

Paradise University

Real Estate Training Course

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Section 1 Business Generation

1. Passive Business Generation

- The mindset we must change to generate more business.
- Creating a powerful Real Estate business can be challenging and fun.
- Passive business generation is the easiest way to profits.
- Create additional income while building the rest of your business.

2. Marketing for Business

- We will cover scores of ideas to generate 100's of leads with little or no money out of pocket.
- Create a flood of business flowing to you with no rejection.
- How to create "Response driven Ads" which makes prospects grab the phone to call you.

3. Book of Business

- How to make deposits and withdrawals from your book of business.
- Close 25-50 transactions a year from people who already know, like, and trust you.
- This is the most fun and profitable part of Real Estate.
- Make your computer do most of the work for you.

4. Aggressive Business Generation

- Secrets to making this fun and exciting.
- Why this is the fastest way to increase your business at no cost to you.
- How you can create your own dynamite scripts you'll love to follow.
- When you complete the 4 areas of business generation you will have more leads than you can handle. Next we need a plan.

Section 2 Professional Skills

All professions have skills. Surgeons have scalpels, accountants know numbers, and attorneys have knowledge of the law. Professional Real Estate Agents must learn selling and business skills if they are to become enormously successful.

1. Lead Follow-Up

- What is a lead?
- Simple system to keep high quality leads from falling through the cracks
- Strategy to cut your lead follow-up time in half.

2. Lead Conversion

- Convert twice as many leads in half the time.
- 3 step program to convert ad and sign calls to clients
- Learn the "conversing factor."

3. Goal Planning

- You will create the most exciting goals ever
- 14 points to the perfect goal
- How to make your dreams come true.

4. Business Planning

- Simple steps to create the business of your dreams.
- Make a business that runs effectively with or without you being there.
- One page, 5-part form to perfectly plan your business.

5. Discipline

- Discipline is what separates the average from champions.
- How to get it
- How to keep it

6. Time Planning and Organization

If we **all** have the same 24 hours a day, how can some agents close over 100 transactions while most struggle to close 10? We will cover 29 points on how top producing agents utilize their time and how you can easily duplicate their methods so you will become more efficient and effective.

- EZ time blocking system everyone can use.
- How to avoid time traps.
- Maximize your time planner.
- 3 simple forms create efficiency.

7. Buyers

- Take control of today's buyer.
- How to sell 90+% of your buyers in one tenth the time.
- Never show more than 10 houses before an offer again.

8. Sellers

- Pre-qualify sellers in 5 easy steps
- Create endless loyalty from your sellers.
- Listing presentations that are fun and exciting.

9. Pricing Property

- The perfect CMA
- BPO Basics
- Price Reductions made easy

10. Powerful Listing Presentations

- How to create your own presentation
- 3 Points to get sellers on your side
- Get listings at your price

11. The Skill of Closing Clients

- Simple steps to quick closes
- Closing questions to ask
- Effortlessly get signatures on contracts

12. Objection Handling

- What is the difference between an objection and a condition?
- Simple 5 steps to answering any objection without memorizing.
- I will effectively role play your toughest objections.

13. Personality Traits A,B,C, & D

- Learn exactly why people do what they do.
- How to influence anyone to do what you want.
- This will change your view of people from black and white to Technicolor.

14. What is a Professional?

- Becoming the image of a professional.
- Never lose money again because of your demeanor.
- **Phone Etiquette.**
- **Champions are good listeners**

15. Outrageous Customer Service

- Easiest way to customer service with little or no effort.
- 3 things you must know to make customers loyal to you.
- Have endless referrals from 2 words.

16. Money equals Freedom

- Learn to keep more of your money
- Pay less in taxes
- Smart investments

Section 3 Mindset

1. Mindset of Champions

- Point-by-point of exactly what top producers think
- EZ ways to adopt their mindset to you
- Why 10% of Realtors make 90% of the money

2. Putting it all together

- How to make the most out of this class
- What to work on first
- Final Comments

Paradise University
Your foundation for enormous Success!