



BHHS GEORGIA LISTING BLITZ

AUGUST 1 - SEPTEMBER 30, 2022

To close out the Summer, we are turning up the heat! Join us during the months of August and September for our company-wide Listing Blitz to generate more listings for our Forever Agents.



**WEEKLY
TRAINING**
featuring national
and local
coaches



**PROGRESS
TRACKER**
to record your
points and keep
you on track



**CONTEST
PRIZES**
rewarding our
associates and
top offices

9-WEEK TRAINING OPPORTUNITIES

Hear from national coaching and training experts David Knox, Sherri Johnson and Tom Ferry as well as our local training team to guide you to success.

ASSOCIATE CONTEST PRIZES



1ST PLACE

iPad Pro



2ND PLACE

Apple Watch (Series 7)



3RD PLACE

*Chalk Digital Online Ad
(6 months - up to 100 contacts)*

Additional Details to Follow

BERKSHIRE HATHAWAY | Georgia Properties
HomeServices

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LISTING BLITZ CONTEST 9-WEEK TRAINING SCHEDULE

(Sessions are each Monday from 2-3pm on Zoom)

Week 1 | Aug 1: Your 'List to Last' Mindset with David Knox

- Listing mindset
- Time Management
- Planning
- Value of a listing-focused business

Week 2 | Aug 8: Leveraging Your Network with Sherri Johnson

- SOI - Real Estate Reviews
- Goldmine Pipeline
- FORD Conversations
- Demonstrating value to your SOI (Percy AI, Market Reports/ Videos, Trendgraphix)

Week 3 | Aug 15: Creative Connections - Growing Your Network

- Open Houses
- FSBOs/ Expireds
- Social Media/ Digital Advertising
- Microfarming (Remine)

Week 4 | Aug 22: Winning the Appointment & Building a Dynamic Presentation

- Preparing the listing presentation
- Present
- Competitive Market Analysis (CMA)
- Objection handling

Week 5 | Aug 29: Delivering the Listing Presentation & Converting to a Listing

- Seller Guidebook
- CMAs
- Handling Objections
- Ask for the Business

Week 6 | Tuesday Sept 6: Marketing & Servicing the Listing

- Checklists
- Chalk Digital Automated Ads
- Just Listed postcards/ flyers/ brochures
- Social media posts to followers
- Microfarming from Remine to announce listing
- Broker opens
- Open Houses / VIP Neighborhood Open
- How to obtain a price reduction
- FMLS Reverse Prospecting

Week 7 | Sept 12: Presenting Offers & Negotiations

- Multiple offer spreadsheet
- Prosperity Pre-Approval in Counteroffer
- Counteroffer with Weissman
- Managing Client Expectations
- Handling objections

Week 8 | Sept 19: Contract-to-Close Process

- Checklists
- ATS
- Time Management/ Deadlines
- Closing Connect

Week 9 | Sept 26: Be the Forever Agent

- Follow up
- Campaigns
- Goldmine Pipeline
- Business Planning

BONUS SESSION | TOM FERRY LIVE
Thursday Sept 29: Time/Location TBA

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RULES

Agents responsible for completing the weekly action items, attend trainings/huddles and report this activity via the weekly tracker.

All weekly activity must be submitted via the online tracker and scorecard returned to your OA no later than 3pm each Friday.

ALL agents are eligible to win (residential, new homes, leasing & commercial agents are all eligible - ALL listings count!)

TEAMS: Listing credit given to primary listing agent in system (team lead or team member, not both)

TEAMS: Team members can complete action items and attend training sessions to earn action points individually.

POINTS SYSTEM

2 Points: Per Listing

1 Point: For attending Monday training session

1 Point: For each Huddle attendance

1 Point: For each completed action item

1st, 2nd, and 3rd place awards will be given to the Agents with the most points earned (this could be an individual agent, and team lead, or a team member!)

The Winning Region will receive a Food Truck Tailgate Party!

All Staff Members in the winning region will receive \$100ea!

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