

# THE SELLSTATE CAREER ACCELERATION PROGRAM WORKBOOK

Version 1.5



## SELLSTATE

Sellstate Realty Systems Network, Inc.  
Eight Week Career Acceleration Course



*“Congratulations, you are a licensed Real Estate Agent! You are now embarking on a journey that can bring you many rewards. When it comes to real estate earning potential, the sky’s the limit. This business can provide you with freedom, wealth and a wonderful lifestyle. If you work your business effectively you will have more time to enjoy the things you love, family and friends. Real estate is a career that can make your dreams come true.”*

Arthur Darmanin  
CEO & Co-Founder of  
Sellstate Realty Systems Network, Inc.

# The Sellstate Career Acceleration Program



The Sellstate Career Acceleration Program Workbook

## Week One

The Sellstate Career Acceleration Program Workbook



## WHY SO MANY PEOPLE FAIL

Unfortunately for many, a large majority of new agents fail in their first year in the business. There are several reasons for this. The simple lack of training has caused a large number of agents to struggle and then ultimately leave the industry.

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## REASONS WHY PEOPLE FAIL

- Another prime reason why so many people fail out of the business in their first year is that they are not prepared to do the things necessary to succeed.
- The reality of the business is that, while real estate is a relatively simple business, it is not easy. There are many tasks that must be done and done well without direct supervision.
- Your broker/manager is there to assist and guide you, but you have to do the work.

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## WHY IS THERE AN 80/20 RULE?

- All of this starts with the right mindset. If you view this as “just another job” then you are already destined for failure, or at the very best, mediocrity. On the other hand, if you are an entrepreneur who is seeking to have your own business, then you are already on your way to success.
- Without exception, the top 20% treat this as a business.
- You are your business’ greatest asset.
- You have to master your business.
- Self-discipline is a must to do daily money making activities.

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## WHAT DO THE TOP 20% DO EVERY DAY

Prospect

Prospect

Prospect

The Career Acceleration program is designed to teach you the absolute best ways of different prospecting methods that will guarantee results. \$\$\$\$\$\$

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# Review

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## REVIEW

### *The Basics*

- List 3 reasons why new agents fail?
- How is the real estate business different from a job?
- What do top producers do differently that makes the successful?
- Would you describe the real estate business as easy or hard and why?
- Is the real estate business simple or complicated?

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## Back to the course

### A ROAD MAP TO SUCCESS

- Now that you are starting your business, you need to make sure that you are on the right path.
- Business 101 - The first thing you need to do is create a business plan. This is of utmost importance to the process. It is your financial road map to success.
- A business plan without a budget will cause you unnecessary financial stress.



## PROJECT YOUR INCOME AND EXPENSES

- If you are an experienced agent, use last years income and add how much more you will earn with Sellstate's technology package, the AAD and last but not least, training.
- It would be fair to assume that you will close at minimum an additional 4 transactions.
- Creating a budget knowing your total monthly expenses, both personal and business, is a key to budgeting.
- Knowing the average commission per side will be a strong indicator as to how many closings you will need to break even.
- Make sure you take into account that real estate transactions take a long time to close.

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## BUSINESS PLAN BUDGETING

- There is a great budgeting tool available to you on Sellstate Source ([www.SellstateSource.com](http://www.SellstateSource.com)) which may assist you in budgeting and calculating your return on investment. The file is titled "[Business Plan Work Sheet](#)".
- Think outside the box. When analyzing your budget, be sure to place a focus on ROI. This will help you to be more objective when looking at projected expenses.
- There are two type of expenses, fixed and variable. Your fixed are exactly that and cannot be altered, however your variables, such as marketing, can be adjusted both in size and manner to arrive at the desired ROI.

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## WHERE TO MAKE CUTS

- One area that people rarely consider making cuts to is their home budget to have more funds available to invest into their business.

While on the surface this may seem like a very difficult decision to make, it is important to remember that your business is what is going to help you back on track. Too often agents are quick to cut business expenses which end up compounding the problem. You need to generate as much income as possible and cutting back your business is not the answer.

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## MONITORING YOUR BUDGET

- A common mistake people make is that they go through a lot of work to create a business plan and they do not monitor it on a regular basis.
- A budget is a work in progress and should never be thought of as a static item. Once you've created your budget and begin to implement it, you will need to check back and compare and contrast your actual income and expenses against what you had budgeted.
- By reviewing your budget monthly, you will be able to detect issues and necessary adjustments early. You can really get yourself into trouble quickly or at the very least waste a lot of money if you don't monitor your budget regularly.

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## Review

### REVIEW

#### *Business Planning*

- Why do you need a business plan?
- What are the main elements that must be included in the business plan and why?
- Where is the business plan template available?
- What does ROI mean?



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### HAVE THE RIGHT TOOLS

- The importance of having the right tools right from the beginning cannot be overemphasized.
- Some agents feel that they can acquire some of these tools over time.
- You have to be ready to conduct business from day one.
- What if you have a buyer and the property you want to show is on lock box? How would you get in? You list a property, but you don't have a sign to put on the property with your contact information so you will be missing on the greatest opportunity of picking up buyers that are inquiring on the property and so on.

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## LEARN THE MARKET

- Learning the market is a vital early step that you must take very seriously.
- In order to learn the market, you will need to preview properties. This process should be done systematically. You must consider the area you live in and account for different types of neighborhoods, communities and property types.
- Over your first 3 weeks, you must preview 60 homes.
- Make your own appointments to view properties using the script provided to you in your manual.

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## Review

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## REVIEW

### *Getting Started*

- List all the must-have business tools needed to run your real estate business.
- Why is it important to get these tools as soon as you start?
- What's the most important reason to learn the market?
- How many and what types of homes you need to preview?
- What's the importance of learning and memorizing your scripts?

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## HOW TO BOOK AN APPOINTMENT

*Hello my name is <<your name>>, and I am with Sellstate <<office name>>. The reason for my call is that I would like to preview the property you have listed at <<property address>> on <day>> at <<time>> AM/ PM.*

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## BUILD YOUR AAD PROGRAM

- The Real estate industry does not provide agents with retirement programs or vacation pay or health insurance or disability insurance.
- You are in business for yourself, and as such you must provide all of that yourself.
- Sellstate cares about its members and for this reason it has created the Agent Asset Development (AAD) program to give you the opportunity to add another dimension to your income that can provide you with a retirement income, health insurance, etc. without the added financial burden.
- This is a tremendous opportunity to join other Sellstate members that earn thousands of dollars every month from their AAD program.

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## BUILDING YOUR AAD PROGRAM

- As you are aware, Sellstate offers a lot of great tools and training to help their agents succeed. In addition to building your AAD program, you will be helping other agents by encouraging them to join Sellstate.
- If you are a new agent start by calling everyone that you went to class with.
- If you have been around, use the same script with slight modification.

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## AAD SCRIPT

*Hello <<agent's name>>. It's <<your name>>. I thought I would give you a quick call to share some great news with you. As you know, I have started my real estate career with Sellstate and the Sellstate experience has been beyond my expectations! The training, education, coaching, and support has already been unbelievably helpful! It really is second to none! Not to mention the fantastic technology and lead generation they have to offer.*

*The best news is that they have a few openings for new agents and I immediately thought of you. I have taken the liberty of speaking with my manager, and he/she has agreed to meet with you.*

*How does <<date>> at <<time>> AM/PM work for you? Or does <<date 2>> at <<time 2>> work better for you?*

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## RECRUITING SCRIPT

*Continued...*

*I understand. That's not a problem at all. I would still like for you to meet with my manager because he/she is extremely knowledgeable and will share with you some great ideas on how you should get started.*

*This way if your other office doesn't work out you always have another option. <<Their name>> if you are open minded about your business you owe it to yourself to come and meet my manager.*

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## Review

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## REVIEW

### *Agent Asset Development Program*

- What does AAD mean?
- How would you explain the AAD program in simple terms?
- What's the importance of building your AAD program?
- Name 3 ways you would invest your AAD income.
- Name three people you know that would be good candidates for your AAD program and can benefit from all the great tools Sellstate has to offer.

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## ATTENDING BOARD CLASSES

- Your local board offers courses on how to use your local MLS. These courses are invaluable as working with the MLS will be a daily occurrence for you.
- The first is usually a class that deals with the basics such as how to do searches and what other tools might be available. The second class is typically on how to access the information from your local county such as taxes, assessments, etc.
- This is also an ideal time to purchase your lock box/Supra and to get your “key”. You also should find out the calendar of training sessions that the board is offering.

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## REVIEW

### *Real Estate Association*

- What are the main reasons for attending the board classes?
- What does lock box mean and what's its purpose?
- What is the name of the association you will be joining or have already joined?
- What is the address of your association?
- What are the services that your association provides its members?

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## SELLSTATE SOURCE

- Sellstate Source ([www.SellstateSource.com](http://www.SellstateSource.com)) is Sellstate's online central education hub. This site is available to you 24 hours a day, 7 days a week and provides extensive training material. As someone starting out it is most important that you visit the video on demand section of this website.
- The Sellstate Source [video on demand library](#) consists of over 5,000 videos dealing with everything from training, coaching, tips, tricks, industry updates and important news updates. There is a lot of content on the site provided by some of the industry's top trainers and coaches

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## Review

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## REVIEW

### *Sellstate Source*

- What is Sellstate Source?
- Why is Sellstate Source important to you?
- How do you log into Sellstate Source?
- Where is the video on demand section?

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## Week Two

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## WEEK TWO

- Your business is now well on its way and you should be proud of all that you've accomplished so far. Having said that, it is only Week Two, and there is still a ton of work to be done to get your career up to speed.
- Real estate is not a business of shortcuts, and there is no way to "skip ahead". Those who are successful make sure that they cover every step. Those who try to rush their way through omitting several of the key steps end up leaving the business and often within their first year.

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## CONTINUING TASKS

- Building your database is an ongoing continues process. In Week One you focused on building your database with the names of people you knew who were in the real estate business to build your AAD program.
- You must also build your database from your sphere of influence which includes everyone you know, everyone you do business with and everyone you come in contact with.

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## Review

### REVIEW

#### *Database*

- What's the importance of a database?
- Make a list of everyone you feel should be in your database.
- What type of contact information do you require from your database?
- Why should you create a separate database for your AAD?
- How often should you touch your database and how would you do it?



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## POWER SUITE

- The Sellstate Power Suite is one of the most valuable tools available to you. It is an extremely comprehensive technology and lead generation package provided to you by Sellstate Corporate at no cost to you.
- Mastering the Power Suite and all it's apps will make you a lot of money.
- Without the right technology tools, you don't have a chance in making it in today's real estate market.
- More often than not the first contact you will receive from a prospect is through the Internet.

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## POWER SUITE APPS

### *Lead Management*

- The Manage Leads app allows you to manage all of your leads in one place easily. One click of a drop down menu lets you perform multiple tasks with ease.

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## POWER SUITE APPS

### *Email Marketing*

- A fantastic tool to stay in touch with your database.
- Remember out of sight out of mind don't let that happen to you.
- Your Sellstate Power Suite comes preloaded with email drip campaigns. You may use them as is, create your own or edit them for the perfect message. Automate follow up and stay in constant contact with your clients by having Power Suite do all the work for you. Set it up once and let it do its thing.

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## POWER SUITE APPS

### *Custom Listing Enhancement*

- Custom enhance your listings on your website and Homes.com easily through this amazing system. Highlight your open houses, virtual tours and set the featured listing(s) on the front of your website.

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## POWER SUITE APPS

### *IDX Website*

- A must have tool to survive in the Industry. Without a website, you don't exist.
- The Sellstate Power Suite provides you with a full IDX website of your own. To be clear, this is not a web page on the office or corporate site but rather a full website of your own.
- Turnkey Easy to use and fully customizable allowing you to have it represent you and your business in very specific ways.
- Take some time and learn all the features and services you can provide to your clients through your website.
- You will be amazed!

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## POWER SUITE APPS

### *CMA and Buyer Tours*

- Creating the perfect listing or buyer presentations can be done in minutes using the intuitive, step by step system. Separate yourself from your competitors by arriving at a listing presentation with a professional, all-inclusive presentation.
- Separate yourself from your competition when dealing with buyers by providing them with a very impressive full buyer tour package.

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## POWER SUITE APPS

### *Neighborhood Demographics*

- Your first contact with a prospect will make the difference whether they deal with you or someone else.
- This is your opportunity to demonstrate your knowledge and professionalism and differentiate yourself from the rest.
- Everyone says that they are an “expert in the area” but how many ever prove it to clients? Prove that you are the best area expert by providing your client with a powerful visual representation of the area demographics.

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## POWER SUITE APPS

### *Full Marketing Center*

- Stand out from the crowd with professional Marketing Material.
- At no cost to you.
- The Sellstate Power Suite affords you the ability to create professional print material perfect for representing yourself, your client or farming an area. Incredible templates easily walk you through creating the perfect marketing piece.

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## POWER SUITE APPS

### *Custom Design Center*

- Create the perfect flyer, brochure, postcard or property card in minutes. Choose from over thirty (30) designs and arrive on a listing presentation with marketing material in hand. It's so quick and easy to use that you may want to allow your client to choose their preferred brochure.

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## POWER SUITE APPS

### *Social Broadcasting*

- The power of Social Media cannot be underestimated.
- Control social broadcasts and social wall settings quick and easily. Quickly share your information on your listings to your social networks from within the Sellstate Power Suite.

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## POWER SUITE APPS

### *Social Media Integration*

- Manage all of your social network feeds from one place. Move Facebook friends into your CRM easily with the Social Networking app.
- A great way to expand your database in minutes.

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## POWER SUITE APPS

### *My Homes Connection*

- Increase your lead generation by taking advantage of your enhanced listings on Homes.com by managing your profile and listings from within the Sellstate Power Suite.
- Enhance your public profile or answer questions on Homes.com to boost your image with the public right from your dashboard.
- Receive notifications when new questions are asked so that you can be first to respond.

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## POWER SUITE APPS

### *Business Intelligence*

- It is critical to know where your business is coming from and how your website is performing.
- Be aware of how users are interacting with your site. Through the Business Intelligence reports, you are able to see how your website is performing. This allows you to customize further and enhance your site to cater to the needs and wants of visitors.

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# Review

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## REVIEW

### *Power Suite Apps*

- What is Power Suite?
- Why do you need Lead Management?
- What is Email Marketing?
- What is the importance of email marketing?
- What is Homes.com?
- What does “enhanced listings” mean and how will it benefit you?
- What is IDX?
- What is the difference between a web presence and a full website?

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## REVIEW

### *Power Suite Apps*

- Why do you need a website?
- How would a Website help you with your business?
- What does having a mobile responsive website mean? Why is it important to have a mobile responsive site?
- What does CMA mean and how is it used?
- What is a buyer tour?
- What are the advantages of using one?
- When should you use a Neighborhood Demographics Report?

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## REVIEW

### *Power Suite Apps*

- How can Marketing Center help you with your business?
- How many and what kind of templates are available to you through the Market Center?
- Create at least one personal or property brochure.
- What is the difference between the Marketing Center and Design Center?
- How would you use the Design Center?
- Why is social media important in our business?
- How would you leverage your social media integration?

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## REVIEW

### *Power Suite Apps*

- What is My Homes Connection?
- What does enhance listings mean?
- How would you use this tool at a listing presentation?
- How and why should you enhance your profile?
- What is Business Intelligence?
- Why is it important to monitor your website?

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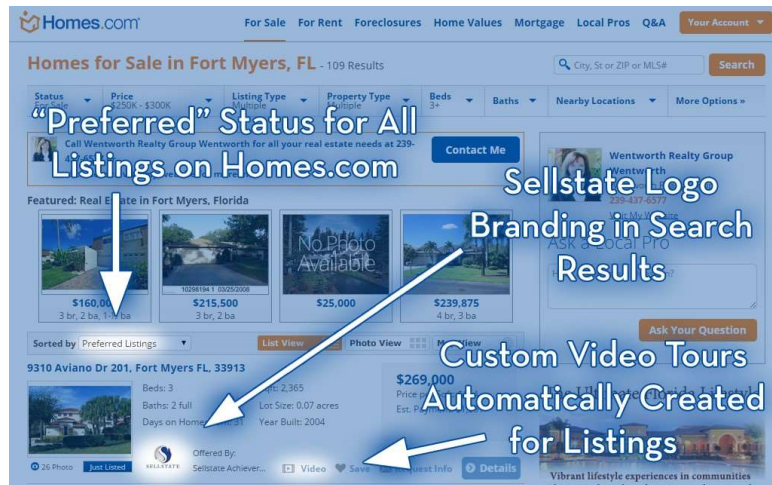
## ZILLOW



## ENHANCED ZILLOW PROFILE

- Zillow is the premier listing website with over 80,000,000 unique visitors a month.
- Sellstate offers a unique service to all its members by automatically uploading and updating all their listings on Zillow.
- Sellstate also enhances it's branding by inserting a logo on all the listings.
- Another great lead generation tool provided at no cost to you.

## HOMES.COM



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## ENHANCED HOMES.COM PROFILE

- Every Sellstate Advisor has an enhanced profile.
- Every Sellstate listing is "preferred status" on Homes.com.
- On single family homes, a listing tour video is automatically created.
- Better search results rankings as Sellstate and preferred listings get bonus "sorting weight".
- Sellstate branding on the search results.

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Through Sellstate's affiliation with two of the major listing sites, Homes.com and Zillow, Sellstate's global, monthly consumer reach exceeds **100,000,000** unique visitors a month.

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## REVIEW

### *Zillow*

- What is Zillow?
- Why is Zillow exposure important?
- How is Sellstate different from other companies in its Zillow affiliation?
- How can you leverage the Zillow affiliation in your listing presentation?

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## PLEASE ANSWER THE FOLLOWING QUESTIONS

### *Homes.com*

- What does Sellstate offer through Homes.com?
- How does this benefit you?
- Why is this an advantage for your clients?

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## Week Three

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### WEEK THREE

- The first two weeks were designed to prepare you to start doing tasks that will lead to closings.
- It is imperative that you have completed all your previous tasks before you move forward.
- Each week has been designed to build off of the knowledge and experience of the preceding weeks, so it is very important to set your foundation.
- The other weekly tasks that you should be continuing are watching the videos on Sellstate Source, attending office training and meetings and attending the board training events.

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## CONTINUING TASKS

- You must make sure that the ongoing tasks are being completed. You should be previewing another 20 houses this week bringing an end to the initial 60 homes that you needed to preview.
- You should be continuously building your CRM by uploading all of your contacts for both potential clients as well as potential AAD prospects.
- From your list of potential clients, you should be consistently sending 10 letters per day and making the accompanying follow-up calls. In addition to this, you should be placing all of your potential clients on drip campaigns using Power Suite.

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## OPEN HOUSES

- So many agents spend countless hours doing open houses without getting any results to the point that they get discouraged and give up.
- Open houses can be a great source of leads and building your database.
- Follow the instructions in your manual as to how to do a successful open house. Do not take any shortcuts this is a great opportunity to meet future buyers and sellers.
- Make sure you have a copy of Neighborhood Envoy printed and preferably bound.

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## Review

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### REVIEW

#### *Week Three*

- Why is it so important to view houses?
- Name 3 ongoing tasks?
- What should you be doing with your CRM?
- How many letters you should be sending and why?
- Why do open houses?
- Name all the steps that have to be taken before an open house.
- Name the tool you will use to get prospects contact info.

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## Week Four

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### WEEK FOUR

- As always, before moving forward with this week's tasks, you must be sure that you are caught up on the prior three weeks. It cannot be stressed enough that to build a consistent sales business you must stay on top of your regular tasks.
- Make sure that your database is receiving regular emails from you. There should not be anyone in your CRM that isn't receiving some regular correspondence from you at this point. In addition to the emails, make sure that you are also sending out 10 letters a day that are followed up with a phone call.
- This step is crucial to your long-term success.
- Follow-up is everything

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## CONTINUING TASKS

- You should always attend office meetings and trainings and keeping an eye on any vital training sessions offered by your local board.
- It is important that you continue to learn as much as possible.
- You are the biggest asset of your business your success or failure will depend on the knowledge you acquire and apply.
- Many of the top performers in real estate pay thousands of dollars a year to attend top tier coaching seminars, or they pay coaches large amounts of monthly coaching fees to keep themselves on track. You can never be too educated.

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## WEEK FOUR TASKS

- While on the topic of education, you should still be visiting Sellstate Source regularly to watch the videos. The video on demand section automatically updates on a regular basis, so there is always something new to watch.
- Next, you must make sure that you are still doing two open houses per week. During these open houses, you will be meeting potential clients and gathering their information. All of these people need to be added to your database as soon as possible and then, of course, placed on follow-up programs and campaigns.

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## EXPAND YOUR PROSPECTING

- The two primary targets of your new prospecting will be “Expired Listings” and “For Sale by Owners”. These are excellent people to target as they have shown that they are trying to sell their home.
- There are two sections in this manual that will guide and walk you through how to prospect for listings by contacting Expired Listings and For Sale by Owners that will produce results. See sections “Expired Listings” and “For Sale by Owner”.
- It is critical that you master the scripts on how to get appointments and close for the listing.
- Practice your scripts over and over again until they become second nature to you.

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## Review

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## REVIEW

### *Week Four*

- Why is it important to continue with your daily tasks?
- What should you be sending to your database on a consistent basis?
- What is crucial to maintaining your database?
- What do many top producers in the industry do?
- How many open houses a week are necessary and why?
- List two categories of potential sellers?
- How would you approach them and what would you say?
- What's the importance of memorizing your scripts?

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## Week Five

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## WEEK FIVE

- Your confidence should be growing every day as should be your knowledge level. Always remember the saying “knowledge is power”. That saying very much holds true in real estate. The more you know, the better you are at your career.
- By now you should have some buyers that you are working with. Going through the buying process ahead of time will ensure a smooth transaction.

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## CONTINUING TASKS

- It is very tempting at this point to stop or reduce your prospecting. After all, it makes sense. You are busy working with clients, so you don't have time to find new clients for later.
- This is a mistake that countless real estate agents make every single day, and it always hurts their careers. You must continue your prospecting. If you do not, then you will find yourself starting over a month or two down the road after you are finished with your current roster of clients.
- Your open houses have probably brought you some business or at the very least some clients at this point so you definitely want to continue doing those. Also, be sure to keep sending out your 10 letters a day with follow up calls and do not forget about contacting 5 agents a day to work on building your AAD.

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## PREPARING YOUR BUYERS

- By now you should have some buyers that you are working with. Going through the buying process ahead of time will ensure a smooth transaction and limit surprises when the time comes to write a contract.
- As an example, explaining to your buyers the advantage of a large deposit ahead of time will make it easier to get them to place a large deposit at contract time as opposed to surprising them with that request when submitting an offer.
- See the “[Preparing Your Buyers](#)” section of your manual for details on how to prepare your buyers.

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## REVIEW

### *Preparing Your Buyers*

- Explain why preparing your buyers ahead of time is important?
- What's important to buyers?
- How would you build trust between you and your buyers?
- Why do you need a large deposit?
- What if the buyers do not have a large deposit?
- What other issues in your opinion could arise at contract time if you do not prepare your buyers ahead of time?

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## Week Six

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## WEEK SIX

- You are now in your sixth week in your career, and things are getting busier than ever. Once again, as will all other weeks, you must make sure that you are keeping up with the daily and weekly tasks.
- This is particularly important when it comes to prospecting. Remember, without leads, there is no business and while you may be working with someone now, if you aren't prospecting, the moment you stop working with these clients you will have no business.

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## CONTINUING TASKS

- You should begin this week the same way you have all others by reviewing the continuing activities and making sure that they are being done.
- You should be continuing to do your open houses, prospecting for Expired Listings and For Sale by Owners and talking to people you know each day to build your database.
- In addition to building your database, you should be continuing all the steps necessary towards self-improvement. Continue going to the office trainings and meetings and reviewing the videos on Sellstate Source. Also keep an eye on your local board's calendar of events to see what sessions you should be attending there as well.

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## FARMING

- Now it is time to take the next step in your prospecting. You are ready to start farming an area. Farming is a bit of an old school technique if you will, but remains every bit as effective today as it was.
- Farming is a very effective method of generating clients for yourself provided it is done the right way. There is a detailed guide to farming an area under the “Farming” section of your manual.

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## ONLINE PROSPECTING

- While it is always a good idea to look at, and consider using methods that have been working for years, you must also keep an eye on the newer methods of attracting leads. If you have not yet done so, this is the week to begin your online prospecting. Start by making sure that all of your systems are in place and that things like email drip campaigns are going out regularly.
- Refer to the “Prospecting Online” section of your manual for details on how to get the online component of your business up and running.

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## THE LISTING PRESENTATION

- Listings are a vital part of your real estate career. There is an expression in real estate that says “Listers last”. When working with a buyer, unless that buyer buys a house through you, you do not earn any income. With listings, however, regardless of who the buyer is or where they come from you will get paid.
- To secure listings, you must have a proper listing presentation that is practiced, memorized and adaptable. There are a series of steps that you must take to ensure that you are in control of the conversation while allowing the sellers to feel their input is both respected and valuable. You must also make sure that the seller likes you as, believe it or not, that is one of the main reasons why someone will list a house with you. You must ask the right questions to be able to learn the situation and finally, you must handle objections and get the contract signed.
- For a detailed outline of the listing process and which questions to ask, refer to [“The Listing Presentation”](#) section of your manual.

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## Review

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## REVIEW

### *Farming and Online Prospecting*

- What are the common elements in farming for real estate and real farming?
- What are the most important steps in setting up a farm area?
- What expertise is necessary to farm an area successfully?
- What's online prospecting?
- What tools does Sellstate provide to you for online prospecting?
- Why is prospecting vital to your business?
- For prospecting to work, what must you do?

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## REVIEW

### *The Listing Presentation*

- Why do listers tend to last in real estate?
- What is the difference between representing a buyer and a seller?
- State the importance of having a professional listing presentation.
- Why is controlling the conversation with sellers so important?

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# Week Seven

The Sellstate Career Acceleration Program Workbook



## WEEK SEVEN

- The challenge that you are now being presented with is making sure that all of your daily and weekly tasks are being seen too and managed properly. You also have to make certain that your follow-up programs are all in place and being adhered to.
- It is even more important now that you pay close attention to the ongoing tasks as you don't want a situation where things start getting missed or left out or falling through the cracks.
- Start with the basics. Make sure that the 10 letters are continuing to go out every day.
- Attend all the office meetings and trainings.

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## CONTINUING TASKS

- Make sure you are keeping up on the latest being added to the online video library at Sellstate Source.
- You should continue to do your open houses each and every week and add all of the new contacts into your database.
- Continue your prospecting of For Sale by Owners and Expired Listings.
- At this time your farming should now be taking place. This was a new addition last week, but one that is very crucial as it can bring you several leads. Becoming a neighborhood specialist can be a very prosperous position as you transition your status into listings.
- Finally, you should be continuously working with and learning your Sellstate Power Suite. There are a lot of tools within that system that can assist you with different levels of your business.

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## NEGOTIATING A CONTRACT

- You worked hard to get the buyers to write a contract, or you're representing the seller, and unfortunately, many deals fall apart because of lack of negotiating skills or because the two agents involved don't get along. So this section is an absolute must.
- When negotiating a contract, there are a lot more elements than price. To give you an example, closing date could be a deal breaker or a deal maker. Often Sellers or buyers have to move at a specific time, maybe because they sold their home already and they need to close both deals simultaneously or maybe because of a job transfer, etc.
- If you are representing the buyer, you need to find out from the listing agent what other terms are important to the seller
- The section "[Negotiating a Contract](#)" in your manual outlines the techniques you must learn.

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# Review

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## REVIEW

### *Week Seven*

- What are the main challenges that you will be faced with?
- How many open houses are you doing every week?
- How many contacts a week are you adding to your database?
- Who did you send letters to last week?
- How many contacts did you make with Expired Listings?
- How many contacts did you make with FSBO's
- How many listing presentations did you do last week?
- How many qualified buyers are you working with?

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## REVIEW

### *Negotiating a Contract*

- Why should you contact the listing agent before writing a contract?
- What questions would you ask the listing agent?
- What's the importance of getting along with the other agent?
- How would you treat an uncooperative agent?
- Other than price, name in order, of priority other key elements of a contract.

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## Week Eight

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## WEEK EIGHT

- You should begin this final week as you do every other. Review the daily and weekly tasks and make sure that they are being handled in a proper and timely manner.
- By this point, you should be a master of the Sellstate Power Suite. If you aren't yet proficient at using this set of online tools provided to you by Sellstate, then be sure to go to Sellstate Source and learn the sections you feel you need to improve in.
- Make sure that your website and CRM are up and running. Continue to contribute and answer questions on Homes.com.
- Set up all your email campaigns and continue to update the list of contacts.

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## CONTINUING TASKS

- Now at Week Eight, you should be a regular at the office meetings and training sessions.
- Your database should now be growing at a steady rate. Continue to prospect For Sale by Owners and Expired Listings and keep doing your open houses.
- Your farm area should now be receiving your material. You need to make sure that you really work your farm area and be very consistent about it.
- In addition to building your client list, you should always maintain your efforts to build your AAD Program. Calling 5 agents a day does not take very long but can lead to quite a large amount of money coming your way as the program builds up and the people you sponsored have closings.

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## RAMPING UP YOUR LEADS

- With your daily and weekly tasks under control, it is time to look to ramp up your business even further. This is now a good time to start investigating additional lead generation sources.
- There is a myriad of online “lead generation” companies that offer services that may help your career. It will take quite a bit of research to determine which ones meet your needs and just as importantly, your budget.
- 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.

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## Review

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## REVIEW

### *Course Review*

- Name all the tools that are available to you through the Power Suite?
- Name, in your opinion, which are the most important tools to you?
- How many people do you have in your AAD program?
- How many AAD calls do you make a week?
- What are some of the best lead generation sites to invest in?
- How long does the average lead take before it becomes an appointment?
- In one word, what is the KEY to success in this business?

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Congratulations on completing the course!

Good luck with your real estate career!



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## This image shows a full page of blank, lined paper. It features approximately 20 evenly spaced horizontal grey lines across the entire width of the page, providing a guide for writing. The background is a clean, solid white color. There are no margins, text, or other markings present.

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