

*Successful*


**REAL  
ESTATE  
AGENT**

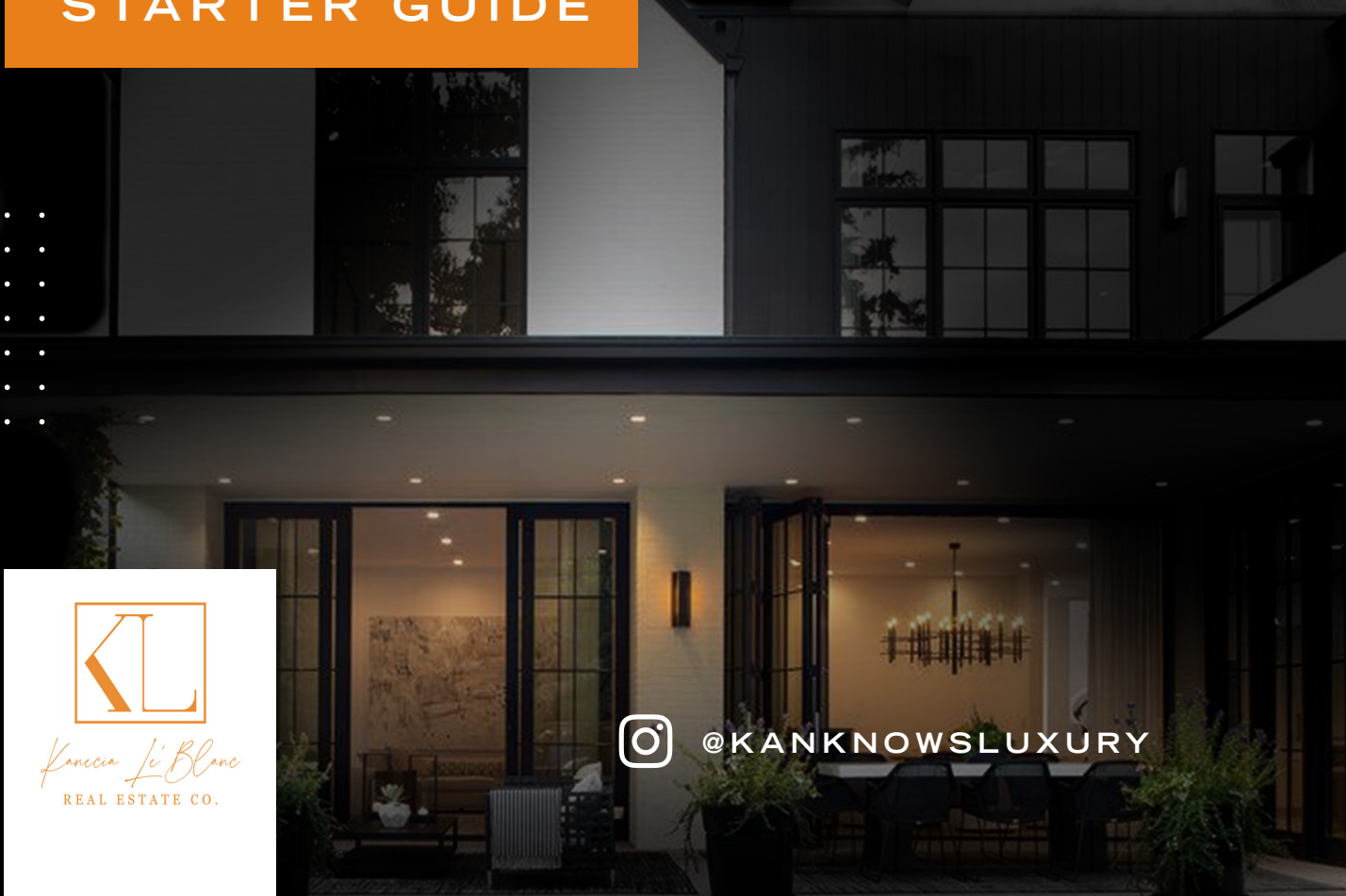


**STARTER GUIDE**



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 @KANKNOWSLUXURY



# Introduction



Starting off as a new agent no matter where you are in the country can be overwhelming and quite intimidating without all the resources and tools necessary to build on. The important and seemingly simple aspect to success is information and experience. In this comprehensive guide I will guide you to build a successful foundation as a new agent!

You might wonder where do I get this information and experience Kanecia, if I am brand new? The key is always perspective! Your perspective of the experiences you already have and the information you are likely to gain from seeking the correct sources will leverage you above your competitors! (And yes this is a competition, all sales is competitive)

The guide outline will assist you no matter your tenure from start to a scaled business that should easily net you above average salary and quickly into the 6 figure range!

## 01 — STEP 1

# Laying the groundwork!

The biggest decision you will make for getting into real estate is that in itself. Deciding if you want to become a REALTOR, INVESTOR or CONTRACTOR, or all the above is one of the biggest decisions and should not be taken lightly?



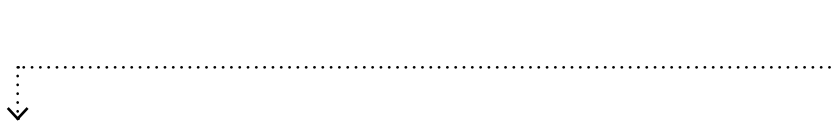
# BEFORE ENTERING REAL ESTATE BE SURE TO EVALUATE THESE 2 QUESTIONS:

## 01

What reason(s) do I want  
to get into real estate?

## 02

Are those reason(s) ones that  
lifestyle or financially driven?



### **If Lifestyle**

You may be better suited to career shift entirely, such as a realtor. This is a complete 180 from whatever career you're in and will dedicate your time and energy into changing your lifestyle. This one is not for people looking to participate in real estate part time.

### **Financially**

This is better suited for those looking to join part time or in conjunction with their current career such as being an investor. Real estate has helped millions leverage their time and their money from one source of income into a viable high return investment portfolio. This is perfect for my individuals who really don't want to leave their current job!

### **TIP:**

Don't be afraid to Shift! Shifting is important to find your niche, try and try again! It's better to continue to shift and find the area of real estate that leverages your strengths the best. Your lucrative area may not be what originally had in mind; it's OK!

## 02 — STEP 2

# Education

This section will be fairly quick to review! I will lay out straight to the point what you do and don't need to get started as a licensed realtor. No long searching on the net. Depending on the state you will have to find your specific schools etc but the general 1,2,3 are all the same!

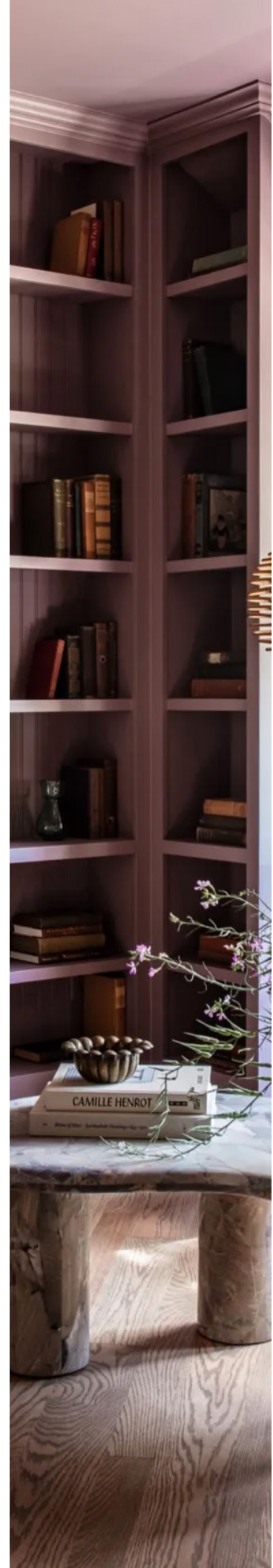


# Getting your Licensing!

## 01

### **YOU DO NOT NEED A COLLEGE DEGREE! BUT IT CAN HELP!**

Currently a business major? Minor in real estate is a great move! Want to get into luxury real estate, unless you're a unicorn very few will make it to the greatest without formal business education. I know this is completely opposite to what you might hear the IG agents say, but please research the real billion dollar agents all had some form of business training. Example, do you think you sell or even hold a conversation with a wealth manager for a fortune 500 company without knowing the talk and walking the walk?



## 02

**START THE RESEARCH!**

- 01** Call your state licensing board for real estate and ask about “Sales Associate” (some states may differ in wording, real estate broker may be used) licensing. Find one to two accredited schools locally near your county/city. They will most likely direct you to their website for the list of schools.
- 02** Next, call a local school to ask about “Sales Associate” licensing they will most likely have online and in school options. I recommend night school, online is cool, but you’re detached, and day school probably won’t fit most schedules.
- 03** Prepping for your state exam, this may seem difficult to some but I promise it’s totally doable. That said, you will have to follow these simple but effective steps below!

# 01

Schedule your state exam no more than 7-10 days after you complete your class! Yes that means you will need to plan and pay before you even know if you'll even pass the class exam. Just DO IT

# 02

Purchase at least 1 practice exam from your school or an accredited online school, 1 cram class preferably the weekend prior to your exam, audio notes if applicable, search 1 youtube video and continue to complete these until you have 100% pass rate, and memorize all material. NO JOKE!

# 03

Now go pass that exam! We will worry about choosing a brokerage after your license is acquired. I repeat AFTER!



03 — STEP 3

THE PART THEY FORGET TO  
TELL YOU, THE CHICKEN OR  
THE EGG FIRST?

# Brokerage and Mentorship



# Brokerage Selections

- 01** In my opinion, there are so many things left out of conversations or online when learning to get into real estate. One being the importance of focus, strategy and step by step plans. When you complete school, you now can “focus” on finding a brokerage home.
  
- 02** You will “shop” brokerages. You will interview with at least three different brokerages. You will check their websites, social media and even find their agents. What are you looking for? Culture! NO not leads, not money, not success but CULTURE! You’ll have more success as a new agent at company with similar culture that you value and can see yourself in than **anyyyyyy** other attribute they can offer. I PROMISE!



# Mentorship!

Close attention to this one, unless you have already guaranteed mentorship somewhere please dm, call and gather your coins for a bunch of “coffee and lunch dates” on you of course!

The top of the top agents all currently and started off with mentorship. It's VITAL. End of story, and no you won't get everyone knocking at your door to do it, but this will be your first test at relationship building. Even more, you may want to offer compensation, no money upfront? No worries, offer them a fair chunk of your first few deals. Why because 9/10 you'll close that deal with ease and success more than you would alone. Taking home 30% of a deal isn't bad, taking home 0% of a deal and struggling for months just to save a buck is!

04 — STEP 4

# More of what they should have told you!



When in school they are only trying to give you the bare bones. And even at your brokerage it's so many moving pieces it's not even intentional they may leave things out.

That said, add this to your list of things to vet out with brokerages and mentors alike. Ask your brokerage if they bring in third party stakeholders in real estate to speak to the office; including but not limited: lenders! Inspectors! Attorneys and title companies!

Marketing teams! Coaches! Accountants! And the list goes on!

Your best asset when starting out is leveraging your knowledge over your experience. Older agents know it's a must to continue education, it's actually how they stay afloat not their experience. Markets change by the day, month and season and the ones who carve out time to educate or at least spend 5 hrs a month in training, or attending a seminar by one of those stakeholders is so valuable.

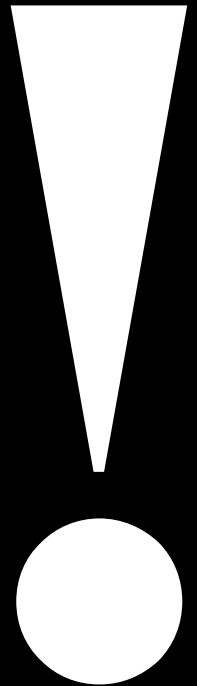
**Additionally here are other places to attend:**

- > Motivational Speaking/Coaching (sales related especially)
- > Mortgage products ( they host trainings on different mortgage products offered)
- > Tax trainings especially small business ones (your clients should think your a wealth of knowledge in and out of real estate)



- Stock/Options seminars
- Luxury sip and shop (this is really to just learn how to mingle in those environments)

\*\*\*\* PS. be wary of "social media gurus" ' they can give you good info but it's also a lot of free information out there and you can honestly end up hearing very inspirational redundant info. The stakeholders on the other hand are giving you market changes in their fields AND more importantly their incentive lies in you being a good agent to bring them clients. Not just paying for a seat and a cool meet and greet. \*\*\*\*



# The real MEAT and POTATOES!

The biggest mistake that I think new agents have is not taking the time to set a BRAND. I myself have fallen victim to just focusing on the experience piece and not the biggest money maker, BRANDING!

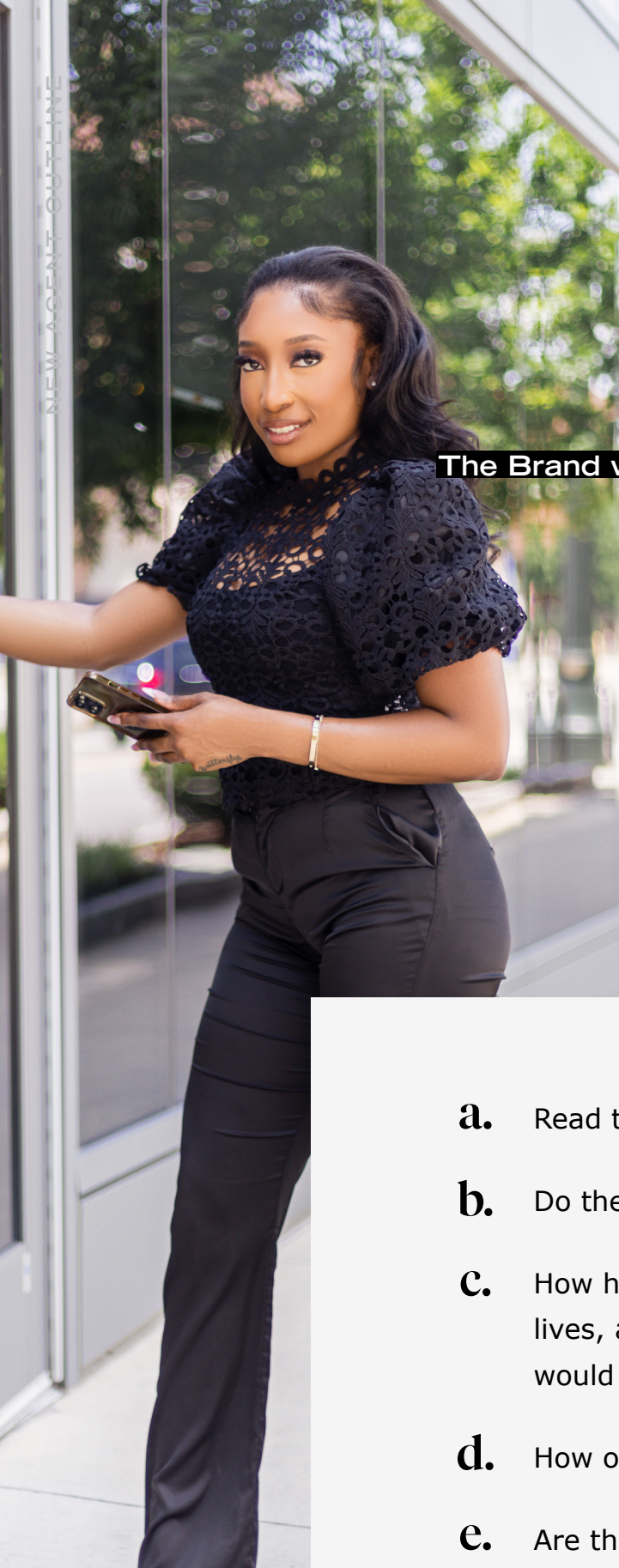
Your brand is the first thing people see and the first decision they will make in regards to working with you.

Your brand is not an overnight success but something you will have to cultivate over time.

## HOW TO BUILD YOUR BRAND USING THE WHO, WHAT, HOW & WHY OF A BRAND:

### **Who are you?**

Your past experiences and testimonies are what make you the person you are today and the agent you'll be.



### **The Brand what?**

By knowing who you are as a person you'll be able to target an audience of clientele that think, look, act and behave like you.

Is the visual representation of who you would like your buyers to see you as. This is probably one of the most important in building your brand. The easiest way is to not reinvent the wheel, but customize it. Find 2-3 top selling agents with actually verifiable numbers online to build your brand around.

- a.** Read their bios and check website
- b.** Do they have themes and colors
- c.** How have they incorporated their personal lives, and what portions of your personal life would you like to share
- d.** How often do they post
- e.** Are they professional posed pictures or candid?



**The Brand How?**

How do your services work to better the experience of home buyers, renters and sellers? This is key in using your training to set yourself apart. If you have a banking background then leverage a “custom approach to securing financing and/or down payment options” or if your a former teacher points out your high level of attention and detail allows for your clients to avoid costly repairs and bad investment properties. LEVERAGE!

**Lastly, the  
Brand Why?**

Why you go above and beyond for your clients is the real reason people will gravitate toward you. For instance, my brand is the fact my family’s house was foreclosed on and from an early age I knew I never wanted that experience to ever happen to any one I love. I knew it would take real financial literacy to avoid that. The best way I could help families like mine is by listening to their needs and providing them the best cost effective homes! They will be knowledgeable and formidable in any market. They will make wise decisions and know all their options so they never have to experience a foreclosure!



# TURNING YOUR BRAND INTO A MARKETING PLAN

Your marketing plan is a diverse mix of print, online and social materials. Now that you have your brand it's important to put it to paper.

## **PRINT**

Business cards, buyer and seller brochures. Always cardstock material or better, professionally printed and easily accessible no matter where you are!

## **ONLINE**

Your website at min needs a:

- > Great landing page
- > Great visuals of you
- > Contact info and form to submit theirs (super important)
- > Bio      > Services you offer

## **EMAIL MARKETING**

Work with your mentor to create your contract and month newsletter email marketing templates. This is vital to save you time. Better yet when searching brokerages ask if they have premade templates this is an easy checklist item that can save you hours responding to clients. Additionally, it's more professional when clients receive one consistent, branded and grammatically correct email.



# THE ULTIMATUM - LEAD GENERATION

The key to success is how well you can acquire clients aka "Leads". Leads can come from your sphere of influence, friends, family, coworkers. Your leads can be acquired from other areas as well, many we mentioned during the self education events etc, or more direct marketing for realtors such as online, open houses, and my favorite social media.

The key to lead generation is consistency! Your goals are best met when you're disciplined and routine in executing them.

- 01** Reach out to at least 4-5 people each day
- 02** Create a specific follow up plan for people who are in different stages of buying. (Drip emails)
- 03** Tell everyone you're a realtor, every single place you go, yes cheesy, yes it works!
- 04** Network with agents out of your state, REFERRALS! Plan chatting with 1-2 a day
- 05** Create an online funnel, youtube, ads or post consistently. This should be very in line with trends, not stagnant posts or videos that only post words. People want to see homes, actions, or examples of people that look like themselves buying/renting or selling homes.

# Now you have a valuable foundation to build on.

There should be no confusion on where to start or lags in your planning. It's important to start the process and finish exactly how you started, **STRONG** and without wavering.

**LEARN MORE**



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