



NEW AGENT SUCCESS STRATEGY GUIDE



Dear New Agent...

Welcome to an amazing industry where you can literally **take yourself to whatever level you desire with the right mindset, tools, and training**. It's an exciting time to be a real estate professional, and the **sky is the limit for you**.

My team and I represent more than **100 combined years of real estate experience**. Crazy - right? Because of that, we can provide agents with the **insights, ideas, tools and skills** they need to **dream big AND realize those dreams**. We're passionate about helping all agents, of course, but we have a **soft-spot for the brand new ones**. We know what it takes to not only survive, but thrive, and we want to be sure you have what you need to be a **thriver**. You'll hear big statistics about how many fail in their first year, and there will always be plenty of naysayers at the ready to bring you down. **Stop them in their tracks**. I started in this business at **19 years old and rose to the top quickly and stayed there** throughout my real estate career. How? I was hungry, I was determined, I didn't listen to the distractions (and detractors), and I got myself great tools and great training. That's what I want to deliver to you as well.

In this **Success Kit**, you'll find terrific tools to get your foundation off to an incredible start. We hope to be a resource that you'll turn to, not just in these early stages of your career, but for years and years to come. We've got agents with **more than 60 years under their belt** that still tune into our **Monday Coaching Calls** and are eager to learn each month on our [webinars](#) and in our [Power Agent® Program](#).

My team is here to help. Contact us today at info@darryldavisseminars.com to learn more.

Committed to helping you design a life worth SMILING about,



Darryl Davis, CSP

www.ThePowerProgram.com



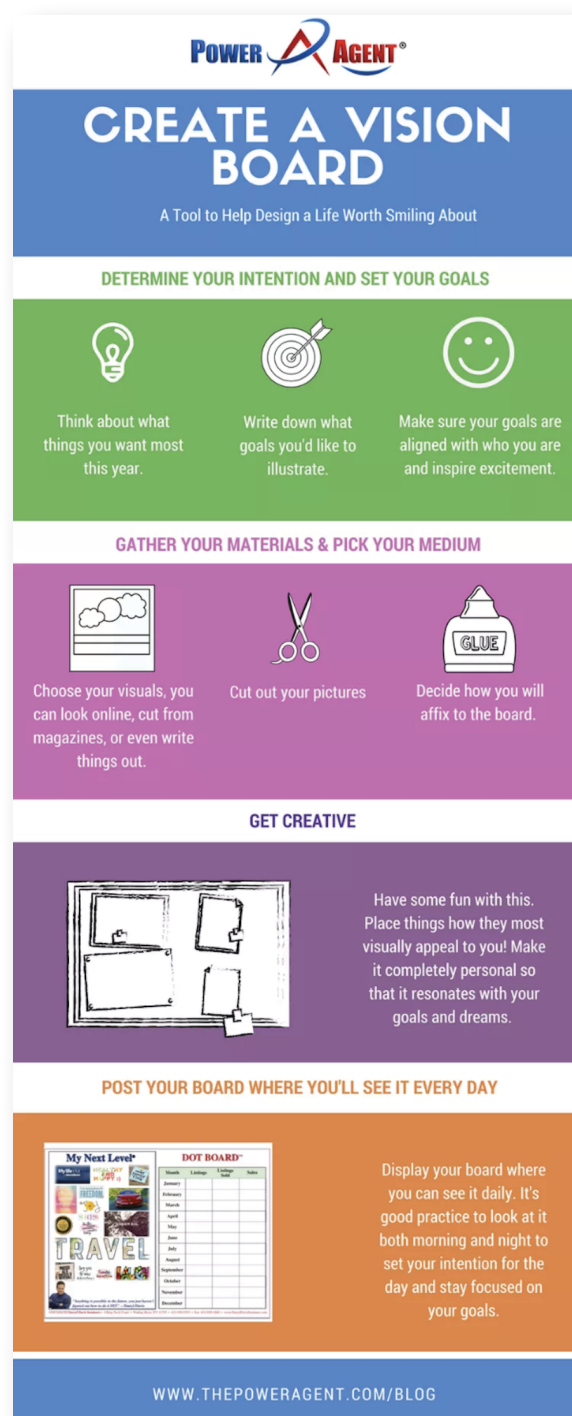
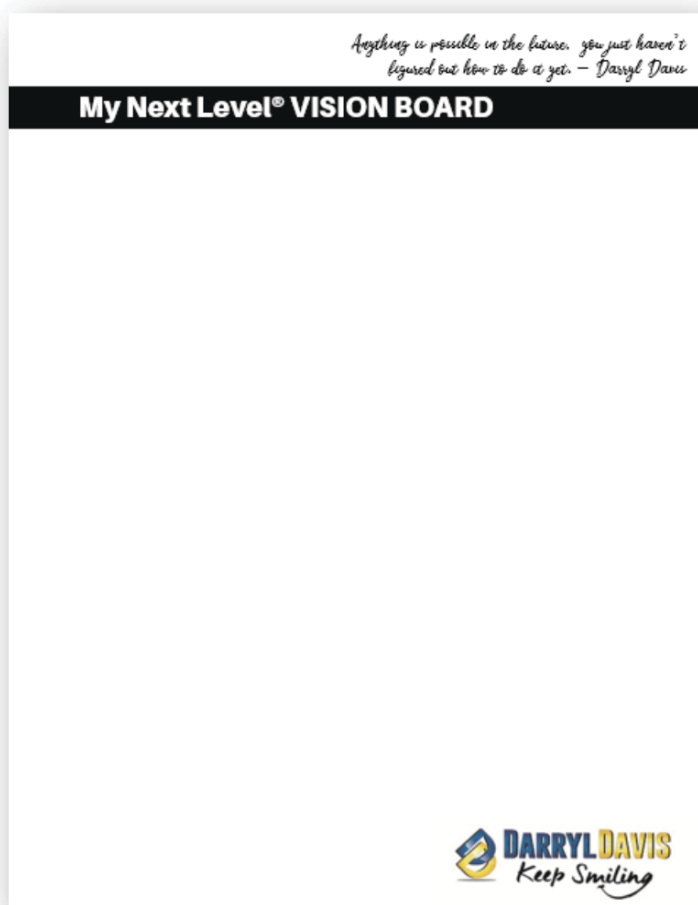
HOW TO MAKE THE MOST OF YOUR FIRST 30 DAYS AS A REAL ESTATE AGENT

Step One: Create a Vision Board.

A successful business starts with a vision. What do you really want to accomplish and WHY? (The why keeps it exciting!) You may wish to start by having a conversation about what everyone's goals are for the next year and brainstorm some ideas that make EVERYONE feel like they are part of the process. When everyone is on board with where you are headed – the long hours and moments away are a little easier for everyone to understand.

Find templates and training here:

[Vision Board Training and Template](#)



Step Two: Create a business plan.

Based on your vision and goals, you'll want to next write the business plan that will help you break down your activities monthly and allow you to realize those goals. We've made it super simple for you (hence the EZ title)! Business plans create focus and direction.

PRO TIP: Focus on MONTHLY goals. Annual goals are big and looming and, for most people, something that gets worked on in month eleven! Breaking your goals into monthly pieces makes them more manageable.

The Real Estate Agent's EZ Business Plan	
1. Personal Survival Money Needed	
2. Business Survival Money Needed	
3. Subtotal	
4. Retirement Money Needed (10% of Line 3)	
5. Income Tax (20% of Line 1)	
6. Education (5-10% of Line 2)	
7. Next Level Personal Items (10-20% of Line 3)	
8. Business Improvements (10-20% of Line 3)	
9. Subtotal of Lines 4-8	
10. Total Money Committed to (Line 3 + Line 9)	

Personal Business Plan	
Desired Income	(A) _____
Average Commission Per Side	(B) _____
Number of Sides needed to reach income ($A \div B = C$)	(C) _____
75% Comes from Listings Sold Sides ($C \times 0.75 = D$)	(D) _____
25% Comes from Buyer Sides ($C \times 0.25 = E$)	(E) _____
What % of Listings end up selling?	(F) _____ %
How many listings do you need to get per year? ($D \div F = G$)	(G) _____
How many listings is that per month? ($G \div 12 = H$)	(H) _____
How many listing appointments needed to get 1 listing?	(I) _____
Number of listings a month? (Answer is line H)	(J) _____
Number of appointments needed per month? ($I \times J = K$)	(K) _____
How many appointments a week? ($K \div 4 = L$)	(L) _____
How many calls do you need to make to schedule 1 appt.?	(M) _____
Monthly # of appointments scheduled? (Answer is line K)	(N) _____
Number of calls needed to be made each month? ($M \times N = O$)	(O) _____
How many calls a week? ($O \div 4 = P$)	(P) _____

NAME: _____ **TO BE COMPLETED BY:** _____



Find training and templates at the following links:

- [EZ Business Plan Video & Template](#)
- [How to Create Goals That Keep You Focused](#)

Step Three: Meet with your broker.

Discuss your vision and business plan and find out what company resources are available to help support your goals. What are their expectations as an organization? Ask if there are any “Orphan files” available. In almost every company, there are agents who have left the business in the last year or so. The clients of those agents are no longer being serviced by your company because that agent left. Ask your broker if you can take over nurturing those relationships. You’ll find a letter that you can send out on your broker’s behalf to these folks as a lead source.

ORPHAN LETTER

Date

Mr. & Mrs. Hunna-Hunna
1010 Umpty Umpt Lane
Power City, NY 12345

Dear Hunna-Hunna:

I am writing you this letter because in “MONTH” of “YEAR” you “BOUGHT OR SOLD” your home through our office with an agent who is no longer with this office.

I am delighted to let you know that (Name of Agent) has been specially selected to be your Marketing Specialist. Our goal is to bring you this very best service in real estate. Period. At (Company Name), our (Years in business) history of success put us at the top of our field and last year alone we helped over “PLACE REAL NUMBER HERE” families achieve their goal of selling or buying a home right here in the “GENERAL AREA”.

Mary is “PLACE BIO BLURB HERE” and I am sure you will be delighted with her exemplary service. She will be contacting you in the next week or so to introduce herself so if you have any real estate questions at all (or if any of your friends might need some real estate advice), (Agent Name) will be there for you, your friends and your family. Thanks again for working the (Company Name) and please feel free to call (Agent Name) or me personally if there is anything we can do for you.

Sincerely,

Broker Name
Company Name

Step Four: Get familiar with your market.

If you want to speak with authority, you're going to have to do some homework. That means digging in and really getting to learn more market, and what your company and your MLS/Board have to offer. Here are a few great ways to start doing that:

- Preview homes every day. I would take a notebook, and make notes on each property, and use a keyword for each so that you remember them more easily. (Such as Cats, because that seller had a LOT of cats!)
- Go to broker's open houses and see how others are conducting them successfully.
- Go to public open houses and see what agents are doing right.
- Look at what properties are in contract and closed so you get a feel for pricing and time on market.
- Go on appointments with other agents and study what they do to be successful.
- Take classes from your MLS – see what they have to offer in terms of tools and training that can help you get jump-started.



Step Five: Block your time with BALANCE.

Real estate is not a 9-5 profession, and it's easier than you think to burn out. Prospecting, Presenting, and Closing are the activities closest to your revenue line.

Plan to prospect at least two hours per day, at least four days per week in the beginning. You also need time to work ON your business. (Accounting, paperwork, etc.) Family time and personal time also need to be blocked. Success isn't as much fun if you're all alone!

We try to help make prospecting time a little more fun for you! You'll find some Do Not Disturb signs on the next few pages that you can print and hang on your door or desk to let other's know you've got a very important appointment with your future and can't be disturbed!

We've also put together eight of our favorite self-management strategies on our blog.

- You can find it here: [8 Self-Management Strategies](#)

7am						
7am	7-8 Personal: Get kids off to School	7-8 Personal: Get kids off to School	7-8 Personal: Get kids off to School	7-8 Personal: Get kids off to School	7-8 Personal: Get kids off to School	7-8 Personal: Free time
8am	8-9 Prospecting: Make at least 3 Calls	8-9 Prospecting: Make at least 3 Calls	8-9 Prospecting: Make at least 3 Calls	8-9 Prospecting: Make at least 3 Calls	8-9 Prospecting: Make at least 3 Calls	
9am	9-10 Business Support:	9-10 Business Support:	9-10:30 Knowledge: Broker's Open	9-10:30 Knowledge: Broker's Open	9-10 Business Support:	
10am						10-11:30 Consult: Buyer
11am		10-11 Marketing: Prep/Farming/Flyers/Postcards	11-12p Business Support:	11-12p Business Support:		
12pm	12p-1p Personal: Lunch	12p-1p Networking: Business Lunch	12p-1p Personal: Lunch	12p-1p Networking: Business Lunch	12p-1p Personal: Lunch	
1pm	1p-4p Prospecting: Open House	1p- Return calls	1p- Return calls	1p- Return calls	1p- Return calls	1p-4p Personal: Take kids to movies
2pm						
3pm	3p- Personal: Pick	3p- Personal: Pick	3p- Personal: Pick	3p- Personal: Pick	3p- Personal: Pick	
4pm	4p- Business supp	4p- Business supp	4p- Business supp	4p- Business supp	4p- Business supp	
5pm			5p-6:30p Consult: Listing Presentation			
6pm						

**DO NOT
DISTURB**



**I'M BUILDING
MY EMPIRE!**

www.ThePowerProgram.com





DO NOT DISTURB



PROSPECTING IS MY SUPER POWER!

www.ThePowerProgram.com

Step Six: Connect and work with your fellow agents in the office, and in the area, and online.

There's a common misconception that every agent is on their own and that their fellow agents are just competition, rather than colleagues. Most agents are generous and kind and willing to teach some of what they have learned along the way – especially if they are asked in a respectful and mutually beneficial way.

- Ask your broker if there is a mentoring group in your office
- See if there's a mastermind group in the area you can join
- Create or join a group of newer agents so that you can bounce ideas off of each other, practice your listing conversation, and even do some joint marketing
- Offer to sit open houses for more experienced agents or help them with their neighborhood canvassing
- Offer to split a commission with a more experienced agent if you generate the listing leads (speak with your broker about this)
- There are a wide range of agent groups on Facebook you might want to join such as New Real Estate Agent Group, or our Power Agent Group

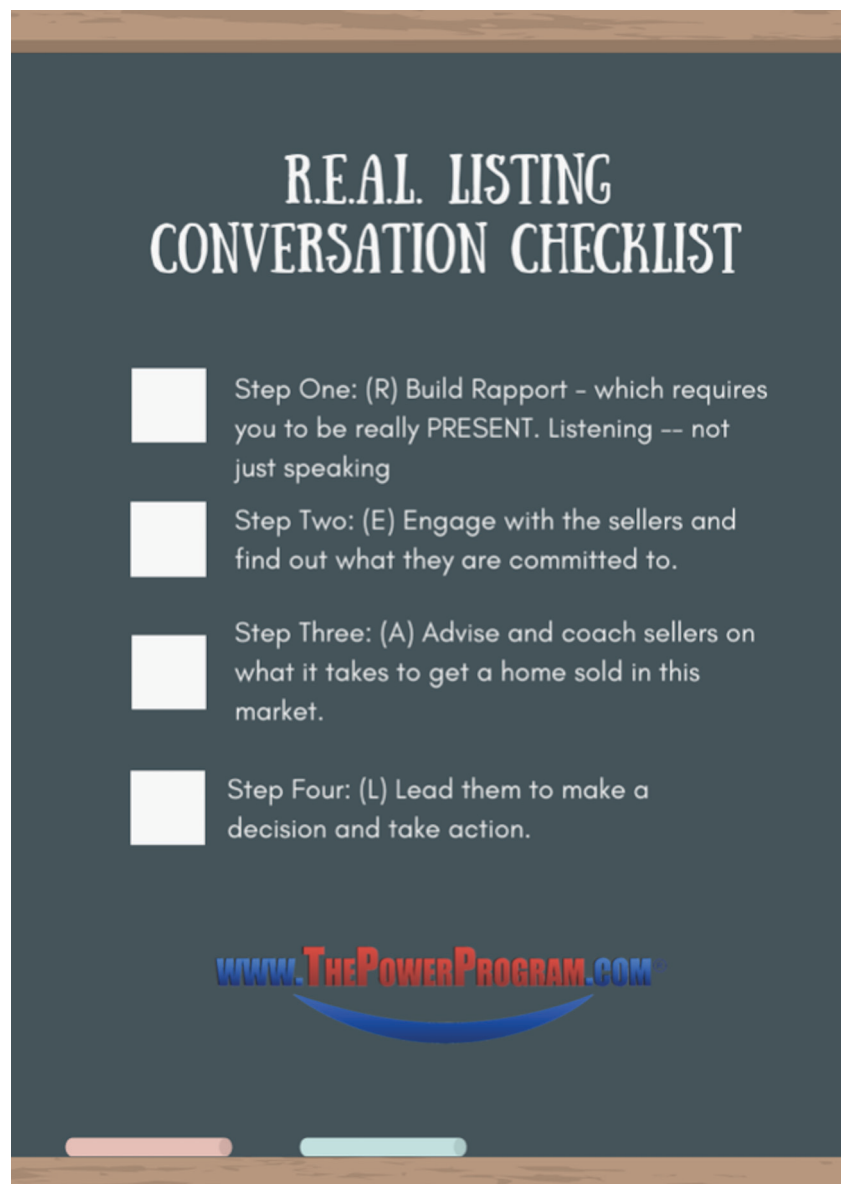


Step Seven: Build and master your Listing CONVERSATION.

One of the most important things you can do as a new agent is to create and be able to present a Listing Conversation (not presentation) as effectively and masterfully as possible.

We teach how to have a REAL Listing Conversation which includes four powerful elements: Rapport (R), Engage (E), Advise (A), and Lead (L). We also recommend learning the stories, metaphors, and analogies that will allow you to communicate in a more powerful way without using “canned” scripts that only work with the seller knows their part!

► [Here is a link to video and blog training that includes all four parts of delivering a great listing conversation.](#)





Step Eight: Put a system in place to “house” all your prospects.

You’ll need name, address, email, cell, and a spot for any pertinent information that will allow you to add notes so that you can stay in touch more effectively and personally. Include friends, family, colleagues, neighbors, and all of your professional relationships (doctors, attorneys, dentists, local business owners, etc. that know you.) This is your sphere of influence.



Here are some database resources:

- LionDesk CRM
- Constant Contact
- MailChimp
- Top Producer



Step Nine: Start reaching out to your database with consistency.

We’ve put a few letters in place to get your started. You’ll want to also establish your brand and identity on social media networks so that you can speak one to many in addition to your one-to-one.

You can send...

- Letters
- Postcards
- Emails
- Notecards



SAMPLE FARMING LETTER:

MR. & MRS. HUNNA-HUNNA
1010 UMPTY UMPT LANE
POWER CITY, NY 12345

Dear HUNNA-HUNNA,

My name is Darryl Davis, and I specialize in selling homes in your area. I have chosen your area because it is delightful and pleasant, and a great area for families.

As you probably know, our market is seeing some shifts. Usually when that happens, people have questions as to what that means for THEIR property values. That's where I can help. If you'd like to know how much you can get for your home at this time, I'm happy to provide that information at no cost or obligation.

I appreciate your time today – and I'll keep you posted as to what is happening in the neighborhood!

Sincerely,

A handwritten signature in cursive script that reads "Darryl Davis".

DARRYL DAVIS

P.S. If you would like a FREE Neighborhood Market Report on your home, simply call me at (516) 887-4404. There is no obligation.

If your home is currently listed for sale with another broker, this is not intended as a solicitation of that listing.

SAMPLE LETTERS:

Date

Dear Customer Name,

Hello! I wanted to take the opportunity to send a quick greeting and introduce myself.

My name is (Your Name), and I am your new neighborhood Real Estate Specialist. I'm passionate about helping homeowners just like you have the information they need to best navigate these changing market times.

Many homeowners have questions as to how both the real estate market and the economy can affect their financial future, such as: "How much is my home worth in this market?" "How can investing in real estate help me pay for my child's college education?" "What are other homes in this area selling for?" They often feel barraged with information and advertising and are just not quite sure which resources they can trust to get their answers they need when they need them.

Wading through the information superhighway can be tedious and taxing - but please know that I'm here to help. I make it my job to stay current on all things real estate and mortgage related so that my customers don't have to go searching. They just pick up the phone. I invite you to do the same at any time! I can even offer you a list of customers who now consider me more than just their REALTOR®, I'm a resource they can count on.

Whether you have questions, concerns or a specific real estate need, please feel free to call or email me today! I look forward to meeting you!

Warm regards,

Your Name

Your Company

Phone Number

Email address

P.S. These are busy times, I know! Between work and family obligations, finding time to sit down in person can be tough. I want to let you know that I can be as flexible as you need me to be. I'm also available via email! Your business is my priority - let's find a time that works for you!

Date

Dear Customer Name,

Hello again! I hope this letter finds you and your family well and enjoying this fine month!

You

may recall that I am a REALTOR® who specializes in your neighborhood and a resource that many of your neighbors throughout this market area come to rely on for all their real estate needs.

There has been a great deal of information in the news media recently regarding the state of our “national market” and “global economy” and I just wanted to make sure you knew that I am here should you have any questions regarding all that you hear. Those two terms can be a little misleading. Very often what’s happening “across the nation” may not something that affects you right here in our area.

What’s the old verse? “Ask and you shall receive?” Please know that to always be the case when you turn to me for help. Whether you are trying to sort out media messages, have a home to sell, are thinking about investment property - or just need to know what’s happening down the street from you - I’m here as a resource you can rely on and someone you can trust.

Call me today; I look forward to hearing from you!

Warmly,

Your Name

Company

Phone

Email

P.S. There are NEVER enough hours in the day are there? Finding time to figure out how “the world” affects your family is often tough to fit in the schedule. Please know that I can be as flexible as you need me to be. Call me or email me anytime and we’ll find a way to meet your real estate needs in a time and place that’s convenient for you!

Date

Dear Customer Name,

Hello! As your neighborhood Real Estate Specialist, I've been mailing you recently so that you might have the opportunity to get to know me a little better and come to count on me to be the resource you need, when you need it!

What you may NOT know is the answer to those all important questions in every new customer's mind, "Who is this person and what can they do for me?" Those are valid questions and ones I ask myself every time I meet a new business associate or someone who says they can help me! So, if you'll allow me just a moment of your time, I'd like to answer them for you!

Who am I? I am proud to be the real estate resource for your neighborhood and clients all over

our market area. I have an extensive customer base and I'm happy to share references with you at any time so that you might get a better feel from consumers like yourself about my character, integrity and real estate skills. By the way, I take these three things very seriously. I believe that it is no small thing for people just like you to trust someone with what is one of the biggest decisions they ever have to make - buying or selling a home. I take tremendous time and effort to study, practice and investigate every aspect of our industry so that you can feel safe in knowing I am the best person for the job.

What can I do for you? I can provide you with advice, free reports, industry, market and school information, and a list of service professionals you can trust. I can tell you how much your home is worth, what other homes in the area are selling for and offer referrals and relocation advice if you have to ever leave our area. When the time is right for you, I will also sell your home for the best possible price and terms and make sure the transition is seamless.

Know that I'm here to help, in whatever capacity I can and I'm proud to be the REALTOR® your neighbors turn to every day. I look forward to being the same for you!

Warm regards,

Your Name

Company

Phone

Email

P.S. Knowledge is power - and empowering your family with EVERYTHING you need to know is what I do best! Call or email me today!

Step Ten: Join www.ThePowerProgram.com.

Your first 14 days are on us, after that it's less than a dollar a day for access to a world-renowned business and real estate coach, Darryl Davis, CSP, and all the tools, training, marketing materials, networking with experienced professional from all over North America, and the sound advice you need to get you started on the right foot. It will literally be one of the biggest returns for one of the smallest investments you'll ever make in your real estate career.

► **[Start Your Free 14-Day Membership Here.](#)**



► **[SEVEN SUCCESS Strategies for Getting the Most from Your Membership Guide](#)**

When you join – you'll have access to WEEKLY coaching calls every Monday! Your first 30 days, (as well as your first year) will be filled with questions, concerns, and confusion. Jump on Darryl Davis's Power Hour Monday Coaching Calls every Monday at Noon Eastern. You'll also find podcasts of past calls filled with nuggets of amazing strategies and problem-solving skills.

Got questions?

Call us today at (800) 395-3905 or email us at info@darryldavisseminars.com.

THE POWER PROGRAM®

