



NEW AGENT SUCCESS STARTER KIT

—
tools for building your
foundation the right way

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Darryl Davis Seminars | www.DarrylSpeaks.com



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Join the Power Program®



Dear New Agent,

Welcome to an amazing industry where you can literally **take yourself to whatever level you desire with the right mindset, tools, and training.** It's an exciting time to be a real estate professional, and the **sky is the limit for you.**

My team and I represent more than **100 combined years of real estate experience.** Crazy-right? Because of that, we can provide agents with the **insights, ideas, tools and skills** they need to **dream big AND realize those dreams.** We're passionate about helping all agents, of course, but we have a **soft-spot for the brand-new ones.** We know what it takes to not only survive, but thrive, and we want to be sure you have all you need to be successful. You'll often hear daunting

statistics about how many agents fail in their first year, and there will always be plenty of naysayers at the ready to bring you down. **Stop them in their tracks.** I started in this business at **19 years old and rose to the top quickly and stayed there** throughout my real estate career. How? I was hungry, I was determined, I didn't listen to the distractions (and detractors), and I got myself great tools and great training. That's what I want to deliver to you as well.

In this **Success Kit**, you'll find terrific tools to get your foundation off to an incredible start. We hope to be a resource that you'll turn to, not just in these early stages of your career, but for years and years to come. We've got agents with **more than 60 years under their belt** that still tune into our **Monday Coaching Calls** and are eager to learn each week on our [webinars](#) and in our [Power Agent® Program.](#)

My team is here to help.

Contact us today to learn more:
galec@darrylspeaks.com

Committed to helping you design a life worth SMILING about,



HOW TO MAKE THE MOST OF YOUR FIRST 30 DAYS AS A REAL ESTATE AGENT



STEP ONE: Create a Vision Board

A successful business **starts with a vision.** What do you really want to accomplish and WHY? (The why keeps it exciting!)



Power Agent® Pro Tip:

Start by calling a family meeting and have a conversation about what everyone's goals are for the next year. Brainstorm some ideas that make EVERYONE feel like they are part of the process. When everyone is on board with where you are headed – the long hours and moments away are a little easier for everyone to understand!

FIRST: Write down a list of your goals and dreams. Don't be afraid to think big – or BIGGER!

SECOND: Find images that reflect those goals and dreams. Some people search Google images, others search and clip photos from magazines. You may even want to try a combination of the two!

THIRD: Put your board together. A bulletin board is a great foundation for your vision board. Some use a large frame and others create digital versions! Which method works for YOU?

FOURTH: Place your vision board in a place where you will see it every day, morning and night.

FIFTH: Let your board inspire you to manifest the new goals you've set and also to create new goals and dreams that you can pin to the board as well.

See the Next Page for a Sample Vision Board!



A successful business **starts with a vision.**

Anything is possible in the future, you just haven't figured out how to do it yet. – Darryl Davis

My Next Level® VISION BOARD



TRAVEL



I am enjoying financial
FREEDOM



BE PRESENT



*Be the reason
someone
smiles
today.*



JOY SUCCESS



POWER  AGENT®

Anything is possible in the future, you just haven't figured out how to do it yet. – Darryl Davis

My Next Level® VISION BOARD



STEP TWO: Create A Business Plan

Based on **your vision and goals**, you'll want to next write the business plan that will help you break down your activities monthly and allow you to realize those goals. We've made it super simple for you (hence the EZ title)! Business plans create focus and direction.

Focus on MONTHLY goals. Annual goals are big and looming and, for most people, something that gets worked on in month eleven! Breaking your goals into monthly pieces makes them more manageable.

TWO REASONS TO CREATE MONTHLY GOALS:

More urgency: In other words – when you know your goal is only good for 30 days or so, you're a little more on fire to get it done, right? **Shorter term goals help you get out of bed more motivated each day, more inspired, and more FOCUSED** on hitting your goal because that clock is ticking.

Less overwhelming: Sometimes those 12-month goals just seem HUGE. Overwhelming. Kind of out-of-reach — because they're big and lofty with the weight of the whole year on them, right? Instead, **breaking them down into bite-size increments** helps them scale down to something attainable so you can take the immediate action necessary to get the job done. Make sense?

Lastly, I want to share with you something I learned from **Warren Buffet** years ago ... Look at **your life, relationships, career** — all of it. Then ask yourself, **if you were to design a life and career worth smiling about — what would that look like?** What are the **milestones that you can accomplish in the next 30 days** that will help you move the needle to realize that ideal life worth smiling about? **Work towards those milestones** to hit your goals every 30 days then set new ones.

You'll find a blank EZ Agent Business Plan on the following page!

Find more training and templates at the following links:

click here
→

[EZ Business Plan Video & Template](#)
[How to Create Goals That Keep You Focused](#)



Personal Survival
Money Needed

Business Survival
Money Needed

Income Tax

Misc.*

**TOTAL MONEY
COMMITMENT**

PERSONAL BUSINESS PLAN

Desired Income (A)

Average Commission
Per Side (B)

Number of Sides needed
to reach income ($A \div B = C$)

75% Comes from Listings
Sold Sides ($C \times 0.75 = D$)

25% Comes from
Buyer Sides ($C \times 0.25 = E$)

What % of Listings
end up selling? (F)

How many listings do you
need to get per year?
($D \div F = G$)

How many listings is that
per month? ($G \div 12 = H$)

How many listing
appointments needed
to get 1 listing? (I)

Number of listings a
month? ($H = J$)

Number of appointments
needed per month?
($I \times J = K$)

How many appointments
a week? ($K \div 4 = L$)

How many calls do you
need to make to schedule
1 appt.? (M)

Monthly # of appointments
scheduled? ($K = N$)

Number of calls needed
to be made each month?
($M \times N = O$)

How many calls a
week? ($O \div 4 = P$)

NAME:

TO BE COMPLETED BY:

STEP THREE: Meet with Your Broker

As you begin your journey into this business, it's a good idea to **set some time aside to discuss your vision and business plan and find out what company resources are available** to help support your goals.

Here's a great idea to get started: Ask your broker if there are any **"Orphan files"** available. In almost every company, there are agents who have left the business in the last year or so. The clients of those agents are **no longer being serviced by your company because that agent left**. Ask your broker if you can take over nurturing those relationships. Let them know that you will **tend to these leads carefully** and take good care of them on the company's behalf.

When calling these "orphans", introduce yourself, explain that you are new to your company, and that you understand they've worked with an agent before from that organization and that you are **reaching out to let them know that you will be their new contact**. You are happy to answer any questions they might have and **help them in any way**. Be friendly and professional. Let them know that the **market is always changing**, and because of that, it's good to **stay on top of their home value**. Offer to do a **free Home Value Report** and send it to them as your way of introducing yourself as their service professional.

You'll find a letter on the next page to send on your broker's behalf (with permission) to these folks as a lead source.



Questions to ask your Broker:

- How can you best take advantage of what the company has to offer?
- What are the processes in place for business transactions?
- What is their best recommendations for training and support tools?
- How can you connect with a mentor?
- How can you work together so that everyone succeeds?

ORPHAN LETTER



Date

Mr. & Mrs. Hunna-Hunna
1010 Main Street
Power City, NY 12345

Dear Hunna-Hunna:

I am writing you this letter because in "MONTH" of "YEAR" you "BOUGHT OR SOLD" your home through our office with an agent who is no longer with this office.

I am delighted to let you know that (Name of Agent) has been specially selected to be your Marketing Specialist. Our goal is to bring you this very best service in real estate. Period. At (Company Name), our (Years in business) history of success put us at the top of our field and last year alone we helped over "PLACE REAL NUMBER HERE" families achieve their goal of selling or buying a home right here in the "GENERAL AREA".

Mary is "PLACE BIO BLURB HERE" and I am sure you will be delighted with her exemplary service. She will be contacting you in the next week or so to introduce herself so if you have any real estate questions at all (or if any of your friends might need some real estate advice), (Agent Name) will be there for you, your friends and your family. Thanks once again for working with

(Company Name) and please feel free to call (Agent Name) or me personally if there is anything we can do for you.

Sincerely,

Broker Name
Company Name



Power Agent® Pro Tip:

You'll find this powerful tool in the Prospecting tab of your Classroom.

STEP FOUR: Get Familiar with Your Market



If you want to **speak with authority**, you're **going to have to do some homework**. That means digging in and really getting to learn **your market**, and what **your company** and your **MLS/Board** have to offer.

Here are a few great ways to start doing that:

- 👤 **Preview homes every day.** Take a notebook and make notes on each property. Use a keyword for each so that you remember them more easily. (Such as CATS, because that seller had a LOT of cats!)
- 👤 **Go to broker's open houses to learn about what's on the market.** Broker tours or Broker Open Houses are a tool that agents use to showcase their listings. It's a broker/agent only event and an opportunity to meet other agents and see how they spotlight their listings effectively.
- 👤 **Go to public open houses and see what agents are doing right.** Observing successful agents is a powerful learning tool. You'll pick up different styles and tips from every agent. Keep your eyes open, be respectful and courteous and ask what works and what doesn't.
- 👤 **Do your homework.** Look at what properties are in contract and closed so you get a feel for pricing and time on market in your area. This will greatly serve you when you begin to price and list homes.
- 👤 **Go on appointments with other agents.** Study what they do to be successful. Be mindful of how they serve rather than sell. How they manage the process. Are they doing a "presentation" or having a "conversation"?
- 👤 **Take classes from your MLS.** See what they have to offer in terms of tools and training that can help you get jump-started. These are also great opportunities to network with other agents.

STEP FIVE: Block Your Time with Balance

Real estate is **not a 9-5 profession**, and it's easier than you think to **burn out**. Prospecting, Presenting, and Closing are the activities **closest to your revenue line**. That means making time for them!

Plan to prospect **at least two hours per day, at least four days per week** in the beginning. You also need time to work ON your business. (Accounting, paperwork, etc.) Family time and personal time also need to be blocked. Success isn't as much fun if you're all alone!

ONE: Block family time. Look at your weekly calendar and block out your personal and family time. If you don't put that first, it won't end up on the calendar.

TWO: Block prospecting time. Two hours per day, four days per week.

THREE: Block appointments. As you book appointments, fill in your calendar.

FOUR: Block business productivity time. Emails, social media, accounting, paperwork, etc. Preferably use times that would not be most effective for prospecting.

We try to help **make prospecting time a little more fun** for you! You'll find some **Do Not Disturb signs** on the next few pages that you can **print and hang on your door or desk** to let others know you've got a **very important appointment with your future** and can't be disturbed!

[We've also put together eight of our favorite self-management strategies on our blog. You can find it here: 8 Self-Management Strategies](#)



DO NOT DISTURB



**I'M PLANTING
SEEDS OF SUCCESS**



www.ThePowerProgram.com

DO NOT DISTURB



I'M MAKING THIS MY BREAKTHROUGH YEAR!

www.ThePowerProgram.com



STEP SIX: Connect and Work with Your Other Agents

There's a **common misconception** that every agent is on their own and that their fellow agents are just competition, rather than colleagues. That's simply not true. Most agents are **generous and willing to teach some of what they have learned** along the way – especially if they are asked in a respectful and mutually beneficial way.

Where to start?

- Ask your broker if there is a **mentoring group** in your office
- Make it a point to meet and **introduce yourself to every agent in your office** as well as every **staff member**
- See if there's a **mastermind group** in the area you can join
- Go to **Broker Open Houses** to meet and connect with other agents
- **Attend Board/MLS events** and training to network and learn
- **Create or join a group of newer agents** so that you can bounce ideas off each other, practice your listing conversation, and even do some joint marketing
- Offer to **sit open houses for more experienced agents** or help them with their **neighborhood canvassing**
- Offer to **split a commission with a more experienced agent** if you generate the listing leads (speak with your broker about this)
- There are a wide range of **agent groups on Facebook** you might want to join such as **New Real Estate Agent Group**, or **our Power Agent Group**



STEP SEVEN: Build and Master Your Listing Conversation



One of the most important things you can do as a new agent is to create and be able to present a **Listing Conversation** (not presentation) as effectively and masterfully as possible.

We teach how to have a **REAL Listing Conversation** which includes four powerful elements:

- Rapport
- Engage
- Advice)
- Lead

I'm not a fan of **canned scripts, digital presentations, or super technology** when you're **face-to-face** with potential sellers.

What I have found works best is when you are **in the moment, using stories, metaphors, and analogies** that allow you to **communicate** in a very powerful way.

Using the metaphors and visuals in a **book format that is tangible** allows for a stronger connection with people that **ultimately leads to the natural progression of a decision and signature.**

click here


[Find video and blog training that includes all four parts of delivering a great listing conversation here.](#)



R.E.A.L. Listing Conversation Checklist

- ☐ Step One: **(R) Build RAPPORT** - which requires you to be really PRESENT. Listening - *not just speaking*.
- ☐ Step Two: **(E) ENGAGE** with the sellers and find out what they are committed to.
- ☐ Step Three: **(A) ADVISE** and coach sellers on what it takes to get a home sold in this market.
- ☐ Step Four: **(L) LEAD** them to make an informed decision and take action.



STEP EIGHT: Put a CRM in Place

One of the biggest regrets that agents that have been in the business for many years say is that, “I wish I had kept track of my contacts from the first day I got into the business.”

We use the term **“farming”** in real estate. What I mean by that, is like farming where you would **plant a seed, water and cultivate it until it produces a return** such as a fruit or vegetable. In real estate farming, the **“seeds” are the people in your book of business** and your neighborhood “farm area”. Think of it this way: When you meet someone for the first time, you plant a seed. When you send them something you are watering. When you knock on the door you’re fertilizing.

To cultivate those folks, you’ll need **name, address, email, cell, and a spot for any pertinent information that will allow you to add notes** so that you can **stay in touch more effectively and personally**. Include friends, family, colleagues, neighbors, and all of your professional relationships (doctors, attorneys, dentists, local business owners, etc. that know you.) **This is your book of business.**

Cultivating this book of business requires a **clean organized system such as a CRM (Customer Relationship Manager)** where you can keep track of your contacts and the follow up.

Start where you are with what you have and then let your database grow. As it does, you’ll create a book of business that will **eventually be salable** when you are ready to leave the business! Get started!



KEY INGREDIENTS IN A CRM:



Mobile Friendly



**Website & Website
Lead Capture**



**Newsletters
Built Right In**

www.ThePowerProgram.com/CRM



KEY INGREDIENTS IN A CRM:

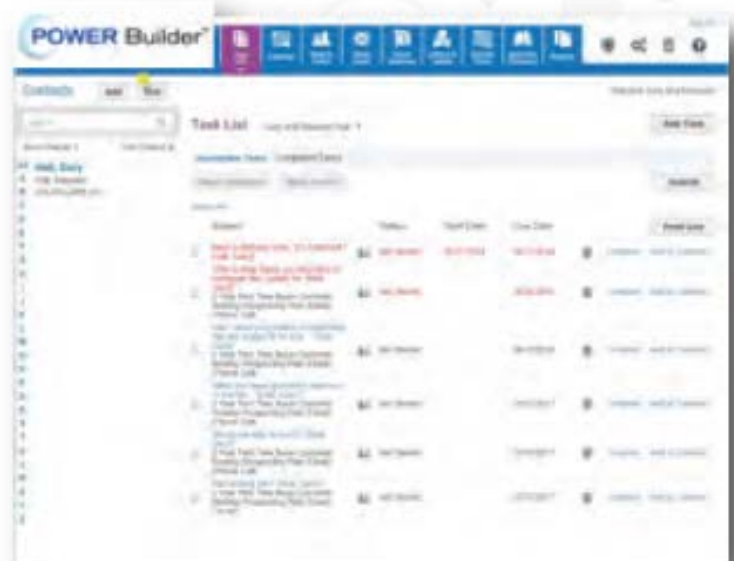
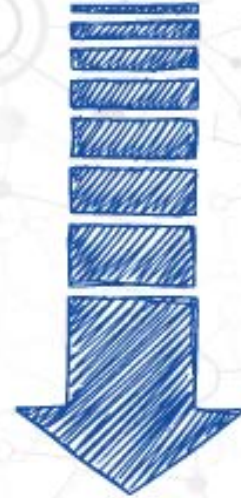
Continued...



User Friendly Lists



Automated Campaigns



Easy to Use



According to the **Direct Marketing Association**, statistically, people will not respond to any kind of promotion until they've seen **that person/business 4-6 times.**

That means, as you start reaching out to your database, ***don't think one and done.*** You should have a **six-touch plan ready** to be put in place so there is some consistency to your marketing. **Top agents "touch" their book of business contacts every 4-6 weeks.**

Our Power Agents® are sensitive to **not spend money they don't have.** The reason we've made this step nine and not one, is that you **should not start a direct mail campaign unless you have six month's worth of money to invest** in the plan.

We've put **a few letters in place to get your started.** You'll want to also **establish your brand and identity on social media networks** as well -- so that you can speak **one to many** in addition to your **one-to-one** touch points via direct mail.

We've also added some **SMILE Stop ideas** for you if you want to canvas your neighborhood farms and reach out to people face-to-face!



What to send...

- Letters
- Postcards
- Emails
- Notecards
- Just Listed/Just Sold Postcards
- Flyers

SAMPLE FARMING LETTER



Mr. & Mrs. Hunna-Hunna
1010 Main Street
Power City, NY 12345

Dear Hunna-Hunna:

My name is Darryl Davis, and I specialize in selling homes in your area. As you probably know, **our market is seeing some shifts**. Usually when that happens, people have questions as to what that means for THEIR property values. That's where I can help. If you'd like to know **how much you can get for your home at this time**, I'm happy to provide that information at no cost or obligation.

I appreciate your time today – and I'll keep you posted as to what is happening in the neighborhood!

Sincerely,

Darryl Davis

P.S. If you would like a FREE Neighborhood Market Report on your home, simply call me at (123)456-4404. There is no obligation.

If your home is currently listed for sale with another broker, this is not intended as a solicitation of that listing.



Power Agent® Pro Tip:

You'll find this powerful tool in Farming & Self Promotion tab in your Classroom.

SAMPLE FARMING LETTER



Mr. & Mrs. Hunna-Hunna
1010 Main Street
Power City, NY 12345

Dear Hunna-Hunna:

Hello! I wanted to take the opportunity to send a quick greeting and introduce myself.

My name is (Your Name), and I am your **new neighborhood Real Estate Specialist**. I'm passionate about helping homeowners just like you **have the information they need to best navigate these changing market** times.

Many homeowners have questions as to how both the **real estate market and the economy can affect their financial future**, such as: "How much is my home worth in this market?" "How can investing in real estate help me pay for my child's college education?" "What are other homes in this area selling for?" They often feel barraged with information and advertising and are just not quite sure **which resources they can trust to get their answers** they need when they need them.

Wading through tons of **information** can be tedious and time consuming. I'm here to help. I make it my job to **stay current on all things real estate and mortgage related** so that my **customers don't have to go searching**. They just pick up the phone. I invite you to do the same.

Whether you have **questions, concerns or a specific real estate need**, please feel free to call or email me today! I look forward to meeting you!

Warm regards,

Your Name
Your Company
Phone Number
Email address

P.S. These are busy times, I know! Between work and family obligations, finding time to sit down in person can be tough. I want to let you know that I can be as flexible as you need me to be. I'm also available via email! Your business is my priority - let's find a time that works for you!

SAMPLE FARMING LETTER



Mr. & Mrs. Hunna-Hunna
1010 Main Street
Power City, NY 12345

Dear Hunna-Hunna:

Hello again! I hope this letter finds you and your family well. You may recall that I am a REALTOR® who **specializes in your neighborhood** and a resource that many of your neighbors throughout this market area come to rely on for all their real estate needs.

While there is always a great deal of information in the news regarding the state of our "national market" and "global economy," I just wanted to make sure you knew that I am here should you have any questions regarding all that you hear. Those two terms can be a little misleading. Very often what's happening **"across the nation" may not be something that affects you right here in our area.**

What's the old verse? **"Ask and you shall receive?"** Please know that to always be the case when you turn to me for help. Whether you are trying to sort out media messages, have a home to sell, are thinking about investment property - or just need to know what's happening down the street from you - I'm here as a resource you can rely on.

Call me today - I look forward to hearing from you!

Warmly,

Your Name
Company
Phone
Email

P.S. There are NEVER enough hours in the day are there? Finding time to figure out how "the world" affects your family is often tough to fit in the schedule. Please know that I can be as flexible as you need me to be. Call me or email me anytime and we'll find a way to meet your real estate needs in a time and place that's convenient for you!

10

Referral-Worthy

SMILE STOPS

Ideas to Show Your Clients You Care

SMILE STOPS are a fun reason to stop for quick visits with past and potential customers to show your appreciation and continuously cultivate your connection and trust.

They are designed to help you:

- S:** Service (focus on service not selling)
- M:** Meet face-to-face
- I:** Invite them to share their needs
- L:** Leave behind a token of gratitude
- E:** Elevate the relationship



01

Starbucks Frappuccino bottle with a gift tag attached that says, *"Thanks a LATTE for being an awesome client!"*

02

Extra gum package wrapped in a cellophane bag with a tag or sticker that read, *"The difference between ordinary and EXTRAordinary is that little EXTRA. Thanks for being an EXTRAORDINARY client!"*

03

Package of light bulbs with a bow and sticker, *"Your referrals light up my day! Thanks for being one of my brightest clients!"*

04

Jar of salsa with a gift tag that reads, *"For the hottest deals in real estate - call me!"*

05

2-3 highlighters in a cellophane bag with a bow and tag that says, *"Working with clients like you is the highlight of my real estate career! I'm here if you need anything!"*

06

A pizza cutter with note attached, *"Anyway you slice it, I've got the resources you need to get top dollar for your home!"*

07

An ice cream scoop with note attached, *"Want the scoop on what's happening right here in OUR local real estate market? Give me a call!"*

08

Bottle of Simply Lemonade with note attached, *"You're SIMPLY the BEST! Thanks for being a great client!"*

09

Jar of jam with a note, *"I hope your summer is JAM-PACKED with FUN! I'm here if there's anything you need!"*

10

Jar of premium nuts with a note that says, *"I'm just NUTS about my clients. Thanks for being so awesome!"*

STEP TEN: Use Motivational Charts to Stay Focused

It's easy to get distracted, especially when you're new. That's where Motivational Charts can help you stay on track!

Here are a couple of ideas for you to get started.

The Motivational Dot Board: This visual reminder of where you are in relationship to your goals can be a powerful motivator for productivity. Every time you get a listing, get a listing sold, or manage a sale, give yourself a dot!

DOT BOARD™

Month	Listings	Listings Sold	Sales
January			
February			
March			
April			
May			
June			
July			
August			
September			
October			
November			
December			

DARRYL DAVIS
SEMINARS



Power Agent® Pro Tip:

You'll find this powerful tool in the Time and Money Management tab in your Classroom!

7-Day Power Activity Tracker

When you are brand new, it can feel like plotting out more than 30 days is just too much! Stay in the present and focus on the activities you can do each DAY that will create an opportunity for success, a relationship with another human being, and building your business.



Power Agent® Activity Tracker

ACTIVITY	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Call 5 Past Clients							
Send 50 Letters							
Call 5 FSBOs							
Call 5 Expireds							
Call 5 Farm Residents							
Post Social Media Live Video							
Connect in Area Facebook Groups							
Call Houses for Rent							
Cold Call Around New Competition Listing							
SMILE STOPS With Gifts							
Host Neighborhood Open House							
Call Vendors for Leads							
Call "Orphans"							
Call Old Friends							
Host a Virtual Q&A							

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Power Agent® Pro Tip:

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