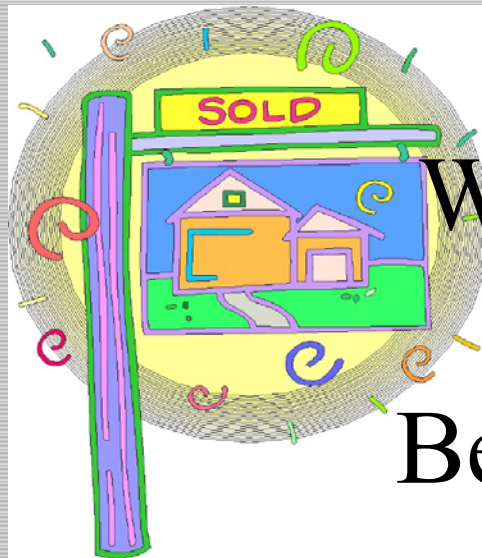




Making A Difference In 90 Days



Welcome
to
Best Start!

As a Polley Associates' student, you've already learned- in Real Estate Practice and Real Estate Fundamentals- what you must know to pass the licensing exam. But getting a license and actually putting it to work, by helping clients and prospects buy or sell real property, are two different things!

Best Start is a course designed to give you an insight into the business of real estate.

It cannot substitute for training you should ask for and get from a broker. Hopefully, the broker's training will address many kinds of selling situations and problems. Hopefully it will be thorough, detailed, and comprehensive. Hopefully, it will launch you into a long, successful, and profitable real estate career.

Because Best Start is only a one day course, it can't possibly match the weeks of training your broker is likely to offer. We intend it to serve simply as an overview to that training.

Ninety days is an important benchmark for you in the real estate business. Within 90 days, you should have enough training to know the basics of how your broker prefers you to approach prospects and deal with clients. Within 90 days you probably will have met and know all other agents and managers in your broker's office. And within 90 days, you should be independent enough to start actively seeking and pursuing business beyond the broker's leads or floor time. We contend the **ONLY** way you can prosper in real estate is to rely on your own efforts, and not those of the broker, to bring in business.



So Who's This Guy, Anyway?



Today's
instructor:

*Joe
Zlomek*

Marketing Director, Polley Associates

Thanks for joining us!

Image: Steve Moyer

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The author of this course is Joe Zlomek, marketing director of Polley Associates. He has been affiliated with the company since June 2001. In his job, Zlomek is responsible for marketing the company and its courses to the public, for writing courses presented by Polley instructors, and for teaching courses. He is a real estate instructor licensed by the Pennsylvania State Real Estate Commission.

Zlomek's background in real estate is primarily in marketing and promotion of commercial properties on behalf of brokers. He also has been a real estate investor, and bought and sold properties for his personal portfolio.

Additionally, Zlomek worked for 11 years as an entrepreneur in the role of president and CEO of Pottstown Wordworks Inc.. Wordworks was a corporate marketing firm that at its peak simultaneously handled more than 60 U.S. and overseas clients. Zlomek now owns Career Education Media Ventures, a sole proprietorship responsible for creating text, photo and video content for subscribing Internet publishers.

Joe, and the entire staff of Polley Associates, thanks you for choosing our school for your real estate education needs.



Welcome To Best Start!

Making A
Difference In
Your First
90 Days

The 18-
Month Shake
Out Period
Lies Ahead

Image: Clipart.com

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We've already discussed what we hope you'll have learned during the first 90 days of your real estate career. It's important in those three months to become rooted in the basics.

In the next three months, you'll need to work even harder to put what you've learned into practice. You must begin earning real estate sales commissions to make an income, offset your costs, and turn a profit. You'll need to accomplish several things:

1) *Contact people in your circle, or sphere, of influence.* Let them know that you are licensed, operating in a real estate brokerage, and are ready to help them buy and sell property.

2) *Be assigned by your broker to a geographic area that will become your "farm."* You'll solicit prospects-people you don't know at all, or maybe know in passing- from your farm and seek to help them transact real estate business. You're selling yourself, your talents, and your abilities to these strangers. You probably will want to become an expert in their neighborhood, and in its properties, so you are best positioned to serve them when they are ready to buy or sell a home there.

3) *Promote yourself persistently and consistently to those in your circle and prospects alike.* Just one contact isn't enough! People need to be regularly reminded that you are in the real estate business and can be their guide in navigating a sale or purchase. The trick is to be heard from regularly enough that you are known better than your competitors, but not so often as to be considered pushy or obnoxious.

4) *Keep learning.* There's a lot to know in and about real estate. Stay with your training. Ask your broker or office manager questions on subjects or problems as they arise. Read materials that may be helpful. Act on what you read.

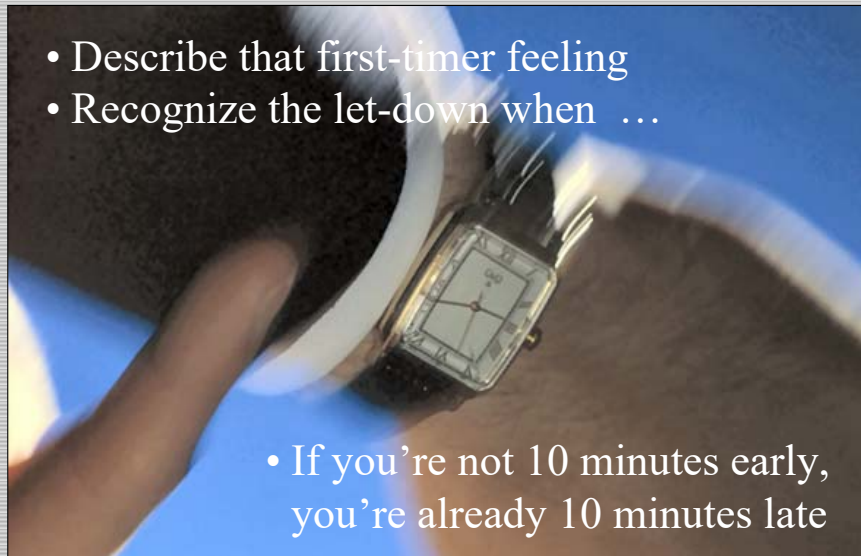
Experience shows that 18 months is a make or break mark for real estate licensees. If you are profitable by Month 18, you probably have mastered the art and science of selling. Thanks to that mastery, you likely will continue to be profitable for many years to come ... no matter what economic conditions may be.

Obviously, the sooner you become profitable the better. We'd be delighted if you earned commissions in your first month. We'll bet you'd be delighted too.



Imagine Yourself As A Buyer

- Describe that first-timer feeling
- Recognize the let-down when ...



- If you're not 10 minutes early, you're already 10 minutes late

Image: Clipart.com

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If you arrived at class on time, or before time, you have our thanks and congratulations. Sadly, we know from experience that others will arrive late, or worse, REALLY late. In the real estate business, that's a bad habit to develop.

Take a minute to think about a couple or family that has asked you to help them buy a home. Let's pretend this will be the first home they ever own. And let's pretend you have an appointment to show them a home in which they are interested.

What words would you use to describe how you think they feel as the appointment approaches? Will they be **nervous**? Sure! This could be the home they'll buy; it's a huge commitment. Will they be **anxious**? Absolutely! They'll wonder if they can get the home at their price. Will they be **excited**? Of course! Buying a home is always a big deal; buying your first home may be one of life's more memorable experiences.

So if they're nervous, and anxious, and excited, it's a good bet they will be early for the appointment. You don't want to keep them waiting, or disappoint them with delay. So it's important that you be early too ... at least 10 minutes early.

Here's a simple rule: *If you're not 10 minutes early, you're already 10 minutes late.*

Why is it so crucial to be early?

One reason is to demonstrate how seriously you take your job as a licensee. You're prepared to meet the client before the client arrives to meet you. That makes a big statement about your professionalism and your respect for the client.

A second reason is to ensure everything goes smoothly. You may have difficulty finding the property. You may encounter a traffic jam. You may have problems opening a lockbox that holds the key to the front door. Giving yourself extra time before the client arrives helps overcome those obstacles.

Be early. Be at least 10 minutes early for every and any appointment.



Exercise: What's In A Name?

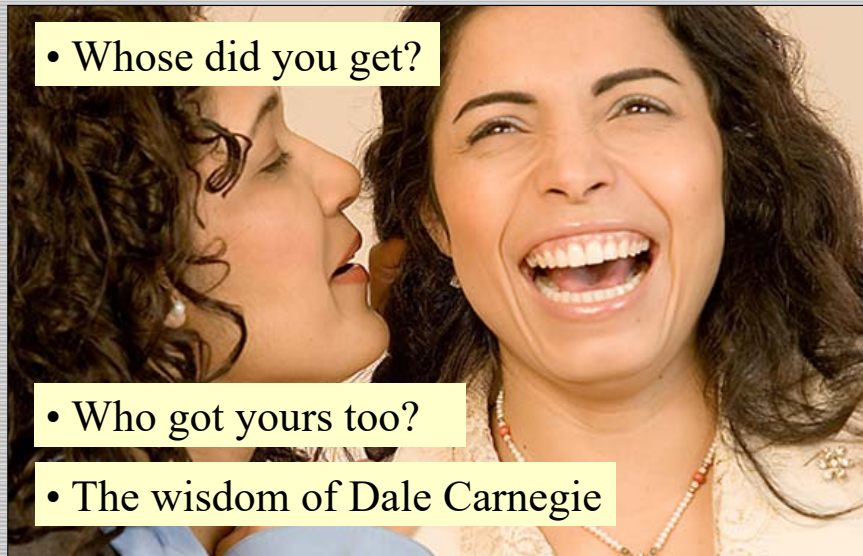


Image: Clipart.com

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Time for a pop quiz! Can you identify, by first name, five people you just met? If you can, terrific! Can you can identify them by both first and last name? Even more terrific! Can they identify you as well?

This exercise is intended to reinforce the importance of names in any kind of sales position, but most particularly in real estate.

It is vitally important that people know and remember your full name, and understand that you are in the real estate business. They must have some way to differentiate you from your competitors. The easier you make it for them to remember who you are, the greater the likelihood they will call you when they're ready to do business.

Use a rhyme, or a word picture, or some other method of helping people remember your name. Examples: "I'm Jerome, the home guy." "She's Sue Small, the agent who does it all!" Sure, they may sound corny, but such memory boosters actually work.

It's equally important that you get, and remember, the names of others. Dale Carnegie, author of the world famous book "How To Win Friends And Influence People," wrote that "to any person, the sweetest sound in any language is the sound of their own name."

People perk up, and pay attention, when you remember and address them by name. A trust relationship- the kind that must be established between an agent and a client to do business together- always starts with the familiarity of names. They know yours, and you know theirs.

Without names, the relationship never gets off the ground.

Get and remember the names of people you meet. Find a way they will remember your name, too.