7 STEPS TO GO FROM NEW AGENT TO TOP PRODUCER
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Most people study what successful people are doing now, and try to emulate that. However, it is much more effective to study what they did to get to where they are now.

Here’s how top agents have done it in the past and how you can go from a new agent to a top producer in no time at all.

STEP 1: GET LICENSED

Ground breaking, right? This seems pretty obvious, but many prospective agents don’t know how to get licensed. First Team Real Estate actually has an entire support staff to help you through this process.

The easiest way to explain the licensing process is this:

• You must be at least 18 years of age
• Pass 3 College Level Courses (Real Estate Principles, Practice, and an Elective)
• Pass a Live-Scan background check
• Submit an Application
• Take our FREE Crash Course (*not required, but very, VERY important)
• Pass the State-Licensing Exam

The entire process – from registering for classes to receiving your license – generally takes 4-7 months, but can be expedited by submitting what is called a “Combination Application” for your exam, a specialty of our career specialists.

STEP 2: CHOOSE A COMPANY

Choosing which company to hang your license with is one of the most important decisions that you will make. We obviously have a bias, but let us help shed some light on this topic.

It is important to research where you will hang your license and interview those who will be mentoring you. Here are some key points you will want to know:

• What formal training does your company provide?
• What further support will I have after training?
• Do you have a mentor or a mentorship program?
• How will you assist me in generating leads?
• What tools does your company have for me to convert those leads into clients?
• (Our Favorite) What is the benefit for my clients, for me to be with your company?

If you notice, we didn’t talk about compensation, fees, or other factors that most people put top of the list. Our rationale is this – In the beginning, your main need is a company who will train and assist you with getting leads.
STEP 3: LEARN THE BENCHMARKS

Unless you know what to focus on – what I will call the “Benchmarks” – real estate seems like a random event. When I was interviewing different companies to find out which company to join, one brokerage told me to make sure that I had a good credit card because real estate is a random and unpredictable business. He obviously never learned the Benchmarks.

Benchmark #1 – What do Real Estate Agents Do?
It is important to know what real estate agents do at the core. We find a buyer who wants to buy, find a seller who wants to sell, and we bring them together. Some people try to complicate what we do, but it really is that simple. The trick is then to set up a system to do this on a consistent basis.

Benchmark #2 – What do Real Estate Agents Have to Know?
The two main things that you need to know: WHAT you are selling and HOW to sell it. This really boils down to Product Knowledge & Contract Knowledge.

Product Knowledge is combination of statistical market knowledge and an intimate knowledge of emotional property.

Contract Knowledge is pretty straightforward – You need to know the contracts that are involved in a real estate transaction.

Benchmark #3 – What does “Work” Look Like for a Real Estate Agent?
Real estate isn’t about putting in your 40 hours sitting at a desk. Talking to people, networking, and growing your sphere of influence is the most important work a real estate agent does.

STEP 4: CREATE YOUR BUSINESS SYSTEM

Most people haphazardly jump into a real estate career with no idea they are creating a small business. The only way you will ever be able to have predictability with your income is by having a system for your business.

First Team Real Estate has a proven system that will literally be handed to you on your first day of your formalized training, called Power Curve. This system was developed by top agents in the company and has been refined over the years through the changing markets. This system is the system that the top agents in the company utilize, as well as the system that turns New Agents into New Top Producers.

STEP 5: START!

That’s right. Start. As common sense as it sounds, most agents have an extremely difficult time actually implementing their Business System. The tendency is to put off the actual work of real estate (talking to people) in favor of organizing, researching online or any other excuse not to go and meet people. Most agents want to know how long it will take for them to become successful in real estate. The truth is that it depends upon how long it will take you to actually start.
STEP 6: GET BUSINESS

We all know that the main reason why most small businesses fail in the first two years is a lack of business and the same goes for real estate agents.

In real estate, there are literally thousands of methods to generate leads, but they fall into two categories. – Marketing & Prospecting.

Marketing
Marketing is the process of putting your name out into the marketplace through a number of ways. The most common ways of marketing are: Newspaper Ads, Neighborhood Flyers (also known as Farming), Search Engine Optimization, Social Media, Personal Websites, Youtube Video Blasts, Weekly/Monthly Newsletters, and Third-Party Internet Search Sites.

Prospecting
Prospecting is a more pro-active approach to lead generation; it requires more action on the agent’s part. Common forms of Prospecting include: Open Houses, Door Knocking, Cold Calling, Warm Calling, Working Expired Listings, Attending Networking Groups, Attending Community Functions & Ceremonies, etc. Prospecting is incredibly important to a real estate agent’s lead generation system, and is vital to the new agent, as it generally produces faster results.

STEP 7: CONVERT THAT BUSINESS

You are excited that you have your first lead, but anxious that they won’t end up buying anything at all – or worse – they do, but they buy through another agent.

Lead Conversion really has to be done twice with each client you work with.
  1. Convert a client to working with you.
  2. Convert them for the transaction. For Buyers, converting them on the house itself; for Sellers, converting them for a particular offer.

The good news is that First Team Real Estate gives you a step-by-step system that walks you through the entire conversion process and exclusive conversion tools to use along the way.

After converting the client and closing escrow, you get to start the whole process over again!