



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

JULY 11TH
3:00PM - 4:00PM
ZOOM LINK TO BE PROVIDED

LIVE INTERACTIVE WORKSHOPS | THURSDAYS

Time: 10:00AM - 12:00PM

Dates: July 14, July 21, July 28, August 4, August 11, August 18

Locations: Regional locations will be announced at Kickoff

Self-paced online courses are available on the Agent Hub
AGENTHUB/LEARN/SHERRI JOHNSON ACADEMY/CORE

BERKSHIRE HATHAWAY | Georgia Properties
HomeServices



Coaching and Training

6-WEEK COURSE CURRICULUM

WEEK 1

- Business Planning and Goal Setting
- Goldmine Pipeline
- Ninja Selling Introduction
- Time-blocking/ Time Management - "The Perfect Week"
- Client Base Formation
- CORE Learning Path Week 1/Sherri Johnson Academy

WEEK 2

- Lead Generation and Sales Conversion: SOI, FSBOs, Expireds
- Open Houses
- Geographical Farming
- CORE Learning Path Week 2/Sherri Johnson Academy

WEEK 3

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

WEEK 4

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

WEEK 5

- CMA Process
- Pricing Strategies/Negotiation
- Real Estate Reviews
- Common Seller Objections
- CORE Learning Path Week 5/Sherri Johnson Academy

WEEK 6

- Managing Client Expectations
- Property Inspections/Inspection Amendment
- Objection Handling
- Repeat & Referral Business
- CORE Learning Path Week 6/Sherri Johnson Academy