



Welcome to CORE Coaching and Training. In this powerful 6-week program 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.

VIRTUAL KICKOFF SESSION

APRIL 19TH

1:00PM - 2:30PM

ZOOM LINK TO BE PROVIDED

LIVE INTERACTIVE WORKSHOPS | FRIDAYS

Time: 10:00AM - 12:00PM

Dates: April 22, April 29, May 6, May 13, May 20, May 27

Locations: Regional locations will be announced at Kickoff

Self-paced online courses are available on the Agent Hub

AGENTHUB/LEARN/CORE

Coaching Learning Path Access Granted Week 1

BERKSHIRE HATHAWAY | Georgia Properties
HomeServices



Coaching and Training

6-WEEK COURSE CURRICULUM

WEEK 1

- Ninja Selling Introduction
- Client Base Formation
- Goldmine Pipeline
- Ninja Nine Success Habits/"The Perfect Week"
- CORE Learning Path Week 1/Sherri Johnson Academy

WEEK 2

- Lead Generation: SOI, FSBOs, Expireds
- Open Houses
- Value Proposition
- CORE Learning Path Week 2/Sherri Johnson Academy

WEEK 3

- Buyer Pre-Qualification/Consultation
- Offer-to-Close Process
- Buyer Checklists
- CORE Learning Path Week 3/Sherri Johnson Academy

WEEK 4

- Seller Pre-Qualification/Consultation
- Listing Presentation/Present
- Seller Checklists
- CORE Learning Path Week 4/Sherri Johnson Academy

WEEK 5

- CMAs
- Pricing Strategies
- Negotiation
- Real Estate Reviews
- Real Estate Lifestyle & Planning Guide
- CORE Learning Path Week 5/Sherri Johnson Academy

WEEK 6

- Objection Handling
- Repeat & Referral Business
- Geographical Farming
- CORE Learning Path Week 6/Sherri Johnson Academy