

# New Agent Guide



produced by the Resale Council  
Hampton Roads REALTORS® Association

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Center for  
Real Estate   
HAMPTON ROADS REALTORS® ASSOCIATION

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# Our Mission

The New Agents Guild is a resource available to HRRA members to receive training materials and attend events designed to improve their progress in real estate sales.

Please use the information provided in this guide to answer common questions about the industry and the Association.

## HRRA SPECIALTY COUNCILS:

Affiliates Council  
 Commercial Real Estate Council  
 New Homes Council  
 Owners Council  
 Property Management and Leasing Council  
 Resale Council (and the New Agents Guild)  
 Sales Managers Council

## COMMITTEES:

REALTOR®/Lawyer Committee  
 Governmental Affairs Committee

## ACTION TEAMS:

Golf Outing  
 Annual Picnic  
 Circle of Excellence<sup>sm</sup> Awards  
 Convention & Tradeshow  
 Public Relations (PR Action Team)

## Alphabet Soup

(What do all these letters mean?)

**ABR** - Accredited Buyer Representative designation  
**ALPHA** - Alpha College of Real Estate - [www.AlphaCollegeOfRealEstate.com](http://www.AlphaCollegeOfRealEstate.com)  
**CE** - (Continuing Education) credit needed to renew your license after your first renewal.  
**CPM** - Certified Property Management designation  
**CRB** - Certified Residential Brokerage designation  
**CREC** - Commercial Real Estate Council  
**CRS** - Certified Real Estate Specialist designation  
**DPOR** - Department of Professional and Occupational Regulation - [www.state.va.us/dpor](http://www.state.va.us/dpor)  
**e-PRO**® - Internet Professional designation  
**GRI** - Graduate of the REALTORS® Institute designation

**HRRA** - Hampton Roads REALTORS® Association - [CenterForRealEstate.com](http://CenterForRealEstate.com)  
**NAR** - National Association of REALTORS® - [www.Realtor.org](http://www.Realtor.org)  
**PL** - (Post-Licensing) credit needed to renew your license the first time  
**REIN** - Real Estate Information Network (multiple listing service, or **MLS**) - [www.reininc.com](http://www.reininc.com)  
**SRES** - Senior Real Estate Specialist designation  
**VAR** - Virginia Association of REALTORS® - [www.VARealtor.com](http://www.VARealtor.com)  
**VREB** - Virginia Real Estate Board (at **DPOR**) - [www.state.va.us/dpor](http://www.state.va.us/dpor)



# Sample Weekly Calendar

<b>Monday</b>	8:30 AM	8:45 AM	Contact database update & maintenance
	8:45 AM	9:00 AM	Correspondence: thank-you cards, notes, etc.
	1:00 PM	1:30 PM	Professional reading time
	1:30 PM	3:00 PM	Visit vacant listings
<b>Tuesday</b>	8:30 AM	8:45 AM	REIN Forms review
	8:45 AM	9:00 AM	Review REIN Forums
	1:00 PM	1:30 PM	PL/CE course search
	1:30 PM	2:00 PM	Listings maintenance
<b>Wednesday</b>	8:30 AM	8:45 AM	Prospect database
	8:45 AM	9:00 AM	Explore MLXchange functionality
	1:00 PM	1:30 PM	Scripts development and practice
	1:30 PM	2:00 PM	Website maintenance & review
<b>Thursday</b>	8:30 AM	8:45 AM	Review REIN Infobyte archives
	8:45 AM	9:00 AM	Surf HRRA, VAR, NAR websites
	1:00 PM	1:30 PM	Work on Listing Presentation
	1:30 PM	2:00 PM	Work on marketing pieces
<b>Friday</b>	8:30 AM	8:45 AM	Prospect database
	8:45 AM	9:00 AM	Correspondence: thank-you cards, notes, etc.
	1:00 PM	3:00 PM	Visit homes/get familiar with local inventory
<b>Saturday</b>	1:00 PM	4:00 PM	Attend open houses
<b>Sunday</b>	1:00 PM	4:00 PM	Attend open houses

# SAMPLE AGENT PLAN



## Create A Plan:

- Complete local Board membership requirements
  - Orientation, MLS classes, etc.
- Develop a formal, written Business Plan
  - Seek your Broker's advice regarding realistic goals
- Make a budget
  - Identify business expenses, desired monthly income (net)
  - Make a plan to set aside and pay taxes
- Investigate business entity options: LLC, S-Corp, C-Corp, etc.

## Prospect For Clients:

- Identify likely targets
  - Sphere of influence
    - Create a plan to contact everyone in it
  - Unrepresented sellers (NOT "FSBO's")
  - Your clubs, church, school, neighborhood groups, etc.
  - Civic League, Chamber of Commerce
  - Local business owners
    - Consider networking groups (BNI, etc.)
  - Previous clients or co-workers in another industry
  - Prospects of agents leaving the real estate business
- Set up database or paper system
  - MLXchange, Outlook, PDA, DayRunner, etc.
- Ask 3-5 people a day if they need real estate assistance
- Give away 5 business cards daily

## Market Yourself:

- Order business cards & supplies
- Send letter of introduction ("I'm a REALTOR®")
- Create web presence with company or 3rd-party website provider
- Create your Listing Presentation and Buyer Counseling Presentation
- Research local media advertising plans: newspapers, magazines, etc.

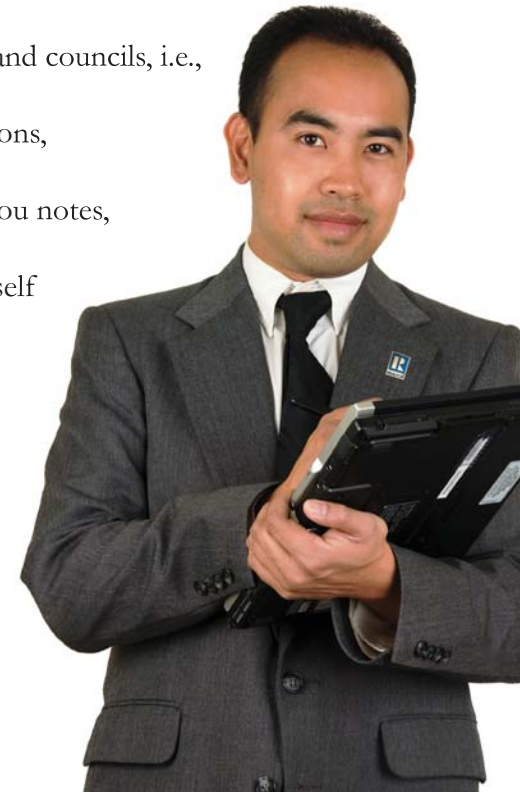
## Seek Additional Education

### And Designations:

- Attend new agent training
  - Alpha College of Real Estate QUICKSTART, in-house, etc.
  - "Guru" seminars
- Attend all company sales meetings
- Designations offered through Alpha and HRRR: ABR, e-Pro, CRS, GRI, SRES
- Make a plan to get PL/CE credits over 2-year period
- Consult Broker regarding coaching/mentoring arrangements
- Reading list: select 5 "best books" and read them
- Explore MLXchange
- Become familiar with REIN forms
- Become familiar with NAR Code of Ethics

### Additional Activities:

- Get involved with HRRR activities and councils, i.e., participate in the New Agent Guild
- Participate in your company's functions, committees, etc.
- Follow up with all contacts (thank-you notes, business cards, etc.)
- Preview properties; familiarize yourself with neighborhoods/inventory
- Review MLS Hot Sheet daily
- Hold "Open Houses" on other agents' listings (get permission!)
- Develop and practice scripts
- Develop resource networks with HRRR Affiliates (inspector, lender, repairman, etc.)
- Review REIN Infobyte archives
- "Lurk" REIN Forums



# Pathways to Professionalism



*While the Code of Ethics and Standards of Practice of the National Association establishes objective, enforceable ethical standards governing the professional conduct of REALTORS®, it does not address issues of courtesy or etiquette. Based on input from many sources, the Professional Conduct Working Group of the Professional Standards Committee developed the following list of professional courtesies for use by REALTORS® on a voluntary basis. This list is not all-inclusive, and may be supplemented by local custom and practice.*

## I. Respect for the Public

1. Follow the Golden Rule: Do unto others as you would have them do unto you.
2. Respond promptly to inquiries and requests for information.
3. Schedule appointments and showings as far in advance as possible.
4. Call if you are delayed or must cancel an appointment or showing.
5. If a prospective buyer decides not to view an occupied home, promptly explain the situation to the listing broker or the occupant.
6. Communicate with all parties in a timely fashion.
7. When entering a property, ensure that unexpected situations, such as pets, are handled appropriately.
8. Leave your business card if not prohibited by local rules.
9. Never criticize property in the presence of the occupant.
10. Inform occupants that you are leaving after showings.
11. When showing an occupied home, always ring the doorbell or knock – and announce yourself loudly – before entering. Knock and announce yourself loudly before entering any closed room.
12. Present a professional appearance at all times; dress appropriately and drive a clean car.
13. If occupants are home during showings, ask their permission before using the telephone or bathroom.
14. Encourage the clients of other brokers to direct questions to their agent or representative.
15. Communicate clearly; don't use jargon or slang that may not be readily understood.
16. Be aware of and respect cultural differences.
17. Show courtesy and respect to everyone.
18. Be aware of – and meet – all deadlines.
19. Promise only what you can deliver – and keep your promises.

20. Identify your REALTOR® and professional status in contacts with the public.
21. Do not tell people what you think – tell them what you know.

## II. Respect for Property

1. Be responsible for everyone you allow to enter listed property.
2. Never allow buyers to enter listed property unaccompanied.
3. When showing property, keep all members of the group together.
4. Never allow unaccompanied access to property without permission.
5. Enter property only with permission even if you have a lockbox key or combination.
6. When the occupant is absent, leave the property as you found it (lights, heating, cooling, drapes, etc). If you think something is amiss (e.g. vandalism) contact the listing broker immediately.
7. Be considerate of the seller's property. Do not allow anyone to eat, drink, smoke, dispose of trash, use bathing or sleeping facilities, or bring pets. Leave the house as you found it unless instructed otherwise.
8. Use sidewalks; if weather is bad, take off shoes and boots inside property.

## III. Respect for Peers

1. Identify your REALTOR® and professional status in all contacts with other agents.
2. Respond to other agents' calls, faxes, and e-mails promptly and courteously.
3. Be aware that large electronic files with attachments or lengthy faxes may be a burden on recipients.
4. Notify the listing broker if there appears to be inaccurate information on the listing.
5. Share important information about a property, including the presence of pets; security systems; and whether sellers will be present during the showing.
6. Show courtesy, trust and respect to other real estate professionals.
7. Avoid the inappropriate use of endearments or other denigrating language.
8. Do not prospect at other agents' open houses or similar events.
9. Return keys promptly.
10. Carefully replace keys in the lockbox after showings.
11. To be successful in the business, mutual respect is essential.
12. Real estate is a reputation business. What you do today may affect your reputation – and business – for years to come.



