

# CORE

## Coaching and Training

**Congratulations and Welcome!** CORE Coaching is an exclusive Berkshire Hathaway HomeServices Georgia Properties coaching and accountability program designed to help you build a solid foundation for long-term success in real estate. We are committed to positioning our associates as the most client-oriented real estate professionals in the industry and our training and coaching reflects that promise. Our primary goal is to help grow your client base and client satisfaction for long-term success.

Through CORE Coaching, you will experience high-level and collaborative in-person learning in combination with self-paced modules, with a focus on scripting, lead generation strategies, role play for buyer and seller objections, and solid business practices to begin generating transactions quickly.

As a Forever Agent<sup>SM</sup> with the Berkshire Hathaway Forever Brand, you are at the CORE of the transaction, consistently delivering the most rewarding experience for your clients. Commit today to the Forever Agent<sup>SM</sup> pathway to success.

CORE  
(INITIAL HERE)

- ☐ **Attend CORE Coaching Kick-off Session via ZOOM (Link to be provided)** \_\_\_\_\_
- ☐ **Attend all CORE Coaching Live Interactive Workshops during the 6-week program** \_\_\_\_\_
- ☐ **Commit to making 10 contacts daily – 50 contacts per week** \_\_\_\_\_
- ☐ **Record all DAILY activities on CORE Success Accountability Scorecard** \_\_\_\_\_
- ☐ **Return CORE Success Accountability Scorecard to your coach every Monday during the program** \_\_\_\_\_
- ☐ **Complete all online learning course assignments as directed throughout 6-week session** \_\_\_\_\_
- ☐ **Participate in scripting practice/role play DAILY with accountability partner/group** \_\_\_\_\_
- ☐ **Commit to utilizing Engage CRM and CMA platforms to build client base** \_\_\_\_\_
- ☐ **Hold/Host/Shadow a minimum of 4 Open Houses or Mega Open House during the 6-week program** \_\_\_\_\_
- ☐ **Maintain a professional appearance at all times while participating in real estate activities** \_\_\_\_\_

Your success begins with the right mindset. Your coach will work with you to stay positive and ensure you have the tools needed to be successful. With the right mindset, your opportunities are endless.

**I am ready to take my business to the next level and commit to the CORE Coaching Program to help grow my career as a Forever Agent<sup>SM</sup> at Berkshire Hathaway HomeServices Georgia Properties.**

Agent Name \_\_\_\_\_ Office \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**BERKSHIRE  
HATHAWAY**  
HomeServices

Georgia  
Properties

**Please return form to [Coaching@BHHSGeorgia.com](mailto:Coaching@BHHSGeorgia.com)**

***\*Failure to follow through on your commitment and close 5 transactions in your first year provides the right for the Broker to release your Real Estate License.***

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