

# Training List for New Realtors®

## Week 1: Introduction & Onboarding

- Company Overview & Mission
- Office Tour & Team Introductions
- Technology & Software Setup
- Code of Ethics & Professional Standards
- Real Estate Licensing Overview (if applicable)

## Week 2: Real Estate Fundamentals

- Market Overview & Industry Trends
- Understanding Property Types
- Basic Real Estate Terminology
- Legal Framework & Compliance
- Fair Housing Laws

## Week 3: Tools & Technology

- CRM System Training
- MLS (Multiple Listing Service) Training
- Digital Marketing Basics
- Social Media Best Practices
- Virtual Tour & Photography Tools

## Week 4: Sales & Client Interaction

- Lead Generation Strategies
- Client Relationship Management
- Effective Communication Skills
- Open House Preparation & Execution
- Negotiation Techniques

## Week 5: Contracts & Transactions

- Writing Purchase Agreements
- Understanding Disclosures & Addendums
- Transaction Coordination Process
- Escrow & Title Process
- Closing Procedures

## **Week 6: Marketing & Branding**

- Personal Branding Basics
- Building an Online Presence
- Content Creation & Blogging
- Email Marketing Campaigns
- Networking Events & Community Involvement

## **Week 7: Advanced Sales Techniques**

- Comparative Market Analysis (CMA)
- Pricing Strategies
- Handling Objections
- Time Management & Productivity Tools
- Client Follow-Up Strategies

## **Week 8: Business Development & Growth**

- Creating a Business Plan
- Setting Goals & Tracking Progress
- Continuing Education Opportunities
- Mentorship Programs
- Review & Certification of Completion