



# PEAK Training Series©

## Curriculum

Date: Friday 7/7 @ Pinnacle Peak Office  
9:30 – 12 **New Agent Orientation**

- Meet your management team and affiliated services
- Review of our many resources

Date: Mon 7/10 @ Pinnacle Peak Office  
Office 9 – 12 **Creating Your Real Estate Business Plan Workbook**

- Brand You
- Your Vision Statement: “Beginning with the End in Mind”
- Goal Setting: by the numbers
  - Rule of 100
- Dollars to Revenue Units
- 2 Parallel Tracks: *People / Property*
- *People: The ‘gig’ is ‘connect and continue...’*
  - Finding common ground
  - Mining your sphere
  - Social media
  - Target Markets / Tactics
  - Warm markets
  - Contact Management
  - Role of Educator / Resource
  - Many ‘hats’
  - ‘Everything speaks’
- Action Plan for ‘People’
- *Property:*
  - Specialization – *niches to riches*
  - 3 Formulas to sound ‘brilliant’
  - Leveraging our inventory
- Action Plan for ‘Property’
- Time Management

**10 Buy Now Talking Points** with mnemonic technique to remember!

Date Mon 7/10 @ Pinnacle Peak Office  
1:00 – 4:00 **CMA’s:** (Multimedia Format)

- Defining what it is and is not
- Accurate pricing when comps don’t work – your guiding light = ‘what would a buyer do...’
- Competitive Positioning
- The Trading Range – the market is efficient and trades within a narrow range
- 6 – step CMA Process

**Toolkit CMA** – a pretty package

**Collateral Analytics** - overview of our proprietary Interactive AVM & forecasting tool

**RLSIR Listing Presentation** – our multimillion@ dollar media plan and how it works to drive qualified traffic to your listing

- 30-second elevator speech
- Eye Candy, Funnel, White Glove

Points of differentiation with the competition

Date: Tues 7/ 11 @ Pinnacle Peak Office

9 – 12 Monday Review & Q & A Leveraging inventory:

- **Floor time** – the cat & mouse game
- Wholesale versus retail
- The power of 3<sup>rd</sup> party representation
- Perceived Value
- Intrinsic Value

**Psychoshuffle** – *The Game of Matching Suits*

- People are attracted to those they perceive as most like themselves
- Know you own thinking ‘style’ and how to identify and speak to your clients thinking style
- Connecting with people who see through a different ‘lens’ than you
- Remember: *People do business with whom they want to do business*

Date: Tues 7 /11 @ Pinnacle Peak Office  
1:00 – 2:45 **Open Houses** (Multimedia Format)

Why do them; who benefits; the odds of success – understanding the common denominator in all property marketing

- Strategically targeting and creating open house opportunities
- Objective: *Again, connect and continue...*
- Preparation
- Set-up
- What to do...
- What to say...
- The magic of the *dialog process*
- *The secret tool!*

Date: Tues 7 /11 @ Pinnacle Peak Office 3:00 – 4:00

### **Counseling the Buyer**

- Defining your working relationship
- Forms needed early on
- Discussion of the buying process
- Review of basic ‘qualifying’ for both financial and ‘selection criteria’
- Transactional needs versus emotional needs
- The magic of the word ‘tradeoffs’ – getting inside the buyers decision-making process
- Keys to building the relationship
- Buyer loyalty with or without a Buyer / Broker Agreement

Date: Wed 7 /12 @ Pinnacle Peak Office  
9 – 12 **Residential Listing Contract and Forms**  
Zipform Libraries

- RLSIR Forms
- AAR Forms
- ARMLS Forms
- Zipform Templates
- Review of most all adjunct forms needed when taking a listing
- Review of the Listing Contract
- Managing commissionectomies

Date: Wed 7/12 @ Pinnacle Peak Office  
1:00 – 4:00 **Residential Purchase Contract**

- Discussion of various kinds of Agency
- Review of most all adjunct forms
- Review of the Purchase Contract
- Specific verbiage for ‘filling in the blanks’
- Paraphrasing what each paragraph says
- Discussion of the sales process
- Risk management strategies for you and your client
- How to anticipate & manage problems before they happen
- Critical discussion of the Inspection Period and process for removing contingencies
- Presentation strategies

Date: Thurs 7/13 @ Pinnacle Peak Office  
9 – 10 **Simulated Property Search & Comp**  
Class exercise identifying a property, based on given criteria, finding comps, analysis, discussion of an offering price within the ‘trading range’ & identifying all the purchase contract with all needed adjunct forms.

Homework: Write the contract & email to Mike

Date: Thurs 7/13 @ Pinnacle Peak Office 10:15 – 12:00  
**Negotiating**

Review of strategies for ‘connecting and continuing’  
Negotiation Research:

- What gets negotiated
- Using ‘categories of interaction’
- Researched phrases that influence
- Practical strategies
- Dealing with difficult people
- Win-win negotiations

Review of the “10 Things to Do to Guarantee Your Success”