

Mark Your Calendar

1. MLS (and Realtor) required classes
2. Best Choice Realty's Monday Night Webinars – 5:30PM on Zoom every Monday
3. Best Choice Realty's Trainings (calendar at bestchoicerealtyhomes.com)
4. Strategy Session with Sales Manager/Mentor
5. Meeting with 1 Title Rep + 1 Lender
6. Time block calendar with prospecting/appointments/license renewal/etc.

Systems Setup & Updated

1. New Business Cards in purse/wallet and car
2. Bin for the Car ready
3. Online Profiles: MLS Profile, LinkedIn, GoogleBusinessProfile, Zillow & Realtor.com, Website, Social Media sites: (Facebook/Instagram/Messenger, WhatsApp, WeChat, Kakao, etc.)
4. Apps on your phone
 - A. E-Key (Supra eKEY or SentiKey)
 - B. MLS app and/or real estate app (Zillow, Realtor.com, Redfin)
 - C. Showing app (ShowingTime)
 - D. Title app with calculator
 - E. CRM
 - F. Social Media apps
 - G. Financial (Quickbooks, Budgeting, Receipts)
5. CRM – (RealGeeks, Lofty, Excel, or other)
 - A. Database created/reviewed – Phone, Email, and Address for each contact (use reverse lookup tool for missing info – ExactDial)
 - B. Sort each contact into Hot/Warm/Cold or similar categories
 - C. Property search or home report setup for each contact
 - D. Workflows/SmartPlans with emails/text responses established for new lead followup

Marketing & Branding | Setup & Updated

1. Read/Review Best Choice Realty's Listing & Buyer Presentation materials (and BCR4IA + BCRIA for Washington)
2. Signage ordered placed
3. Signature Block (Email and Phone)
4. Ask friends to write online reviews for you (5 is a good start)
5. Best Choice Realty's "Introduction Post" re-shared on social media
6. Email database to announce new license/move to Best Choice Realty
7. Record your value proposition. Share with friend for feedback and/or post on social media
8. Mailing Campaign established: minimum 4X/year (Magazine, Holiday Cards, Football Schedules, Birthday's, Home-iversary's etc.)
9. Email Campaign established: monthly (Newsletter, Market Update, Home Reports)
10. Listing process reviewed/established (ensure marketing to current database in addition to public)
11. Closed client gift budgeted and planned ahead

One-Time Business Setup

1. Sole Prop/LLC/SCorp Business established
2. Separate Business Banking account opened
3. Open Quickbooks business account to manage financials for profitability and taxes
4. Establish budget for real estate
5. Create/Update your preferred professional vendor list: Photographer, Stager, Cleaner, Carpet, Painter, Electrician, Plumber, Roofer, HVAC, Crawl Space etc.

Go & Do!

1. Refer to the Menu for Success