

Up and Running in Real Estate

For Agents under 2 Years in the Business
(and anyone who wants an energized re-start!)

Up and Running in Real Estate is

A unique 8-week online training quick-start program—with coaching component—for committed real estate agents who intend to make a sale quickly.

Why 'Online'?

- Clear organization to provide the best learning environment
- Access when you want and need it—great for busy agents (some modules are only 15 minutes long)
- No 'live' trainer required—frees agents from having to attend scheduled classes
- 'Live' coaching not a requirement—great for agents with no one committed to coaching them
- Go back anytime over 6 months—agents can pace the program if needed (great for those going from part-time to full-time, too)
- Coaches can see agents' progress for easy coaching continuity

Goals of the Program

- From 0 to 60: Get an agent a sale and/or a listing (or more!) in 30-60 days
- Provide the agent a business system to last his/her entire career

Why this program?

Agents need this kind of program (look at the high failure rates of new agents!), but the majority don't have access to it. Instead of getting a fast start, they get a slow and failing start!

Managers need this support. The author, Carla Cross, has worked with thousands of owners and managers all over the world. She understands their time commitments. She knows how difficult it is to coach agents and hold them accountable while doing all their job responsibilities. So, she's provided a program that takes most of the 'load' from the manager and puts it directly into this online program. With no training and little coaching to do, managers can focus on holding the agent accountable to the program (and the program holds the agent accountable, too).

Those who coach need an easy-to-access foundation: This provides that foundation. If the 'client' has no coach, he/she can do the program without a coach or contact a recommended coach (Carla screens for recommended coaches).

How It Works

This program is built from Carla Cross's 3-decade experience as a top producing agent, manager (she hired and trained many first-year top producers), and international trainer/coach. It is a 'success model' to start or re-start your career.

Each week, for 8 weeks, Carla shows agents how to

- *organize their businesses*
- *gain time management skills*
- *apply 7 critical sales skills*
- *create listing and buyer systems*
- *implement a successful business start-up plan*
- *be accountable to creating their businesses*

Includes

Inspiration: Frequent motivational and inspirational messages, to keep agents going

Coaching: Weekly from Carla Cross (via recorded videos and webinars)

'Outside' coaches' guidance: A coaching component for the agent's own coach (if he/she has one) to show coaches how to coach the agent through the program

(there is a fee to become a certified coach and gain admittance to all of Carla's coaching strategies and your agent's work during the program)

Carla 'live': A monthly 'live' coaching tele-conference with Carla Cross

Specific 'how-tos': Over 45 systems, documents, and how-tos to show agents exactly what to do and how to do it (like an after-listing checklist and 21-point marketing plan)

Exercises: Agents do work in the program to internalize and customize the concepts and skills so they will implement with confidence

Accountability: Agents implement the lead generating plan for that week; they put together processes and systems to support their business development; they report their actions via the Weekly Action Plan and other reporting documents (available to those coaching the agents in the program)

Resources: Dozens of recommendations and listings--The technical resources agents need to work smarter; the ‘human’ resources agents want to expand their knowledge base

In other words, a one-stop-location for an agent’s business development, highly organized to guide the agent a step at a time.

How This Program is Different

This isn’t *just* a training program. Cross has found that curriculum-based training programs give agents information, but no organization to actually implement their businesses. Instead, it is foundationed on a *business start-up plan*, so agents get the thought processes and success habits of top producers—at the beginnings of their careers.

It isn’t just a coaching program. Why? Agents need solid, step-by-step guidance to build their businesses. This program provides that, so coaches can coach to actions and results.

Accountability built in: Carla knows nothing happens until the agent takes action. So, Each week, the agent completes a Weekly Action Plan to lead generate, practice skills, and implement systems.

The formula: Training + coaching/accountability = Success

What You’ll Learn in Up and Running in Real Estate

You’ll get guidance in implementing each of these skills and strategies through training videos. In addition, you’ll get over 45 documents with the processes, systems, and checklists you need to complete each of these activities (for example, you’ll get a detailed 21-point seller marketing plan). You’ll implement faster and with much more confidence, knowing you’re using strategies of top producers right now.

Business Planning

- How to create and implement a prioritized start-up plan and follow it to a quick sale and a listing; there’s even a model, finished plan for you to compare and analyze your own progress
- Step-by-step implementation: Each week, you’ll receive your business start-up plan weekly activity checklist. By completing each week’s activities, you’re building a successful business by the week.

Time Management

- How to create an effective time management plan and analyze your activities to save time each day

Technology

- The appropriate technology you need to implement your business start-up plan easily
- A technology planner for you to use to save time and money

Your Marketing Plan

- A sample marketing plan for you to use to choose the appropriate marketing methods for you as a newer agent
- Social media: a planner for you to use to integrate social media into your overall marketing plan
- A marketing plan for creating 'clients for life'

Motivation

- Each week, you'll get motivational messages to keep you going even when the going gets rough.
- Bonus materials: As you complete each week's program, you'll receive bonuses as a 'thank you' for your efforts.

Coaching

- Carla coaches you throughout the program within the videos.
- Monthly, Carla hosts a tele-conference call with all those in the program.
- You may also have a certified coach (your manager or someone in the office) meeting with you weekly as you complete each weekly plan). Or, you may choose one of our Recommended Coaches to coach you (fee is set by each recommended coach). (Recommended coaches must also be certified coaches). Carla trains the certified coaches to coach you to the program, to assure the concepts are being implemented properly and you're getting a great experience.

Pricing (tentative): \$249 per 'seat' (up to 5 seats)
 \$229 per 6-10 seats
 \$199 per 11+ seats

'Seats' may be used within a 6-month period and expire after that time. Agents get entry to the program for 6 months after their registrations.

Launch of this program: June, 2013

How Affiliates can ‘Sponsor’ the Program

Mortgage companies, title companies, real estate attorneys—those who work with and want to establish long-term relationships with agents—can purchase ‘seats’ in the program to offer to agents. Cross has created a ‘scholarship’ component that she shares with sponsoring affiliates. Affiliates purchase ‘seats’ and then provide scholarships to agents who meet their criteria (set by the sponsoring company). The company can become the coaches for the program, providing further relationship-building.

Want more information? Email Carla at carla@carlacross.com and watch www.carlacross.com for more information and launch dates.

