



TW FastStart Program

GROWING YOUR REAL ESTATE CAREER



TW FastStart Program

This 20 week program is designed to kick your real estate career into gear.

Led by our Broker Team, a variety of topics will be covered through various methods to assist in comprehension and learning.

Mock presentations, group discussions, Broker demonstrations and real world scenarios will arm you for a successful career in real estate.

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**FAST
START**



TIME TO TECH UP!

LET'S GET YOU STARTED ON THE RIGHT FOOT

THE IN-CLASS LEARNING OBJECTIVE

Let's go over the amazing tools you have at your disposal now that you are with TrilliumWest!

TW HomeBase, Slack, Gmail backend, LeadingRE, Web, Custom Clauses and Plain Language forms.

TECHY STUFF

- Get your LeadingRE account set up and become familiar with Access and your new online resources.
- Set up your email signature, get some help from our support team if you need it.
- Download Slack from the App store on mobile and your desktop. This is our company internal messaging app and will be a valued tool in your career. Request a login from your Brokers once downloaded.

SOCIAL LEARNING

- Go out of your way to introduce yourself and have conversations with your new colleagues both inside and outside the office. These are your peers, invaluable sources of knowledge and people that can help build your career. It is important that they see you as eager, hungry and ready to learn.

BUSINESS BUILDING BLOCKS

- Get your Mailchimp account set up under your TW email.

VIDEO MODULE + COURSE RESOURCE

- Presentation Basics - **PRES 101**

WEEK 1





REAL ESTATE MYTHS AND TRUTHS

THE IN-CLASS LEARNING OBJECTIVE

We take a look at some of the common myths and truths about the real estate industry.

TECHY STUFF

- Get your DocuSign account set up and practice navigating the software.
- Get your free Dropbox account set up.

SOCIAL LEARNING

- Follow TW on all of our Social Media channels.
- Find a Realtor® that inspires you and invite them out to coffee. Ask them about some of the real state myths and truths you read in *Selling with Soul* and get their take

BUSINESS BUILDING BLOCKS

- Start sharing brokerage content on your social channels.
- Intro yourself on social media channels.

VIDEO MODULE + COURSE RESOURCE

- Course Reading:
“Sell with Soul” E-book on Leading RE Chapter 2 pg. # 13.

WEEK 2





GET YOUR MOJO RIGHT

THE IN-CLASS LEARNING OBJECTIVE

Your attitude and mindset play an enormous role in your success in real estate. Always be looking for ways to improve your mindset, knowledge base and level of service.

TECHY STUFF

- Start putting your social media & marketing plan together - what platforms will you use? How will you be different?

SOCIAL LEARNING

- Ask an experienced agent to shadow them in an open house. What questions are they asking? What is their approach? What will your approach be?

BUSINESS BUILDING BLOCKS

- Start to write your business plan and goal-setting for the immediate future.

VIDEO MODULE + COURSE RESOURCE

- Leading RE Library - Agent Tool Kit - 10 Steps to Being a Great Agent

WEEK 3





BOARD TOOLS

THE IN-CLASS LEARNING OBJECTIVE

Learn to Navigate Matrix, Webforms, Geowarehouse, ShowingTime.

TECHY STUFF

- Spend some time getting familiar with Matrix / ONregional.
Use the help tab - Matrix quick start guide.
- Download the ShowingTime App and HomesHQ.

SOCIAL LEARNING

- Find a partner and set each other up on a search in Matrix so you can see how the auto search functions and how the interface looks to a potential client.

BUSINESS BUILDING BLOCKS

- Attend board training whenever possible on Matrix, ShowingTime, Geowarehouse - check with board for course schedule.
- Register for your HST #.

VIDEO MODULE + COURSE RESOURCE

- Leading RE - **SA MKTG 103** - Value Proposition for Agents

WEEK 4





BUILDING A PROPER REAL ESTATE BUSINESS

THE RIGHT HABITS!

THE IN-CLASS LEARNING OBJECTIVE

**A day in the life a top producing Realtor®.
Keeping a calendar, Ninja 9, 80/20 principle.**

TECHY STUFF

- Familiarize yourself with G-Suite business tools including Gmail, Google Calendar and Google Keep.

SOCIAL LEARNING

- Talk with 3-5 agents in the office and find out what their daily routine is.

BUSINESS BUILDING BLOCKS

- Create a mock transaction kit in Webforms. You might need a little help with this one, but don't worry we will address in our weekly evening session.

VIDEO MODULE + COURSE RESOURCE

Course Video:

- Leading RE - **BP 105** - Top Producer Tips - 5 Daily Musts for Success.

WEEKS
5





BUILD A DATABASE - AND FEED IT!

FISH FROM THE FRIENDLY POND!

THE IN-CLASS LEARNING OBJECTIVE

Tips for growing your sphere of influence and growing your database. Sphere of Influence, CRM's, Mailchimp.

TECHY STUFF

- Start designing your client Database - whether it's a CRM, excel or another method - the best CRM is the one you will use and that will work best for you.
- Send your TW introduction email using Mailchimp.

SOCIAL LEARNING

- Ask agents in the office what platform they use for their databases.
- How often do they “touch” their database?

BUSINESS BUILDING BLOCKS

- Go for lunch with one of your top cheerleaders.

VIDEO MODULE + COURSE RESOURCE

- Course Reading:
Sell With Soul - Fish From The Friendly Pond Chapter 5 Pg. 60

WEEK 6





READING PEOPLE

THE IN-CLASS LEARNING OBJECTIVE

**Identifying what makes your clients tick and your own personality.
Personality profiles, mirroring and communication with clients.**

TECHY STUFF

- Take the DISC test <https://www.123test.com/disc-personality-test/>
- Write down your letters in order of significance.

SOCIAL LEARNING

- Ask 2 or 3 agents in the office to talk about some difficult client situations they have handled in the past. Don't worry, they love to tell these stories.

BUSINESS BUILDING BLOCKS

- Head out on Agent Tour to view some open houses, get to know your new colleagues and gain valuable on-the-street market knowledge.

VIDEO MODULE + COURSE RESOURCE

- Course Video:
Leading RE - **SALES 109** - Communication

WEEK 7





BUILDING A BRAND AND FINDING YOUR VOICE

THE IN-CLASS LEARNING OBJECTIVE

**What's your UVP? You are new, how can you compete with experienced agents?
What's a UVP? Better show up and find out this week ...**

TECHY STUFF

- Try your hand at some blog topics and writing. Feel free to send them along for review.
- Review the DDF call-out sheet on TW HomeBase and understand the contents.
- Create an account with our photographers and sign installers.

SOCIAL LEARNING

- Ask 2 or 3 agents in the office how they got their career started.

BUSINESS BUILDING BLOCKS

- Review the TrilliumWest 'un-franchise' booklet and get confident in explaining our company UVP.

VIDEO MODULE + COURSE RESOURCE

- Course Video:
Leading RE - **SALES 101** - Branding

WEEK 8





WORKING WITH BUYERS...

THE IN-CLASS LEARNING OBJECTIVE

**Broker Demonstration of a possible Buyer consultation.
Practice this yourself or with a partner.**

TECHY STUFF

- Add your signature to Matrix / ONregional and use the TW banner.

SOCIAL LEARNING

- Broker Demonstration of the Buyer consultation.

BUSINESS BUILDING BLOCKS

- Review the TW Buying Guide, TW Client Profile Document and the OREA buyer representation agreement.

VIDEO MODULE + COURSE RESOURCES

- TW Buyer Guide, Client Profile form, The Buyer Rep
- Course Video:
Leading RE - **SA MKTG 147** - The Initial Appointment Education

WEEK 9





SHOWING HOMES

THE IN-CLASS LEARNING OBJECTIVE

**The art of showing homes and managing buyer expectations.
Sentri Lockboxes, ShowingTime, Knowing your changing product.**

TECHY STUFF

- Download the SentriLock App - SentriSmart.
- Download ShowingTime App if you haven't already.

SOCIAL LEARNING

- Ask an experienced agent to shadow them during showings.
- Shadow an agent while booking showings.
- Ask to attend a home inspection and observe.

BUSINESS BUILDING BLOCKS

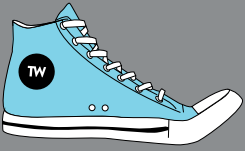
- Research your product. Learn as much as possible about construction, styles of homes and potential insurance issues - this will be ongoing throughout your career.

VIDEO MODULE + COURSE RESOURCES

- Course Video:
Leading RE - **SA MKTG 151** - Setting Expectation - Selecting Homes

WEEK 10





WRITING AND PRESENTING OFFERS

THE IN-CLASS LEARNING OBJECTIVE

Mock offer presentations. Practice, practice, practice - it leads to Realtor® presentation perfection.

TECHY STUFF

- Start a transaction kit and prepare an offer in Webforms.
All related paperwork needed.

SOCIAL LEARNING

- Mock scenario to be provided

BUSINESS BUILDING BLOCKS

- Review plain language forms on TW HomeBase.

VIDEO MODULE + COURSE RESOURCES

- Course Video:
Leading RE - **SA MKTG 153** - Setting Expectations - Decision Process

WEEK 11





THE ART OF THE NEGOTIATION

THE IN-CLASS LEARNING OBJECTIVE

**Talking negotiation and a potpourri of real-world scenarios.
Things are getting real.**

TECHY STUFF

- Complete your web / social marketing strategy.
- Are you intending to farm a particular location or niche?
- What will your brand be?

SOCIAL LEARNING

- Group discussion during training on different negotiation sticking points.

BUSINESS BUILDING BLOCKS

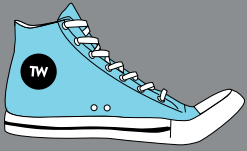
- Review TW ClauseLibrary.

VIDEO MODULE + COURSE RESOURCES

- Course Video:
Contract Negotiation - **SA MKTG 154** - Making an Offer
- Course Resource:
LeadingRE Library - Three Keys for Successful Real Estate Negotiation

WEEK 12





REAL ESTATE RABBIT HOLES AND REAL WORLD SCENARIOS

THE IN-CLASS LEARNING OBJECTIVE

Business development, strategies, and real-world potpourri scenarios continue.

WEEK 13

REAL ESTATE RABBIT HOLES

- Commonly used real estate terminology and a focus on the things they don't teach you in the licensing program.

WEEK 14

REAL WORLD SCENARIOS

- Handling real-world strange and challenging scenarios

WEEK 15

REAL WORLD SCENARIOS

- A topic that is so nice, we have to run it twice. More scenarios and an expansion on Week 14 topics



WORKING WITH SELLERS...

THE IN-CLASS LEARNING OBJECTIVE

We go deep into your pre-listing package, the initial walkthrough and developing the perfect listing consultation.

TECHY STUFF

- Review the TW Selling Guide
- Review the TrilliumWest 'un-franchise' booklet and strategize how you will use it in your listing presentations.

SOCIAL LEARNING

- Ask an experienced agent to join them on an initial walk through.
- What questions are they asking? How are they developing rapport?

BUSINESS BUILDING BLOCKS

- Review DISC personality profiles and get confident in identifying the different types of people.

VIDEO MODULE + COURSE RESOURCES

- Course Videos:
 - Leading RE- **LIST 133** - Listing Appointment Overview - Road Map
 - Leading RE - **LIST 135** - Previewing the Home

WEEK 16





PRICE IT RIGHT AND PRESENT YOUR CMA

THE IN-CLASS LEARNING OBJECTIVE

Exploring the world of CMA's and how to appropriately utilize them to make your shots count. Discussions around value, different forms of value and where hidden value may exist.

TECHY STUFF

- Order a mock CMA through TW HomeBase.
- Use Matrix to find comparable active and sold properties

SOCIAL LEARNING

- Broker Demonstration of listing presentation.

BUSINESS BUILDING BLOCKS

- Ask an experienced agent to shadow them on a listing presentation.
- Price your home, a friend or a family member's house that lives in your service area.

VIDEO MODULE + COURSE RESOURCES

- Course Video:
Leading RE - **LIST 136** - Interactive Pricing

WEEK 17





MARKET AND SERVICE YOUR LISTINGS

THE IN-CLASS LEARNING OBJECTIVE

Working on communication, service reports & market updates. Tackling challenging scenarios when listings are not receiving offers.

TECHY STUFF

- Showing time listing activity report.
- TW ServiceReports in TW HomeBase.

SOCIAL LEARNING

- Ask 2 or 3 agents in the office how frequently they communicate with their sellers, the methods in which they use for communication and what they send for market updates.
- Ask an experienced agent to attend a multiple offer presentation.

BUSINESS BUILDING BLOCKS

- How is the market?
Review the latest TW Quarterly Report so you can answer this.

VIDEO MODULE + COURSE RESOURCES

- Course Video:
Leading RE - **SALES 106** - Serving

WEEK 18





CONTRACT TO CLOSE AND POST CLOSING SYSTEMS

STAY IN TOUCH!

THE IN-CLASS LEARNING OBJECTIVE

A discussion of some great ways to keep in touch with clients long after the sale has closed to build upon that relationship and generate non-stop referrals.

TECHY STUFF

- You have a happy client get them to review - Google & Facebook Reviews.

SOCIAL LEARNING

- Group discussion on some of the best ways to keep in touch after the close.

BUSINESS BUILDING BLOCKS

- Review the TW MovingChecklist, Utility Contacts on TW HomeBase.

WEEK 19





ACCOUNTABILITY AND SELF REFLECTION

THE IN-CLASS LEARNING OBJECTIVE

Learn from every situation, what did I do right and what could I have done better. Set goals, get an accountability partner, evaluate where your business came from and review your personal business plan.

TECHY STUFF

- Complete your web/social/marketing plan and start to put it into action.

SOCIAL LEARNING

- Pick someone in a similar stage in their business to be your accountability partner for the next year. Set a bi-weekly schedule.

BUSINESS BUILDING BLOCKS

- Review your short-term business plan and goals - did you meet them?
Are you tracking as planned? What did you do well? Where can you improve?

VIDEO MODULE + COURSE RESOURCE

- Course Video:
Leading RE - **SALES 110** - Debrief

WEEK 20



the un-franchise.

Un-franchise [uhn-fran-chahyz] noun **1.** An independent company that simply does not accept the industry standard. **2.** A company that actually listens, reacts and acts accordingly. **3.** A company that believes that ‘going local’ always produces the best results. Origin 2014; See TrilliumWest Real Estate Brokerage.

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