

WHAT'S NEXT?



JONES HOLLOW
REALTY GROUP

NEW REAL ESTATE AGENT
ONBOARDING GUIDE



Welcome to Jones Hollow Realty Group a congratulations on completing the 75 hour pre-licensing course and passing your New York State exam! You're a new real estate agent. What happens next is up to you...

INTERESTED OR COMMITTED?

Unfortunately, the market doesn't need more part-time, halfway engaged agents, which means you need to decide if you're just interested in this career path, or if you're committed to it. While this new real estate agent tip can be a hard pill to swallow, sitting down and determining whether this is truly the right career path for you can help you gauge your motivations and your story.

Those who succeed in this business are fully committed to doing everything in their power to succeed and to provide today's modern customer with a seamless, five-star experience from start to finish.

So, which is it? Are you all in or just dabbling?



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Becoming a real estate agent is a dream come true for many people. It's a profession that offers independence, flexibility, and the potential to make a lot of money. But it's also a challenging career.

One thing you should know right off the bat is that real estate sales has an extremely high failure rate for new agents. The National Association of Realtors has reported that up to 87% of agents will not make it beyond 5 years in the business.

To become successful as a real estate agent, you must invest time, dedication, and hard work.! Nobody can do this for you.

You must master the do's and don'ts of a new industry and adapt to a whole new set of clients. Additionally, you must learn how to keep up with technological advances while building your brand - this will continue even after establishing yourself in the business.

If you have made the commitment to be a full time agent, plan on being in the office religiously all day for the next 2-3 months. If you have another job or a schedule that won't allow for that, then you should be spending a minimum of 3 hours a day working on your new profession and business plan (either in the office or remotely).

****Another important real estate agent tip for beginners is to understand that real estate sales are not an "overnight success" type of business. You need to understand and accept that you're starting a five-year marathon, not a sprint.***

Before you get discouraged, know this: Doing the things outlined in this guide can accelerate your progress, but it's still a process. Success in real estate takes time and disciplined action, so you need to be in it for the long run, not just for a quick buck.

With that said, you need to find your "why." Knowing why you're getting into real estate can help you stay focused and work toward your goals. You need to make it personal. What will your success mean to you? Spell it out in great detail and keep your "why" up and visual to keep you motivated at all times.

CREATE A BUSINESS PLAN

Every agent needs a plan to succeed. A real estate business plan keeps you accountable and on track. An optimal business plan for real estate agents includes firm goals, but it's also fluid — you'll want to update your real estate business plan as you grow and the market evolves.

Why agents need a real estate business plan

A real estate business plan allows you to stay current with market trends and ahead of the competition. It also helps you track results over time, test lead generation strategies and develop new marketing approaches.

Here's what a good real estate agent business plan will show you:

- Where you are today
- Where you want to be
- How you'll get there
- How to measure your performance
- When and where to make a course correction

Below is a link to a fillable form to help you build your business plan:

[How to Build Your Business Plan.](#)



THINGS NEEDED TO GET STARTED

1. LIBOR Membership

You will need to complete a [LIBOR REALTOR application](#) and email it to libormem@lirealtor.com. This should be done only after your license goes live. Please copy brad@joneshollow.com on the email. You will be required to pay your annual membership fee and take a LIBOR New Agent Orientation Class. It is this membership that controls and gives you access to MLS. Membership will cost you approximately \$650 for the year.

2. Biography

Draft your real estate bio for your profile. Try to keep the bio under 175 words. There are thousands of agent bios and examples online (including our own agents) to help give you ideas. Don't stress this - we can help with this.

3. Headshots

Reach out to Sandra (Sandy) Stelmach of Turn Key Photography and schedule your headshots ASAP. This will be used on your business cards and company website. These photos are at no charge to you. Sandy's Mobile: (631) 603-7009

4. Email

You will be provided at no charge with a company email.
YOURFIRSTNAME@JonesHollowRealty.com

5. Business Cards

Once you have your headshot and email, please reach out to ACT Communications to order your business cards. See attached business card format option to choose desired layout (photo or no photo). All salespeople are responsible for purchasing their own business cards. Pay ACT Communications directly.

ACT Communications
631-669-2403
170 Higbie Lane
West Islip, NY 11795



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6. Social Media Accounts

Work with our office to get your social media platforms set up and aligned. We suggest using the same headshot across all websites to strengthen and reinforce your brand. Consistency is key.

- Google Business Page
- Youtube Channel
- Facebook Business Page
- kvCore
- Instagram
- Zillow
- Realtor.com
- LinkedIn
- Twitter
- Tik Tok



7. Advertising Rules

Get to know the rules and follow them. You now hold a NYS license and you must comply with state laws and regulations relating to your business. Following these rules may help you avoid fines or other discipline and help protect the public from misleading or inappropriate advertising. The Department recommends you evaluate your advertising periodically.

All advertisements MUST:

- Include your full name as it appears on your Department license.
- Include your correct license title, which is "licensed real estate salesperson" which may be abbreviated as "licensed re salesperson". The term "agent" is a general term used to describe most real estate professionals but this is not acceptable to NYS.
- Include name/logo of Jones Hollow Realty Group
- Must contain a link to the brokerage website
- Must NOT contain a listing that is not marketed to the general public (on MLS).

Since you recently completed your 75 course and exam, real estate law and advertising rules should still be fresh in your head. That said, we have linked a [Checklist for Real Estate Advertising](#) to serve as a reminder. Please note, this list is not exhaustive, but is intended to cover common issues with real estate advertising.

****Advertising and advertisement mean promotion and solicitation related to licensed real estate activity, including but not limited to, all social media, advertising via mail telephone, websites, e-mail, electronic bulletin boards, business cards, signs, billboards, and flyers.***

SPHERE OF INFLUENCE



Understanding your sphere of Influence

What is your sphere? Your sphere of influence is essentially a list of people. This list could be quite substantial. It consists of all the people who know you, both professionally and unprofessionally, and who may present an opportunity for word of mouth marketing, a referral, or even direct business.

Typically, you should include people who like and respect you as well as people who know you as an acquaintance. This could include family and friends, professional colleagues, your neighbors, your old teachers or professors, or even your plumber and your yoga instructor.

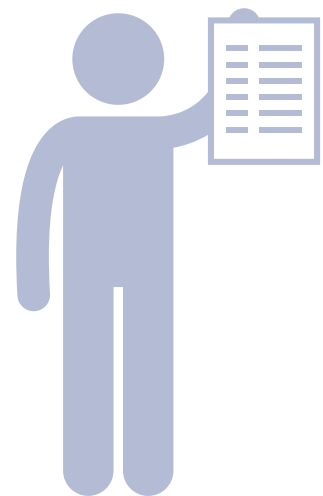
You may be tempted to exclude some people because you're hesitant to contact them or you don't know them very well. That's perfectly understandable, but don't discount any of your relationships! If you do, you could be missing out on opportunities for new business.

Marketing to your sphere of influence is almost mandatory in a successful business. Your sphere gives you referrals. 92% of buyers trust referrals from someone they know.

In real estate, your Sphere of Influence includes everyone you know both personally and professionally.

A summary of this list includes:

- Close friends and relatives
- People you stay connected with on social media
- Former co-workers
- Clients met from past work experience.
- Vendors (great for referrals)
- If you coach youth sports, the parents of the kids on your team.
- Parents of kids in your child's class
- Acquaintances in social groups
- Your spouse's friends, relatives, etc.





FIRST TWO WEEKS

1. Build and Organize your Data Base (with your Sphere)

Once you've made your list, you should organize it and record everyone's contact information. We have provided a [template spreadsheet](#) which is the easiest way to organize your contacts as this spreadsheet will be directly uploaded into kvCore. KvCore is a powerful, industry-leading CRM, utilizing AI technology, that promises to increase productivity and sales for the savvy agent and broker. kvCORE has tons of features that help keep you organized and efficient. We will go over kvCore more in depth later. A list of memory joggers to help you shape your sphere can be found on the Agent Portal. [Memory Joggers.](#)

2. Announcement

As a new agent you've got to market to your sphere and get the word out that you are now a real estate professional. One way to do this is with a new agent letter but it must be done carefully. You don't want to broadcast to the world that you are "new" which could mean you lack experience. Draft your announcement. You can find tons of samples across the internet but here is a [SAMPLE](#) for you to review.

3. Get familiar with Expired Listing and FSBO scripts.

Here are some basic scripts for prospecting expired listings and for sale by owners (FSBO). Read them over and over. Understand them. Role play these scripts with other agents. View [SCRIPTS](#).

4. Learn and internalize the presentation scripts.

The pre-qualifying script, the listing presentation script and the basic answers to seller's objections. Practice and role play them 1 hour a day, 5 days a week starting today. [Presentation Strategy Guide.](#)

5. Make yourself available to go along with any agent that will take you on any real estate related appointment. This includes listing appointments, buyer consultations, showings, inspections, appraisals, staging....etc.

First Two Weeks Continued...

6. Sign up for and complete the following Libor Classes:

- **New Agent Orientation**
- **Learn Stratus (How to use MLS)**

Learn Stratus! Search, Share & Add Listings. This is the perfect class offered by LIBOR to understand Stratus better for greater efficiency. You'll become proficient in finding listings using several different search methods, using the results page features and sharing with your clients and customers the many different reports that are available.

The class also covers how to enter a listing into the MLS system; covering basic rules, data fields that are required, adding and editing property photos, uploading attachments and verifying the property's map location.

7. Learn and internalize the following scripts. The pre-qualifying script, the listing presentation script and the basic answers to seller's objections. Practice and role play them 1 hour a day, 5 days a week starting today. Ultimate Presentation Strategy.

6. Where will you farm?

The term "real estate farming" describes a prospecting strategy agents used to grow and nurture future business. When agents "farm" an area, they focus their lead generation efforts, advertising, and marketing in one place to gain clientele within that region, much like planting seeds on a farm. Success depends on choosing an area to farm with care.

The idea behind real estate farming is for an agent to target a local area and become an expert on everything in that neighborhood, providing top value to their clients. Then, clients will find value and confidence in your understanding of a neighborhood and flock to you, instrumental in building your client base and, eventually, your wallet.

With comprehensive knowledge of the recent and past market trends in a particular area, you will be able to speak to newcomers as well as individuals who have been in the area for years. You can answer questions by providing insightful answers that instill trust in your abilities. Clients will work with agents that they trust.

Of course, not only is it important to know the real estate trends, but having knowledge of restaurants, grocery stores, town ordinances, regulations, events, and so on is subsequently worthwhile information to be able to provide. People want to envision themselves living in the area, so it's important to produce a snapshot of daily life within the neighborhood.

First Two Weeks Continued...

Farming can be done using a slew of marketing tactics, such as:

- Leaving memorable door hangers
- Offering eye-catching brochures
- Sending timely postcards
- Effectively using social media
- Attending networking events

Bottom Line

Overall, the ultimate goal is to be the go-to real estate expert in the neighborhood you're farming so you can "plant seeds" that will build your reputation and brand awareness. With farming as your real estate lead generation strategy, you can focus on becoming an authority in the community. You want people to consider you an area expert and remember your brand when it's time to buy or sell real estate. Agents find that, over time, efforts toward farming in a specific area build upon themselves by increasing referrals and overall sales. Decide where you will farm.





WEEKS THREE & FOUR

1. Get familiar with NYS and MLS Forms and Disclosures

It's Important you are knowledgeable about all legal forms, when to use them, how to use them and how to complete them. We will review these and practice In training. These forms and how to complete them can be for In the portal of by clicking [FORMS](#).

2. Role play listing and buyer presentations.

A complete guide to these presentations along with common objections and how to handle them can be found on our Agent Portal. [Presentation Strategy Guide](#).

3. Preview property online or by visiting open houses 1 hour a day, 5 days a week and see a minimum of 6 to 8 properties per day.

4. Create a schedule. Create immediately a 90 day work schedule that will include, 1 hours of script practice, 2 hours of prospecting, 1 hours of previewing property and 1 hour returning phone calls and doing lead follow up.

5. Get Comfortable on Video. Nothing connects with today's consumers faster and more effectively than video. If you're camera shy or don't like the way your voice sounds, take time to practice and get comfortable. Over time, speaking in front of a camera will become second nature.

6. Consider Coaching.

Whether you're a new real estate agent or a pro who's been in the game for years, it's not uncommon to feel uncertain about how to structure your business, grow your lead database, build relationships, and, ultimately, maximize profits. One common solution to help with these concerns is to hire an experienced, reputable real estate coach — in other words, someone who has dealt with everything you're going through today and can guide your career in the right direction.



Starting out in the real estate industry is not easy. Many agents decide to hire a real estate coach to ensure their success. A real estate coach will provide guidance and accountability when it comes to how to build your business with specific tactics like finding leads, nurturing relationships, and successfully closing deals.

But it's important to choose the coach that's right for you. You must find someone with experience that you can relate to and will be there for you when you need them.

Below is a list and link to some highly rated coaches: in 2022

Tom Ferry

Almost synonymous with real estate coaching these days, Tom Ferry seems to be everywhere at once. Whether he's speaking at an event, laying down actionable lead generation techniques on YouTube, or posting motivational quotes on Twitter, if you're an agent, it's going to be hard to ignore Tom Ferry.

Icenhower Coaching & Consulting

Icenhower Coaching and Consulting was founded by an attorney, speaker, and former CEO of Keller Williams Realty Kansas North. They offer agents and brokers tailored coaching with some compelling stats. According to Icenhower, their coaching students increase gross commission income (GCI) by a whopping 39%, sell an average of 110 homes per year, and have an average GCI of \$485,000.

Kevin Ward: Yesmasters

With his Yesmasters program, Kevin Ward offers agents and brokers excellent and detailed plans for lead generation and marketing. Kevin also has an excellent book called "The Book of Yes: The Ultimate Real Estate Agent Conversation Guide," available for clients and the general public



SECOND THIRTY DAYS

1. Practice Your Scripts

Practice makes perfect, which is why you should take time every morning to practice your scripts before meeting with clients. By memorizing your scripts, you can gain confidence when speaking and make selling homes easier.

To practice, find a partner you can role play with, such as a spouse, your kids, friends, family members, and co-workers. Spending just a few minutes a day to memorize your scripts will show your clients you're informed and an expert in your field.

We have a range of resources at your disposal, such as our real estate script book that you can review before any big meeting. Practicing scripts is a great way to build confidence and hone your skills. [SCRIPTS](#).

2. Get on Social Media

This real estate agent tip should be a no-brainer, but make sure you're active on social media. Furthermore, be yourself!

On social media platforms like Facebook, Instagram, Twitter, TikTok, and Youtube, you can show people the business side of you and the personal side. Give them behind the scenes access, educate them, reveal your personality and sense of humor—these are all ways to engage with your audience and be more personable.

3. Learn and internalize scripts the For Sale By Owner and the Expired. Practice and role play them 1 hour a day, 5 days per week. [SCRIPTS](#)

4. Keep your mind focused on the following three words Attitude, Approach and Expectations.

5. Continue previewing property 1 hour a day, 5 days a week. As you preview, be looking for For Sale By Owners. Stop and talk to them. Keep your expired list at your side so you can also contact them when you are in the neighborhood.

SECOND THIRTY DAYS

6. Learn and internalize the For Sale By Owner, the Expired, the Just Listed/Just Sold scripts. Practice and role play them 1 hour a day, 5 days per week. [SCRIPTS](#)

7. Keep your mind focused on the following three words Attitude, Approach and Expectations.

8. Continue previewing property 1 hour a day, 5 days a week. As you preview, be looking for For Sale By Owners. Stop and talk to them. Keep your expired list at your side so you can also contact them when you are in the neighborhood. You will know when you are ready.

9. Grown you sphere. Your goal is to get your Center of Influence file to 250 names as soon as possible. Continue adding to your file daily.

10. Do whatever it takes to follow your schedule as much as possible at least 50% of this month.

11. Reflect. At the end of each day, answer these three questions, in a notebook:

- What did I do right today?
- What do I need to improve on tomorrow?
- What are the most important things I learned this week?

12. Begin your kvCore training by taking kvCore's online "Agent Quick Start" Get a jump start on kvCORE with this Quick Start course! You'll learn how to set up a powerful profile, optimize your system settings to generate and convert more leads for you, and get insider daily best practices for growing your business. This is a four week online. The course only takes approximately 1 hour per week.

13. Adjust your schedule to include kvCore training and practice.





THIRD THIRTY DAYS

- 1. Increase your role play** and practice to 2 hours a day, 5 days a week. SCRIPTS.
- 2. Focus on goals.** Make sure your schedule reflects the goals that you want to obtain and do not go off your schedule in these first 90 days.
- 3. Start tracking your numbers** daily, including your days worked, your hours of prospecting, the contacts that you have made and any appointments you have made, and any listings taken.
- 4. Expand your methods of prospecting** and increase your contacts to 40 per day.
- 5. Start using kvCore** and be prepared to call your leads several times a day ... ask them for appointment. Add one hour a day for lead follow up.
- 6. Start calling** each listing and pending that you have, once a week, to update them as to the progress being made.
- 7. Your goal** is 10 appointments during this month and 1 contracts signed.
- 8. At the end of each work day**, if you have no appointments, stop by and talk to 2 For Sale By Owners and 2 Expired Listings at their homes.
- 9. Ramp up your Social Media**
This real estate agent tip should be a no-brainer, but make sure you're active on social media. Be yourself!

On social media platforms like Facebook, Instagram, Twitter, TikTok, and Youtube, you can show people the business side of you and the personal side. Give them behind the scenes access, educate them, reveal your personality and sense of humor—these are all ways to engage with your audience and be more personable.

THIRD THIRTY DAYS

10. Make Your Calls

While it might not be the most exciting new real estate agent tip, making your calls is an important part of the job. An easy way to make calls is by following a simple 3-2-1 plan, which goes as follows:

- 3 hours of prospecting calls or other lead generation
- Identify 2 leads
- Set one appointment

If you follow that plan every day, you'll be a huge success in this business. However, the key is doing it daily, not just when you get around to it or feel like it.

6. At the end of each work day, if you have no appointments, stop by and talk to 2 For Sale By Owners and 2 Expired Listings at their homes.



SOUND ADVICE



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1. Read everything there is to know about this industry, the market, managing yourself, your money, and your time.

They say it takes 10,000 hours to become a master of your craft. In a large market like Long Island, it takes a lot of transactions to become an expert. Studies suggest that an agent must sell 75 homes and have truly taken time to learn from his/her mistakes along the way before he/she can consider himself/herself a master. It takes time, but with a commitment to your craft, you'll get there!

2. Stop trying to be perfect.

You never will be, and neither are any of those top agents you might be following on social media. Too many agents stay stuck in busy. Does my business card really convey my professionalism and uniqueness? No one cares about your business card or if you have the right tagline for your business. Focus on the things that will really grow your business — namely, connecting with people, versus getting mired in these details.

3. On Sunday night, make a plan for the rest of the week.

Calendar time each day to get the three things done that will help move your business forward. These things don't have to be life-altering – just three small things each day. Little by little you'll grow something massive. And, don't worry about doing these things first thing in the morning. Have them scheduled for when you tend to have the most energy. For me, that's late at night; for others, it might be 10 am. Do what works for you.

4. Protect yourself from the negative nellys, the takers, and the doubters.

You will not survive in the business if the people with whom you surround yourself don't support and at the very least keep you from growing.

5. Don't expect anything from anyone.

Remember, receiving another agent's time and lessons is not an entitlement. If you want to learn more from an experienced agent, ask first how you can help them. Successful agents have limited time, and most do want to help, but the request should always be made with these things in mind.

6. Know Your Story

Knowing your story is essential to becoming a successful real estate agent, but figuring out your story doesn't always come easy. To determine what brings you to the real estate industry, ask yourself important questions, such as:

- *Why are you getting into this business? Because of the low barrier of entry, or because you genuinely want to help people and believe you can build a thriving business by doing so?*
- *What makes you different?*
- *Why should someone choose you over the competition?*
- *What motivates you every day?*
- *What are you trying to accomplish?*

All of these questions need answers, and you need a compelling story of why you got into real estate. It might take some soul searching, but it's important to define exactly who you are, who you're for, why you're doing it, and why you're better.

Finding answers to those questions will help you build confidence faster, too. And that's huge.

7. Track & Measure Everything

Another key real estate agent tip for beginners is to track and measure everything. There are certain habits you'll want to start right from the beginning before they get difficult to adopt. Chief among them is tracking and measuring everything you do, which means collecting, analyzing, and understanding data. This is one of the most important new real estate agent tips on this list because it allows you to make informed decisions based on proof.

8. Know the Market

One of the quickest ways to build confidence (and speak confidently) is to know your market inside and out.

I'm talking about studying the MLS on a daily basis so you can develop talking points to share with your sphere and prospects. You need to know what's selling, how quickly, what's not selling and why, what's going on with interest rates, and more.

- Crime rate
- HOAs
- Public transportation
- Community
- Neighborhoods

If you're a new real estate agent, make studying the market part of your daily morning routine. And that's not all you need to know about creating a morning routine. Take this advice:



9. Work on being fearless.

If you're doing it right, you'll be challenging yourself every day – and it's going to be scary. But, that's how you grow and become a better version of yourself every day.

10. Be prepared to fail. To get rejected. To have people doubt you. To be judged and criticized. To have people laugh at you.

It will happen. Keep going.

11. Go out of your way to help people.

It's as simple as that. It will come back to you.

12. Stop flicking people off in traffic.

That was the first thing my first broker advised. "She knows me so well!" I thought. Ha! The truth is, she told this to everyone who joined the brokerage. Her belief was that every person we meet could be an opportunity to help and show kindness, so we needed to demonstrate goodness wherever we went.

13. Whenever things seem slow or you find yourself in a negative patch, take action.

Do something to build up your business, another person, or yourself.



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