

BUYER AGENT ONBOARDING PROGRAM

Job Description, Expectations & Growth Plan

ISA Tasks: To develop lead generations skills & habits (mornings)

- Outbound calls - 1 hour per day. Goal is to set 1 listing appointment/week for Listing agent. Just Listed, Just Sold, Open Houses, Expired Listing, FSBO, Buyers looking in your area, etc.
- Inbound Lead Contacts & Follow Up - 2 hours per day. Select & follow CRM campaign action plans & have no outstanding follow-up tasks. Maintain 5 minute lead response time.
- Grow & Contact your Sphere of Influence (SOI)
- Pull all call lists from information services & upload calling lists into Auto Dialer and/or CRM
- Track & report all key activities daily, and practice & internalize scripts.

Showing Assistant Tasks: License & MLS membership required (afternoons, evenings & weekends)

- Preview 10 houses/week and provide timely feedback.
- Host 4 open houses/month. Collect contact info from visitors, put them in CRM & follow up.
- Attend & shadow buyer consultations.
- Schedule showings w/ buyers, provide timely feedback to other sales agents.
- Learn the home buying process & be able to explain it to buyers while out showing.
- Learn basic loan types, general down payment %'s, estimate closing costs.
- Move SOI into database, make quarterly calls to them (scheduled in CRM).
- Continue to grow SOI over time.
- Conduct Open House lead follow up.
- Use MLS effectively to create client property searches, listing eAlert drip campaigns and CMAs.
- Shadow property inspections & repair negotiations.
- Overcome common buyer objections while showing.
- Learn to ask leading questions.
- Listen to buyer's needs and make adjustments to their search criteria as necessary.
- Work in conjunction & communicate w/ buyer agents to ensure buyers' needs are met.
- Learn local school district boundaries & neighborhood pros and cons.
- Shadow writing contracts, negotiating offers, negotiating inspections.
- Learn how to answer inbound lead calls, sign calls, internet inquiries & how to set client appointments.
- Learn all online transactional, forms & document software platforms.
- Schedule & attend on-site property visits & inspections with clients & vendors while property is under contract.

Duties of a Buyer Agent: Must be proficient in all 7 general areas before becoming a buyer agent

1. Lend Generate - Prospect
2. Convert Leads
3. Conduct Buyer Consults
4. Show Property
5. Write Offers
6. Negotiate offers
7. Conduct & Negotiate Inspections/Appraisals.

Showing assistants will become eligible for buyer agent role once they have demonstrated the ability to repeatedly perform all of these tasks without assistance and have met all production standards.