



## THE COACHING PROGRAM AT RE/MAX REALTY GROUP

BROUGHT TO YOU BY THE NATIONALLY ACCLAIMED REAL ESTATE COACH, RICH LEVIN.

*The Coaching Program at RE/MAX Realty Group is an in-house, 12 month program designed for agents who are at the \$2M-\$4M level and want to take their business to the \$6M-\$10M level.*

### Business Analysis

The program begins with a thorough analysis of the agent's business including the agent's production, practices, skill sets, goals and objectives for the future. From this the coach and the agent custom design a plan for the coaching relationship.

### Weekly One-On-One Meetings

The agent then meets with the coach once a week to track and record progress on both the agent's measurable results and the priority projects chosen in the business analysis.

### Key Benefits Of The Program

- Agents participating in this program have averaged a 75% increase over the previous years production and income levels.
- As the agent begins to improve skills and achieve their goals, increased self-confidence and greater peace of mind are natural by-products of the program.

### Some Of The Areas That You Can Expect To Work On

- Planning and managing your business
- Managing your leads: from lead generation to converting them to sales
- The 7 presentations of a real estate practice
- Profitable personal marketing
- Quality and consistency of service that translates into more referrals
- The 6 criteria of hiring an assistant and developing a successful team
- Time off with peace of mind
- Ability to evaluate technology choices
- Managing your personal finances

### How This Program Is Different From Any Other

- There is no other program like it that combines one-on-one personal coaching with company training sessions, that is overseen by a nationally acclaimed coach.
- The systems that are applied and taught are proven. Some of the areas top agents and many others around the country have completed the program with 50-75% increase over their previous best years.

THE COACHING PROGRAM AT RE/MAX REALTY GROUP IS A DIVISION OF  
THE SUCCESS CORPS COACHING PROGRAM FROM NATIONAL COACH, RICH LEVIN.



**ACCOMPLISH  
GOALS**



**GAIN TRAINING  
YOU NEED TO BE  
IN COMMAND**

**RE/MAX**  
Realty Group

**Total Commitment • Proven Performance**

*For more career information:*

**JEFF HOFFMAN**

Office: (585) 389-1022

E-mail: [JeffreyHoffman@remax.net](mailto:JeffreyHoffman@remax.net)

[www.RochestersAgent.com](http://www.RochestersAgent.com)



## THE RE/MAX REALTY GROUP NEW AGENT TRAINING PROGRAM

### Mission

*Bring in a small, select group of newly licensed agents each year who are seeking to build a successful full-time real estate business.*

### Objective

*Give a newly licensed agent the skills and know-how to produce \$3 million in duplicatable sales within the 18 month program.*

### Program Elements:

#### One-On-One Coaching

1-2 private meetings per week will be scheduled. Your tracked appointments, sales, listings, and income against pre-set goals will be discussed in each meeting.

#### Skill Development

- Computer skill sets that enable the agent to search for listings, complete a market analysis, enroll a client in the Client Gateway automatic search system and become familiar with all programs necessary to successfully complete a transaction.
- You will become familiar and comfortable with the forms necessary to complete both listings and sales.
- We will identify and enhance your "sphere of influence" and identify potential farm areas and what you need to do to capitalize on both the sphere and farm.
- You will become familiar with our listing and buyer presentations and develop the presentation skills necessary to close a deal. This involves role playing as the buyer, seller, and buyers and sellers agent.
- You will complete the 120 day new agent training checklist.
- You will become familiar with approved policies and procedures from RE/MAX Realty Group, the Greater Rochester Association of Realtors (GRAR) and New York State Department of State Ethics.

#### Accountability

We ask that you commit to your weekly scheduled sessions, and to being available for a minimum of two Open Houses per month. This allows you to practice your new skills and potentially acquire new clients. And we ask you to commit to real estate full-time. It is the rare agent that can be highly successful doing real estate on a part-time basis.

#### What Makes This Program Different

From day one you and your coach will begin the process of identifying your unique goals and objectives. RE/MAX Realty Group's New Agent Program is the only one of its kind to offer this to new agents in a one-to-one format with a coach who is an active, successful agent. What an unbeatable combination!

#### New Agent Coach, Mary Jane Mahon

*In the 8 years that I have coached agents at all levels of experience and production, I have found with rare exception that if an agent is a self starter and truly commits to this program and this profession they will experience only success. To that end, I will help you build a unique way of doing business that is truly yours and not a boilerplate system. My commitment is to be available to you both in person and by cell phone and to help you discover a successful real estate look, brand and personality.*



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