



High Performance Buyer Specialists

THE STRATEGIC PLAN OF A HIGH PERFORMANCE BUYER SPECIALIST:

- 1. Have clear written goals.**
- 2. Use the 4-1-1 consistently.**
- 3. Use Time Blocking to do the 20%.**
- 4. Hold weekly accountability sessions with a coach.**
- 5. Track all key productivity numbers.**
- 6. Master the basic skills of prospecting, follow-up and presenting.**
- 7. Implement a system for “pipeline management.”**
- 8. Focus Showing Sessions on the “A’s,” call the “B’s” and mail to the “C’s.”**
- 9. Use a “Buyer’s Guide” to communicate your value proposition and how your work.**
- 10. Get started early in the day, use your sources of motivation and keep the faith.**

THE KEY ACTIVITIES OF A HIGH PERFORMANCE BUYER SPECIALIST:

- 1. Work a pre-planned 40 to 50 hour week.**
- 2. Do 10 to 20 hours of lead generation and lead follow-up.**
- 3. Research the market daily – new listings and price reductions.**
- 4. Preview homes that are in your target area.**
- 5. Preview all Team listings.**
- 6. Hold two Open Houses every week.**
- 7. Contact 25 to 50 homeowners in the area to invite them to the Open House and give you leads.**
- 8. Call past clients and your sphere-of-influence to ask for referrals.**
- 9. Call past clients of The Team to ask for referrals.**
- 10. Follow-up quickly on all sign calls, Internet inquiries, IVR calls and other leads.**
- 11. Track all active leads, send them updates (new listings) and stay in touch consistently.**
- 12. Schedule Showing Sessions in 2 to 3 hour blocks – do 6 to 8 Showing Sessions a week (or do lead generation in that time).**
- 13. Focus time and energy on the “A” buyers who are under agreement and need to buy now.**
- 14. Attend training, role-play and practice scripts 2 to 4 hours a week.**
- 15. Set up an Ideal Week that blocks time for your 20%.**
- 16. Track all of your key business activities. Set weekly goals.**



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THE VALUE PROPOSITION FOR BEING ON A MEGA AGENT TEAM:

- 1. An opportunity in the real estate industry to have “a real job.”**
- 2. High net-income with no overhead or risk (\$60,000 - \$100,000+).**
- 3. First class training, coaching and personal development.**
- 4. Full administrative and marketing service.**
- 5. World-class staffing support.**
- 6. A solid track record of real estate production and service.**
- 7. Hundreds of business leads generated, captured and tracked.**
- 8. Pre-designed marketing and promotional materials.**
- 9. A consistent inventory of saleable listings.**
- 10. A system for holding open houses and meeting active buyers.**
- 11. Pre-selected, quality vendor alliances (mortgage, title, etc.)**
- 12. The prestige and recognition of a proven Real Estate Team.**
- 13. An effective fast-start program for qualified agents.**
- 14. Pre-purchased supplies, signs, lock boxes, forms and materials.**
- 15. High quality, pre-designed buyer and seller packages.**
- 16. Mentoring from an experienced and respected professional.**
- 17. Teamwork, encouragement and support with a family feel.**
- 18. KW profit sharing and residual income opportunity.**

OPTIONAL:

- 19. Bi-weekly salary with monthly production bonuses.**
- 20. Group medical and dental insurance.**
- 21. A 401K tax deferred saving plan.**
- 22. Tax filing and financial planning.**
- 23. Real estate investment opportunities.**