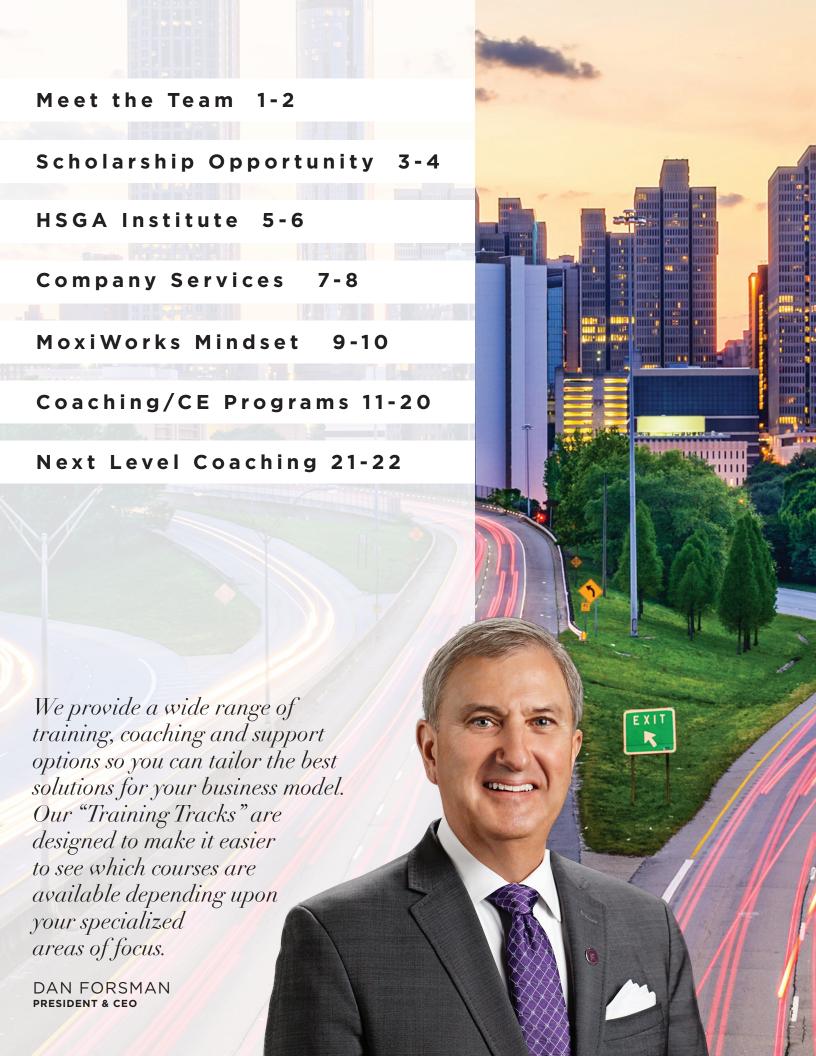




PATHWAY to Success in Real Estate

Coaching & Training Guide





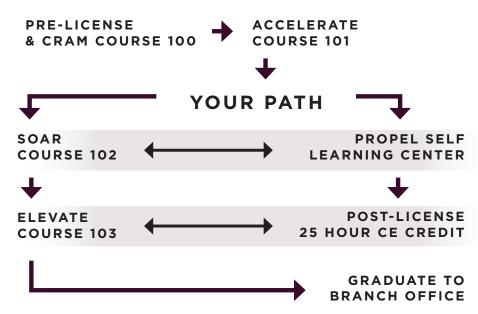
Path to Success

Berkshire Hathaway HomeServices Georgia Properties strives to help our sales associates build a sustainable and successful real estate business. Our company continues to stand out as a leader in the real estate industry by utilizing the most advanced technology partnered with our award-winning marketing strategies.

We are an industry leader in innovation and have established a consistent track record of agent success. We invest in you to provide innovative technology, impact activities to generate more appointments, sales skills training from the best coaches, goal tracking for accountability, and marketing & administrative resources so you can focus on your clients.

Backed by the power of one of the most respected brands in the world, our extensive global, national, and local networks provide our agents with maximum exposure and support for newly licensed agents to take their business to the next level.

Let's begin with your path.



Redefining You every step of the way

Berkshire Hathaway HomeServices Georgia Properties strives to help our associates build a sustainable and successful real estate business. Our company continues to stand out as a leader in the real estate industry by utilizing the most advanced technology partnered with our award-winning marketing strategies.

It is our privilege to help you climb the mountain of success.

MEET THE TEAM



 $DeAnn\ Golden$ SVP, Managing Broker



Jennifer Davis
SVP, Professional
Development



Ennis Antoine
SVP, Training
& Career Development



Monique Accetta
VP, Agent Engagement
& Productivity



John Morris
VP, Agent Engagement
& Productivity



Gwen Goodman
Career Development

coaching & career development calendar $November\ 2020$

Date	Course Name	Day	Time Start	Time End	Duration	CE Credits	Training Outline
11/02/20	Post License - Day 5	Monday	9:00 AM	12:15 PM	3:15	3 hrs	
11/03/20	ACCELERATE Day 1- ZOOM	Tuesday	1:00 PM	4:00 PM	3:00		Welcome, Core Svc, Dept Overview & PROPEL
11/04/20	ELEVATE	Wednesday	8:30 AM	9:30 AM	1:00		
11/04/20	ACCELERATE Day 2 - ZOOM	Wednesday	1:00 PM	4:00 PM	3:00	3 hrs	Tech Tools
11/05/20	Post License - Day 6	Thursday	9:00 AM	12:15 PM	3:15	3 hrs	
11/05/20	ACCELERATE Day 3 - LIVE/ZOOM	Thursday	1:00 PM	4:00 PM	3:00	3 hrs	MoxiPresent & MoxiEngage
11/06/20	SOAR Performance Coaching Kick-Off	Friday	10:00 AM	12:00 PM	1:30		
11/09/20	Post License - Day 7	Monday	9:00 AM	12:15 PM	3:15	3 hrs	
11/09/20	Welcome Home Experience	Monday	9:00 AM	12:00 PM	3:00		
11/09/20	SOAR Performance Coaching - WK1	Monday	9:30 AM	11:30 AM	2:00		
11/12/20	Post License - Day 8	Thursday	9:00 AM	12:15 PM	3:15	3 hrs	
11/12/20	SOAR Performance Coaching	Thursday	9:30 AM	11:30 AM	2:00		
11/13/20	SOAR Interactive Workshop	Friday	9:30 AM	10:30 AM	1:00		
11/16/20	SOAR Performance Coaching - WK2	Monday	9:30 AM	11:30 AM	2:00		
11/18/20	SOAR MOJO	Wednesday	2:00 PM	4:00 PM	2:00		
11/16/20	Post License - Day 9	Monday	9:00 AM	12:15 PM	3:15	3 hrs	
11/17/20	ACCELERATE Day 1 - ZOOM	Tuesday	1:00 PM	4:00 PM	3:00		Welcome, Core Svc, Dept Overview & PROPEL
11/18/20	SOAR MOJO	Wednesday	2:00 PM	4:00 PM	2:00		
11/18/20	ACCELERATE Day 2 - ZOOM	Wednesday	1:00 PM	4:00 PM	3:00	3 hrs	Tech Tools
11/19/20	Welcome Home Experience	Thursday	9:00 AM	12:00 PM	3:00		
11/19/20	SOAR Performance Coaching	Thursday	9:30 AM	11:30 AM	2:00		
11/19/20	Post License - Day 10	Thursday	9:00 AM	12:15 PM	3:15	3 hrs	
11/19/20	ACCELERATE Day 3 - LIVE/ZOOM	Thursday	1:00 PM	4:00 PM	3:00	3 hrs	MoxiPresent & MoxiEngage
11/20/20	SOAR Interactive Workshop	Friday	9:30 AM	10:30 AM	1:00		
11/23/20	Welcome Home Experience	Monday	9:00 AM	12:00 PM	3:00		
11/30/20	Welcome Home Experience	Monday	9:00 AM	12:00 PM	3:00		
11/30/20	SOAR Performance Coaching - WK3	Monday	9:30 AM	11:30 AM	2:00		

NOVEMBER 2020 CALENDAR

DECEMBER 2020 CALENDAR

Redefining You

LIVE CAMPUS SCHOLARSHIP PROGRAM

The Berkshire Hathaway HomeServices Georgia Properties LIVE Campus Real Estate Scholarship provides new career opportunities to professionals who have been affected by COVID-19. We are looking for STANDOUT sales, hospitality, retail, restaurant, customer care, and service-oriented talent for full-time career commitment in the real estate industry. If you have an entrepreneurial spirit and want to be your own boss, this commission based career is right for you!

There will be a combination of Learning In Virtual Environments (LIVE) along with mentoring, LIVE webinars, ZOOM conference calls, videos, online learning platforms, and more.

\$245 REAL ESTATE SCHOLARSHIP PACKAGE*

Reimbursement of pre-license and cram courses recommended through HSGA Institute of Real Estate (school code 313)

- or -

Accredited Georgia pre-license school (actual costs up to \$245).

LIVE CAMPUS COURSES

HSGA is a 75 Hour Online Course Provided Remotely via Zoom

Course ID 100

Cram Course, HSGA Institute of Real Estate [School Code 313]

Course ID 101

Free ACCELERATE & Foundations Course

Course ID 102

Free SOAR Coaching Sessions

Course ID 103

Free ELEVATE Coaching Sessions

\$465 SCHOLARSHIP OPPORTUNITIES*

Candidates who complete three sides of business (Seller and/or Buyer) within 90 days of affiliation.

The scholarship is awarded upon successful closing of these properties.

SUCCESS SCHOLARSHIP OPPORTUNITIES

State of Georgia Real Estate License Exam Fee with AMP \$120

> Background Check Fee Up to \$25

Georgia Real Estate Commission Licensing Fee \$170

FREE Berkshire Hathaway HomeServices Georgia Properties Post License, \$150 value









ONGOING CONTINUING EDUCATION

Starting Strong HSGA | INSTITUTE OF REAL ESTATE

HSGA Institute of Real Estate (School #313) is approved by the Georgia Real Estate Commission (GREC) to offer online or in-classroom continuing education courses. HSGA Institute provides an array of up-to-date, relevant courses designed to help real estate professionals grow their business and be more profitable in today's changing environment.

Additionally, we offer an array of CE classes provided year-round throughout your career for continued business growth.

Visit: <u>hsgainstitute.com/pre-license</u> for more information about earning your license through our courses

Copyright 2020 HSGA Institute of Real Estate (School #313) - HSGA Institute of Real Estate (School #313) is approved by the Georgia Real Estate Commission (GREC) to offer classroom continuing education courses. HSGA Institute provides an array of up-to-date, relevant courses designed to help real estate professionals grow their business and be more profitable in today's changing environment.

SUPPORT AND RESOURCES

No Limits

TRAINING AND COACHING SERVICES

Once you have affiliated with Berkshire Hathaway HomeServices Georgia Properties, you immediately unlock a vast learning environment to help you to quickly and successfully advance in your real estate career.

PROPEL | Online Learning Platform

PROPEL is our on-demand learning magagement system that has redefined the way we deliver training and skills practices to our associates with access to a comprehensive library of courses and learning paths. There are hundreds of videos, presentations, webinars, and other course content that can be accessed from any device, anywhere. PROPEL allows you to create and monitor your personalized training plan.

Agent Hub

The Agent Hub is your dashboard for all solutions the company invests in you. With single sign-on ease, you will have within reach technology, marketing, and training solutions to integrate into your business.

MoxiWorks

MoxiWorks is our exclusive customer relationship management solution coupled with an online presentation tool to effectively manage and grow your business. Agents who engage with consistent usage see a 45% increase in transactions annually and a 75% increase in sales volume.









Moxi Mindset

WIN, GROW, REPEAT

MoxiWorks is the foundation connecting all of your tools and services, giving you one sign-on for it all. Increase profitability, recruitment, and retention with our open real estate platform proven to drive agent sales, marketing, and productivity. These tools will help you be more productive, giving you more time to focus on what you do best: being a trusted advisor for your clients.

MoxiEngage

The MoxiEngage CRM was built specifically for real estate agents. You can sync and group your contacts with your email account so your people are available anytime, anywhere you need them. The sales flow allows you to move people through each stage of their journey with customizable task lists to keep you on track. Stay in touch with the popular Neighborhood News, Just Listed announcements, and vast library of campaigns. Agents using MoxiEngage have closed an average of 54% more transactions!

CLICK TO VIEW ALL CAMPAIGNS AND EMAIL TEMPLATES

MoxiPresent

MoxiPresent is the leading CMA and online presentation solution in the real estate industry. Our associates can create interactive CMAs, buyer tours, neighborhood tours, seller presentations, buyer presentations, caravans, open house tours, property portfolios and, much more! MoxiPresent is integrated with our local MLS services so you can easily select the right properties. Agents using MoxiPresent have closed an average of 43% more transactions!

ORIENTATION FOR ALL ASSOCIATES

ACCELERATE

NEW AGENT TRAINING & COACHING

ACCELERATE is our introductory program for all sales associates new to Berkshire Hathaway HomeServices Georgia Properties. This 4-day program launches our associates into an extraordinary professional culture and initiates a platform for success by offering a complete overview of our organization, advanced business systems to grow their careers, and the many resources made available to all associates as a benefit through Berkshire Hathaway HomeServices Georgia Properties.

The program provides small group training and focuses on technological system set-up to ensure a smooth transition for all company-provided business systems and processes. Additionally, we acquaint all associates with our exceptional online buyer/ seller presentation guides, MoxiPresent, and customer relationship management system, MoxiEngage. Dynamic client presentations can be created in just minutes through MoxiPresent. Additionally, utilization of MoxiEngage for managing and growing a healthy database assists in building a predictable, sustainable, and scalable business which, over time, can eventually be sold for profit.









TROL GROUP VS OACHING GROUP



YOUR CAREER LAUNCH

SOAR

PERFORMANCE COACHING

SOAR Performance Coaching is designed for new associates. This exclusive 8-week performance coaching and accountability program allows our associates to participate in a daily regimen of lead generation activities with focus on high-level skill development.

SOAR helps you form new habits, teach you the best industry practices, and develop solid business strategies. Jennifer Davis, SVP of Professional Development, and her dedicated coaches will support and guide you in group and individual coaching sessions. Real estate is a career that takes commitment, focus, passion, and perseverance...we are here to guide you on that path.

Through SOAR Performance Coaching, our upfront goal is for you to quickly build momentum and achieve success.

CLICK TO SIGN UP FOR THE NEXT SOAR SESSION

SOAR participants have increased production by 5X over similar associates who did not participate in SOAR.

ELEVATE

PERFORMANCE COACHING

ELEVATE is our "next-level" coaching and accountability program, intended for associates who have a strong foundation in their business and are looking to increase overall production. Through high-level accountability and strategic instruction, we help associates realize opportunities for business growth, strengthening skills in negotiation, fine-tuning dialogues and objection handling, conducting stellar buyer/ seller presentations, collaborating in a group setting, and so much more.

The ELEVATE platform provides an environment rich with positive reinforcement, constructive guidance, professional development and mastermind opportunities, as well as a measurement tool for assessment of business achievements. Results show that "When performance is measured, performance improves. But, when performance is measured and reported back, the rate of improvement accelerates" – Pearson's Law.













FOCUS

Our FOCUS post-license course is a four-day productivity course for Berkshire Hathaway HomeServices Georgia Properties sales professionals. It combines business development strategies, presentation workshops, and skill practices in a supportive environment to help sales professionals interact successfully with buyers and sellers and build a successful real estate career. This course fulfills your Post-license requirements plus 9 hours of CE credit.

The FOCUS Post-License Course is ideal for new or newer-licensed sales professionals who want to acquire the skills and confidence to build a successful career, and for experienced sales professionals whose business needs energizing.

The course overall goal is to obtain at least one unit of production within 14 days of completing the course: Either a listing taken, a listing sold, or a buyer-controlled sale.

Participants are expected to attend, participate, and engage in all four days of learning. There will be daily assignments, so participants should clear their schedule, bring an open mind, a willing attitude, and be prepared to succeed.

Our next FOCUS Post-license course is December 8th-11th. This is a great opportunity to obtain your GREC required hours of education.

CLICK FOR COURSE DETAILS

		Welcome Home Experience	ACCELERATE	SOAR
R	Duration	5-Day Action Pass	Bi-Weekly/ 2 Days (Zoom) + Regional MoxiWorks Sessions (Live or Zoom) Meets Tuesday - Thursday 1:00 - 4:00 PM	Quarterly/ 8 Weeks Meets Mondays, Thursdays & F Wednesdays Bi-Weekly
_	Targeted Audience	All Newly Hired Associates	All Newly Hired Associates	Newly Licensed Associates an Associates with <5 closed transa T12
A	Purpose	The "Welcome Home" Experience is a process designed to onboard a newly hired associate within BHHS Georgia Properties. The new associate will be guided through the 5-day process of orientation by our designated Welcome Team.	Designed to jumpstart a newly hired associate with an understanding of BHHS Georgia Properties powerful resources, Alliance Partner services, foundations and technology programs. Offers an official welcome to our company and sets each associate up for success with an introduction to business-building systems and streamlined processes to follow.	Designed to help new associate strong, productive habits, adop industry practices, and develop business strategies. Dedicated c support and guide associates in and individual coaching sessi focusing on strong accountab increased productivity, tracki measuring progress. The upfro is to quickly build momentum develop a predictable, sustainab repeatable business.
Pos	Outline	Home Office Onboarding Welcome Team to verify system email/access credentials. Associate to register for ACCELERATE. Welcome Team confirms access to resources and all documentation complete. Welcome Team confirms SOAR & FOCUS registration for new associate; follows up on Moxi engagement to include Moxi Campaigns; and continues monitoring with outreach to assist with productivity growth.	Day 1: Welcome to BHHS Georgia Properties, Core Services, Department Overview, GREC, PROPEL, and MoxiWorks Intro Day 2: Tech Tools (3-HR CE) - Comprehensive Technology Solutions Overview Regional MoxiWorks Sessions: Listed on Training Calendar	Business Planning, MoxiEngage Database Building/ Campaig Neighborhood News Repo Scripting/ Dialogues, Role F Scenarios, Lead Generatio Appointment Setting, MoxiPre Presentation Building, FSBOs/ E: MEGA Open Houses/ Virtual Ob of Value, 4DX Principles, Buyer, Process, etc.

	ELEVATE	RECHARGE Daily action initiatives to drive your business	F@CUS
5	Quarterly/ 8 Weeks Meets Once Every Week	30-Day Email Push Weekly Status Live Zoom Sessions	Monthly/ 4-Days Meets Monday -Thursday 9:00AM - 4:15PM
S	SOAR and/or Performance Focus Coaching Graduates and/ or Experienced Licensed Associates with >5 closed transactions T12	All Licensed Associates	Newly Licensed Associates Associates Needing CE Law on Day ((3 hrs)
n t t sess so	Designed as a "next level" coaching platform for associates who have already successfully completed a prior coaching session and/ or someone who has 5+ closed transactions within the last 12 months and is looking for a boost in their business. ELEVATE is based upon high-level accountability, focus, and discipline with clearly defined course expectations.	Delivery of simple, daily action steps that create a platform for more conversations, additional prospects, and an increase in overall income. Provides each associate with a catalog of tasks, that when repeated with consistency, create momentum and opportunity to grow business. Engage, Execute and Repeat.	The FOCUS Post-License Course combines business development strategies, presentation workshops and skill practices. This course fulfill: Post-license requirements plus 9 hours of CE that meets Georgia Real Estate Commission requirement for a new associates within the first 12 months of licensure. A step-by-step guide to prepare associates with practical skills for a solid foundation i real estate. Course also reinforces BHHS Georgia Properties business building resources and prospecting, lead generation strategies.
ls, ss r	MoxiEngage Database Management, Lead Generation, Business Planning, Negotiation Strategies, Appointment Setting/ Generating More Referrals, Geo-Farming, Social Media Integration, Marketing, MoxiPresent Seller/ Buyer Presentations, Running Your Business Like a Business/ Tax Strategies, etc.	30 Days + 30 Tasks = RECHARGE Daily Action Initiatives to Drive Your Business MoxiEngage Campaigns/ Neighborhood News, MoxiPresent Seller CMA Presentations, Circle Prospecting, Social Media Interaction, Growth & Development, Open Houses, Video Marketing, Database Nurturing/ Items of Value, etc.	MoxiEngage Database Function, MoxiPresent Client Presentations, GREC Profile Set-Up, Scripts/ Role Playing, FSBOs/Expireds, Business Planning, Social Media, Sellers/ Buyers, Negotiation, Fair Housing.

The Next Level

TOTAL COMMITMENT TO YOUR SUCCESS

Our company has a strategic partnership with the Tom Ferry Organization, David Knox Real Estate Training and Brian Buffini & Company to bring world-class training to you! This includes private events like Sales Edge for scripts and dialogues, Marketing Edge for social media, Best Practices for Lead Generation, Best Year Ever Business Planning and special events with Tom Ferry live - the leading real estate coach & trainer in the world.

Customized training designed for our Masters Level sales professionals provides ongoing guidance in our everchanging industry. This includes special elite agent continuing education, mastermind groups, quarterly sessions with world-class coaches, and more.



Tom Ferry



Bill Pipes



Debbie Holloway



Jeff Mays



Jason Pantana



Mike Ferry



David Knox



Brian Buffini







Let's start the journey.





FOREVER FORWARD