

90 Day

KICK OFF

Your Track To Success



Welcome to the RE/MAX Around Atlanta family! We are here to help you build the business you need to fund the life you want! Here are some daily action items to help you get started on a successful journey:

MONTH 1

- Find a fun and enthusiastic way to let your current clients know of your move to RE/MAX
- Order new business cards: [Here are some vendors](#)
- **Log into MaxCenter and set up your profile (Tip: find one agent from your home state or a place you want to visit on the referral roster and make an introduction to be a referral partner)**
- Update social media profiles with brokerage name for GREC compliance & professional picture(s) – keep in mind, people will Google you (extra credit – follow & like RE/MAX Around Atlanta on all platforms)
- Organize your database - refine your current list of relationships to ensure it is up to date including birthdays and tags. (TIP: ask for Sphere of Influence Memory Jogger)
- **Check out the RE/MAX Learning Tracks (maxcntr.com: RE/MAX university: new agent onboarding)**
- Call 20 people in your sphere of influence to share the news
- Check out our HUB at www.rmaaresources.com and familiarize yourself with the content
- **Download the First.io & Photofy apps**
- Announce your new affiliation to the world! (Tip: Use Megaphone, Canva, or Photofy for impact)
- **RE/MAX tech – watch webinar on kvCORE, set up profile, zip codes & notifications to receive leads**
- Craft a letter or write personal notes to your sphere of influence letting them know that you are available to serve & enclose a business card
- Record a video for your past clients announcing your move and email or text it out. (Tip: check out BombBomb and get a discount through RE/MAX: <https://bombbomb.com/remax/>)
- **Set up a RE/MAX tech onboarding session with Heather Holliday: socialmarketingnut@gmail.com**
- Take a DISC assessment - share with your broker ([Try this one](#) or [this one](#))
- Order marketing items (i.e. signs, logo apparel, folders, name badge) for [personal promotion here](#)
- Upload contacts to your CRM to manage your best assets: your database (ask for template)
- Call current vendors to announce the positive change (e.g. landscaper, lender, plumber, etc.)
- **Watch RE/MAX webinar on Megaphone & Photofy to learn marketing tools**
- Check out the [RMAA Learning Library](#) and watch a video
- Create and update marketing materials – personal promotion, listing and buying materials (Tip: check out www.rmaashop.com and let us do it for you)
- **Download the RE/MAX sticker pack for your smartphone & send one to someone**
- Do a vision board using Canva, PowerPoint, or poster board. Where would you like to be in 1 year? 5 years? Think both personally and professionally. Share your vision with your broker.
- Schedule a marketing consult with Alexis to streamline your client touch program
- Join an accountability group – ask your broker how
- Life Plan: get a template from your broker, take a day and JUST DO IT
- Find a real estate podcast and start listening (Brian Buffini, Jared James, Tom Ferry)
- Skill building - webinar from FMLS on REMINE
- Schedule new head shots

MONTH 2

- Create your Financial Model with your broker and know your Entrepreneur's Mantra. Build a budget then discuss your budget with the broker to tie it to your goals. (Tip: ask for spreadsheet)
- Start tracking where your business comes from. Determine what you need to stop, start and continue doing based on ROI of marketing efforts/what is working/what is not working.
- Follow up with all leads you've created and develop an ongoing cultivation plan (Tip: find a system and use it: kvOCRE, another CRM, First.io, Excel spreadsheet)
- Look over 100 ways to generate leads (from broker) and pick 3-5 of interest to work consistently
- Dive deeper into your business plan to determine your transaction benchmark and attempts/day
- **Set up RE/MAX mobile app - share customized app with current clients**
- Skill building - Improve your listing consultation skills and pricing model. (Tip: watch a class on RE/MAX University or YouTube and ask about our 7 Step Pricing Strategy)
- Talk with your broker about your Unique Selling Proposition. Develop clarity around this. (Tip: Watch Defining Your Value Proposition on Full Leverage)
- Update your listing presentation to represent your vision and value proposition (Tip: consider investing in customized RMAA Buyer and Seller Guides)
- **Log onto www.remaxhustle.com and create one of everything!**
- Determine any scripts you need to create or edit
- Finish your Vision Board, Life Plan, or Business Plan
- Go to RE/MAX University and watch a training on First.io
- Find a mentor in the business who you respect - ask them to lunch
- Build your homeowner resource list (Tip: start with our list & review your SOI memory jogger)
- **Follow RE/MAX & RMAA on Social Media (Facebook, Twitter, LinkedIn, Instagram, etc.)**
- Research FMLS "Reports" tab - know the answers to the question, "how's the market?"
- Snapshot info using InfoSparks Absorption Reports, Statistical Reports, etc. to share with clients or on social. (e.g. number of listings, month's supply, average sale price, etc.) (Tip: ask for a template for Canva)
- Practice your Buyer Consultation talking points
- Know your stats: Average List Price, List Price to Sales Price Ratio, Days on Market (Tip: if you need help determining them, let us know. If you are new to the business, ask for our company stats)
- Develop a script for the following if you don't already have it (check out sample scripts in rmaaresources.com):
 - Requests to lower your commissions
 - A price reduction for a listing
 - Prospects who are not ready to list
 - Buyers who want to present an unreasonable offer
 - Dealing with a low appraisal
 - Buyers who want to keep searching for the perfect home and won't get off the fence
 - Buyers who want to see homes before a consultation or pre-qualification
- Follow up with your sphere of influence since your announcement (Tip: don't sell - just check in)
- **Login to First.io and text, call or email 15 starred contacts**
- Write an elevator speech (30-60 sec introduction) that you can use when networking (Tip: ask a great question, share something funny or tell a story to engage your audience)
- Craft a marketing plan - pick 2-3 marketing strategies to target new clients (review lead generation sheet)
- Find a networking group or event to attend and practice using your introduction
- Get real on social media. Talk about things you are thankful for - don't sell! (e.g. what you learned today, who you met, what you've accomplished so far, excitement)
- **Use the RE/MAX referral roster to find an agent in an out of state area you know or believe referrals can come from and make an introduction**
- Attend a CE class and implement one new thing into your business
- Shoot videos to on topics that you would normally cover via email to clients/prospects (i.e., thanks for reaching out, ready to start your home search, what to expect during the inspection, how to prepare for showings, the importance of crafting a strong offer, contractors I know and love, preparing for closing, etc.)



MONTH 3

- Attend an association event - register and add to your calendar
- **Join a RE/MAX Facebook group and share something**
- Pick a business or real estate book to read or listen to (Tip: form a habit of self-development)
- Pick a news website to get updates RisMedia, NAR, RE/MAX Blog etc. (Tip: Set up google alerts)
- Review and update your transaction checklists (Tip: [check out some ideas/templates here](#))
- Find another real estate podcast to listen to regularly
- Browse the [RMAA consumer blog](#) and find something to share on social
- Host a successful open house – plan, prepare and execute (Tip: include ads, door knocking, social, live video and more to set this up as a professional marketing platform)
- Make a plan to attend the R4 convention your first year
- Find ways to get involved personally in your community – find your passion and cause to support
- Think about one thing you would like to happen if you were buying a home - decide how to exceed that expectation and go the extra mile
- Set up or update a business page on Facebook so you can place marketing ads
- Consider a designation course that would help you gain an advantage - plan to register within 3 months
- Review the lead generation ideas list and select 5 more you would be interested in trying
- Ask 10 people for a referral
- Visit 5 local businesses to find out what's special about them and the area that appeals to clients. (Bonus: Record video you can use for a community promotion)
- Write 10 notes to people in your sphere & mail them
- Learn about important legal issues affecting your business - sign up for the GREC Newsletter
- Google yourself and see what you find then set up a google alert to notify you when someone uses your name
- Check out Breakthrough Broker for great business ideas and forms - choose three items to work on
- Look up Lighter Side of Real Estate and find something to share
- Join 3 Facebook real estate groups that interest you to get involved, receive referrals or get insider tips to create better business
- Consider [scheduling a consultation](#) with your RMAA Support team
- Keep Prospecting Daily!!! Successful people don't allow distractions or excuses to keep them from filling their pipeline with opportunity. Make a goal (such as get to 250 names) and do that as soon as possible.
- Find your success tribe. Build relationships with closing attorneys, lenders, home warranty companies, inspectors and more. Find a time to meet with some of these one-on-one to build relationships and gain a better understanding of what you offer to each other.
- Check out the RMAA Broker Blog <https://www.rmaaresources.com/rmaa-blog>
- Take time to evaluate your progress. At the end of the week ask the following questions:
 - What did I do well?
 - What do I need to improve?
 - What is the most important thing I learned this week?
 - What should be my focus next week?
 - What is one thing I can do to make someone's day better?
 - What is one project I can work toward that will significantly improve my business?
- CELEBRATE! You've now been with RE/MAX for 90 days and have accomplished a lot. Time to meet with your broker to set up a business plan for the next quarter. Discuss your favorite moment in business and the hardest thing you've overcome during your first 90 days.



BONUS ACTIVITIES

- Create a promo video about you and your business to share
- Get familiar with all the RE/MAX Tools and pick 3 to master (Tip: watch Top 10 Underused RE/MAX Tools <https://www.rmaaresources.com/learning-library.html>)
- Offer to help another agent with a showing, open house or referral to mentor someone and practice your skills through teaching someone else
- Contact a retiring agent and ask about adopting their clients
- Consider farming an area with 200-300 people to diversify your lead generation activities and go deeper with people who get to know you.
- Find other sources of leads: professionals who deal in property matters, such as probate and divorce lawyers; insurance agents; CPAs; and investor and landlord groups. Offer something of value and keep in touch.
- Start advertising. Think about and plan ways to do personal promotion in a way that isn't "salesy" to gain exposure. Consistent advertising of your brand and benefits builds lasting results.
- Research and download some scripts off the internet and practice role plays for 30 minutes every day for a week. (By Referral Only, Buffini and Company, Tom Ferry, etc. as resources)
- Build a calendar for vital activities and commit to executing. Schedule time for prospecting, business building and lead follow up every week.
- Find an accountability partner to help you keep on track for success
- Add 5 people to your SOI and 5 new vendors to fill in any gaps of relationships that would serve your clients
- Plan to attend relevant training to improve. Never settle for what you know. Be learning-based and find ways to continually become better at what you do like a true professional.
- Schedule coffee with 5 contacts/month and ask them to help you build your business through referrals
- Host a client appreciation event to say thank you and deepen relationships
- Plan an ideal week and get consistent with your vital activities that will build your business
- Join the RE/MAX Creative group – download something to share and give back with an idea, marketing piece or creative element

