of their business plan. This is a perfect time for the students to start building their program and realizing that the AAD program pays real money. This can help them with their business, particularly at the beginning by bringing in an added revenue source that can be used for things like their marketing expenses and other costs. Keep in mind that when first starting out, the students are going to be incurring expenses without any revenues to offset. The AAD can be of great assistance in this area. Be sure to look at the [monthly payout average](#) and help them envision how this money could help get their career launched.

You will need to introduce the students to [Sellstate Source](#) and show them how to log in. Give them a quick tour of the site and pay particular attention to the [Video on Demand](#) section as they will be spending a lot of time here over the eight weeks. Sellstate Source also has links to [vendors](#) where they can acquire many of the tools needed such as yard signs and promotional material, name badges, etc.

The students will have to spend a great deal of time learning the local market. This is key to them gaining the confidence that they will need when dealing with buyers and sellers. The only way that they are going to accomplish this is by viewing properties. The Sellstate Career Acceleration Handbook contains details on how this should be done.

Finally, you should prepare a list of classes that are available through the local association. Make this a handout and be sure to highlight the ones that they should be taking immediately such as how to use the MLS.

Assignments

The assignments for the first week that every student must complete are as follows:

- Complete their business plan and a budget.
- View at least 5 videos on Sellstate Source and report on what they have learned.
- View 20 homes and discuss what they have learned.
- Contact 5 people in real estate they know, such as real estate school classmates, using the scripts from the Sellstate Career Acceleration Handbook to book appointments for the broker.
- Order yard signs, business cards, name badges.
- Pick up the Supra Key.
- Purchase a laptop.
- Sign up for at least 1 class at the local board to learn how to properly search the MLS.

Second Class

The second class of Week One should begin with reviewing the list of tasks. You should start by going through the business plans with the students and assisting wherever possible with any adjustments that are required.

Following the business plan review, you should have each student name the 5 videos that they watched and discussed what they learned from it. This is a great place for open discussion, especially as you may have multiple people who watched the same video.

The next step is to discuss the property viewings. This section should be an open discussion as this is crucial for everyone in attendance. Having already viewed 20 homes each, the students should start to get the idea of how pricing is in the area. This is a good opportunity for them to elaborate on the similarities and differences between homes at similar price points. Take your time and really have the students compare and contrast. This is also an excellent time to get the students thinking in the right mindset by having them discuss their ideas to make the homes more saleable.

Next, have the students discuss how they made out with their AAD calls. How many appointments were booked? This is an area where you may need to provide some more guidance as they are certain to run into objections while making these calls. Discuss the objections and walk them through how to counter them.

You should now confirm that everyone has ordered their tools that they will require for the job. Business cards, yard signs, a laptop computer, etc. should either all be in hand or on order at this time.

Finally, have a discussion on the content in the classes that they attended at the local association. See if anyone attended a really top class that they would recommend to the others.

The second class of the week should mostly be follow-up and discussion. This is very important for accountability as you need to make sure that the students are doing the necessary tasks.

Week Two

First Class

Your Week Two class should deal with contracts, listings and any other pertinent disclosure forms that are required for every sale. This is a basic step, which if missed, can lead to many issues down the road. A lot of future liability issues may be avoided by establishing the proper foundation.

After you are finished going over the contracts, you should proceed forward with further discussion of the properties that they are viewing. This is all about learning the market and the real estate profession so all of this must be thoroughly covered early. A good exercise might be to choose one of the properties that were viewed and have them do a CMA. You also want to engage the group in some discussion as to what they feel the value of the home is and what things can be done to improve the saleability of the home.

Once you have completed the real estate market analysis and contracts portion of the class you should move onto the business building section. Make sure that each student has new names to enter into their database. They should also have started sending letters out to the people in their database and started making follow-up phone calls.

This is a good time to introduce them to the Sellstate Power Suite. Show them where they can find the tutorial videos online and walk them through setting up their account and website. They should also become familiar with the CRM component of the Sellstate Power Suite as this will be key for their long term business.

For their homework, have each student watch another 5 videos that they will discuss with the class in the next session. Additionally, you should assign one of the Power Suite apps to the class for them to learn that week. The CRM is likely the best choice for reasons mentioned earlier.

Second class

For the second class of Week Two, you should review all of their assignments that have either been handed out by yourself or listed in the Sellstate Career Acceleration Handbook. Go over everything and make sure that nothing is falling through the cracks or not being completed.

You should also provide the time necessary to further discussions on the educational videos, classes at the local association and the property viewings. You will also need to

spend some time discussing their AAD calls and once again going over how to handle any objections that they are receiving.

Finally, you should go over their experience with the Sellstate Power Suite App that had been assigned. The Sellstate Power Suite is a very powerful tool, but often agents are intimidated or unable to figure out how certain features work and are very quick to give up on it. Be sure to take the time to go over it and help get the students over any obstacles early.

The second class of each week is where the accountability comes into play. Be sure to be accountable to the class by taking the time to cover and review each topic mentioned as thoroughly as required.

Week Three

First Class

Week Three is a big week for your class. It is now time for them to start prospecting. It is crucial that you instill in them that prospecting is the lifeline of their business and that the day they stop prospecting is the day their business stops. Prospecting means money making activities. You must get this message through to them.

The Sellstate Career Acceleration Handbook focuses on getting your students started on open houses this week. Be sure to go through and familiarize yourself with the process from the handbook so that you may guide them through this. The instructions in the handbook cover how to ensure that your open house is well attended and what to do when clients arrive and tour the home. The main goal of their open houses is to continuously build their database.

The students in your class should be continuing to expand their AAD program by reaching out to people outside of their sphere of influence. You should go over the AAD numbers with your class again to remind them of what they could be earning.

Second class

For the second class of the week, you should be going over all of the activities that have been assigned to date. Be sure to go all the way back to Week One and make sure that everything is being done.

This session is also going to be helpful to discuss the open houses and make sure that everything is being put in place. There is a very good chance that members of your class will have open houses scheduled for the upcoming weekend, so you want to make sure that they are ready and have all the necessary materials and handouts.

Keep in mind, the second class of the week is meant to review previously assigned tasks and hold discussions and interactions to make sure that everyone is up to speed and on the same page.

Week Four

First Class

In Week Four, your students will begin to expand their prospecting by reaching out to “For Sale by Owners” (FSBOs) and “Expired Listings”. Both of these topics are covered at length in the Sellstate Career Acceleration Handbook. The techniques taught in the handbook will produce results for your students. Each section includes various techniques and scripts designed to assist your students in adding people to their database.

In addition to the prospecting for FSBOs and Expired Listings, your students should still be hosting two open houses this week. Their database should be updated each time they do an open house with all of the clients who walked through the home. Once again, there is a section that covers this process in the Sellstate Career Acceleration Handbook.

At this stage, your students should be busy filling their database on a regular basis. It is now your responsibility to make sure that all the appropriate follow-up is being done and that your students have the appropriate follow-up systems in place. There should be market reports, letters and emails going out to the databases, all followed up with a phone call.

Finally, this week, as with all the previous weeks, your students should be continuing to watching educational videos, learning how to master their Sellstate Power Suite and contacting people for their AAD.

Second class

This is the halfway point of the program. It is time to circle back once again and recap all of the major items that the students should be doing. Have interactive and open discussions about these topics. Find out who is excelling at learning the Power Suite and who is struggling and needs some guidance. Openly discuss all of the prospecting that is being done and what creative ideas people have to improve the follow-up systems.

Make sure that all the tasks are being done and that all of the appropriate systems are in place. If anything is missing, see to it that the students get themselves caught up. This is a progressive program that builds off of each week. “Skipping ahead” will not work. You must keep your class accountable and on schedule.

Week Five

First Class

By Week Five, your students should have some buyers that they are working with. In some cases, they may even have some potential sellers. It is your job to ensure that their confidence level continues to grow at this stage. The more knowledge they have, the more confident they will feel. Be sure to discuss their current clients with them so that they remain confident. The Sellstate Career Acceleration Handbook has an entire section dedicated to preparing buyers which teaches students how to walk their buyers through the entire process helping them build buyer loyalty.

This is a critical time for your class. Now that they have leads that they are working with, or in the best case, a pending contract, there is a tendency to get over excited and over focused on the clients that they have and slack off or stop the prospecting. This is where the excuse of being too busy is commonly applied. This is happening far too often with new agents and many times leads to the end of their career in real estate. You must get the message across that prospecting is the key to their business and under no circumstances should it ever stop. Your student must always continue to prospect no matter how busy they are. If they stop prospecting, their business will dry up and then they will have to start over and starting over is always harder. Think of an occasion where you may have started a diet and working out and then became too busy and stopped. Getting started back up is extremely difficult. In fact, when they are working with clients is actually the best time for them to be prospecting. They will be on an emotional high which increases their confidence level. That is time for them to “turn up the heat” on their career and use their high energy and positive attitude to grow their client list. Their optimism will be infectious, and people will want to work with them!

This is a good time to share your personal experiences if you have some that apply. Have serious discussions about the importance of continuing to prospect.

Second class

This week’s second class should focus on role playing and Power Suite training. Keep practicing the scripts and openly discuss objections. Have the room throw out ideas as to how to handle the objections and explore those thoroughly. In addition, your students should be well on their way to mastering the Sellstate Power Suite. See how they are progressing and provide any assistance necessary for them.

Week Six

First Class

By the sixth week of the program, prospecting should be second nature to your class. Because of this, some students may feel that they no longer need the classes or the assignments. This couldn't be further from the truth. This is where they run into the danger of becoming too comfortable and risk getting complacent. Remember, the accountability of the classes is still vital to their success at this stage. All of the assignments need to become ingrained into their daily schedules.

You need first to establish with the class that open houses, prospecting FSBOs, and prospecting expired listings is all taking place. Once that is established it is time to move on and expand their prospecting into farming.

Farming is a great way to build long-term business in a way that will continue to bring you leads year after year. There is a comprehensive guide to farming a neighborhood in the Sellstate Career Acceleration Handbook that your students should become very familiar with. It covers everything they need to know about farming and walks them through the process and techniques.

In addition to farming, if they have not already done so by now, have your students begin their online prospecting. Make sure that their systems are in place for online automated follow up. Email drip campaigns are a great way to accomplish this.

Week Six is also a huge week as, in addition to farming and starting online prospecting, students will also be going through the process of learning their listing presentation and how to approach potential sellers to secure the listing contract.

Your students should also be continuing to train their database to send them business. They should be contacting everyone they know with a letter and follow up phone call to help build their referrals.

Your students should still be viewing and discussing educational videos from Sellstate Source and attending the key classes at the local association.

There are quite a few crucial assignments that are in place at this stage. It is easy to see how things could start falling off. This is where you and the classes come in. By continuing with the classes and reminders and discussions, you are ensuring that the tasks are getting done.

Second class

The second class this week should be spent covering all of the tasks. It is a good time to find out what isn't getting done and what can be done to ensure that it gets back into the rotation. You should be open to various issues that you may assist with at this time.

You may also want to choose some educational videos to show during this class as a reminder of the kind of valuable content can be found on Sellstate Source that can aid your students with their careers.

Week Seven

First Class

Week Seven's challenge is to help your students balance everything that is on their plates. If they have been doing everything assigned, they will be unbelievably busy at this stage. Some of your students may find the situation overwhelming, and it's up to you to help keep them focused and on task.

Time management becomes the primary topic this week. Be sure that your students are all using the tools at their disposal to assist them with their business. There are ways to automate various things such as drip campaigns. Reports can be created in minutes using the Sellstate Power Suite. Their mail out to their farm areas can be automated through third party services.

It is vital that things be as organized and systemized as possible so that the prospecting will continue. Believe it or not, if your students get too overwhelmed, they may start to think that they don't want any more clients. You must use your leadership and coach them through their packed agendas.

The prospecting calls to FSBOs, expired listings, AAD prospects and members of their database cannot be automated. Your students, with your guidance, must make room for these tasks each and every day.

In addition to making sure that students are organized and keeping up with their tasks, this week also introduces negotiating and the many steps that are involved. Use this week to have the students refine their schedules and work on mastering the art of negotiation.

Second Class

As with Week Six, in Week Seven, the second class should be dedicated to spending time covering all the tasks that are in place and assisting where necessary. Group conversations are a good way to work through obstacles as hearing solutions from a peer can often be more impactful than hearing them from the instructor.

Week Eight

First Class

You have now entered into the final week of the eight-week program. This is the time to teach your students that they must constantly be investigating additional lead sources. There is a myriad of online “lead generation” companies, and it will take quite a bit of research to determine which ones meet their needs and just as importantly, their budget. Take the time necessary to help them learn about the various options that are out there and do not let them simply sign up for the first one they find. There are lots of options, and some are better than others.

When it comes to online leads, it is worth noting, that the incubation period can be 6 to 9 months or longer. Because we live in an age where everything is instant, especially when it comes to online activities, it is easy to disregard leads that do not immediately pan out. In fact, many agents do unfortunately take this approach when dealing with the Internet. If leads come in and the agent is unable to get a response from the potential client after a couple of quick tries, the agent is very quick to disregard the lead and move on to the next. Do not let your students fall into this trap. This is what their database is for. Have them put every online lead they receive into their database and have their CRM continue to incubate them for them. Far too often we hear stories of agents frustrated over their online lead generation not working for them only to find out that many of those so-called “weak leads” ended up buying or selling within a few months’ time. Remember, the majority of real estate agents, believe it or not, do not use a CRM or keep a database of any sort. So for them, if the lead does not act immediately, they have no way of keeping tabs on that potential client.

Of course, they may also get online leads who convert into active clients and who ultimately make a move much sooner than that. In these cases, this would be great, but it is important that, like farming, that they understand that converting these leads may take some time.

It doesn't mean that some leads may not come to fruition sooner, but it's critical to understand how the process works and to be committed for the long haul similar in some ways to Farming.

Second and Final Class

Your students have come a long way in the eight short weeks that they have been working with you. It will be very gratifying to see the progress they have made, and you will be

amazed to see them all working the real estate business better than, and outperforming, many experienced agents.

It is time for one final recap where you will emphasize the art of prospecting and the importance of consistency and focus. Have them participate in building their daily schedule of success.

Daily Schedule of Success:

- 4 hours of prospecting
- 1 hour working on your Sellstate Power Suite
- 1 hour watching sales training videos
- Call Expired Listings between 8 – 9 am
- Call FSBOs between 9 – 10 am
- Visit between 10 – 12 properties
- Do 2 – 5 listing presentations and appointments
- Speak with 5 agents a day to build your AAD

Wrap Up

The eight-week training is now over, but the support and coaching continues. Arrange for a one on one monthly business meeting with each of your graduates. Schedule these in advance and do not miss a month. These meetings should not take more than 45 minutes but are very important. Without the continuing classes to keep them accountable it is possible that some students start to slowly allow things to fall through the cracks. These meetings will serve as that accountability so that any tasks that are being left out are caught and put back in place before things snowball out of control.

In addition to the accountability that these meetings bring, they also serve a second and arguably equally important purpose. These meetings serve to show your students that you care about them and their business and that you want to see them succeed and that you are willing to take the time to do what you can to ensure that this will happen.

Congratulations on completing your eight-week course with your class!