

“Alone, we can do so little; together, we can do so much.”

~Helen Keller

According to NAR,
nearly 9 out of 10 new
Agents will FAIL in their
first year!



Training the Mentor

Maximum One Greater Atlanta Realty

Thank you for your interest in the Mentor Program at Maximum One. This program is designed to assist New and Experienced Non-Active Agents in building a foundation for a successful Real Estate Career.



Patti Loveless

Realtor®

ABR® MRP®

Director of Mentor Program

Mission Statement

Support New and Experienced Real Estate Agents in establishing a business foundation of strength, knowledge, care and excellence.

Often, New Agents feel "hung out to dry!" They get their license, join a brokerage and set out to make costly mistakes. Maximum One helps alleviate this thru Mentorships.



PROGRAM GOAL




Establish and Direct
an exceptional Mentor
Program that is
worthy of the Maximum
One Standard and
encompasses Maximum
One values of
Integrity, Honesty,
Teamwork, World
Class Service,
Communication and
Results.

Why do you want to Mentor?

Income Integrity Implement Co-op
Expand Assist Team
Guide Goal Expertise
Excellence Suggest Service Money Help
Value Build Program Commission Advise
Develop Partners Adjust Improve
Direction Mentor





Newly Licensed Agent

3 Transaction Mentorship

Program Details

Transaction Requirements

One Buyer

One Seller

One of Either

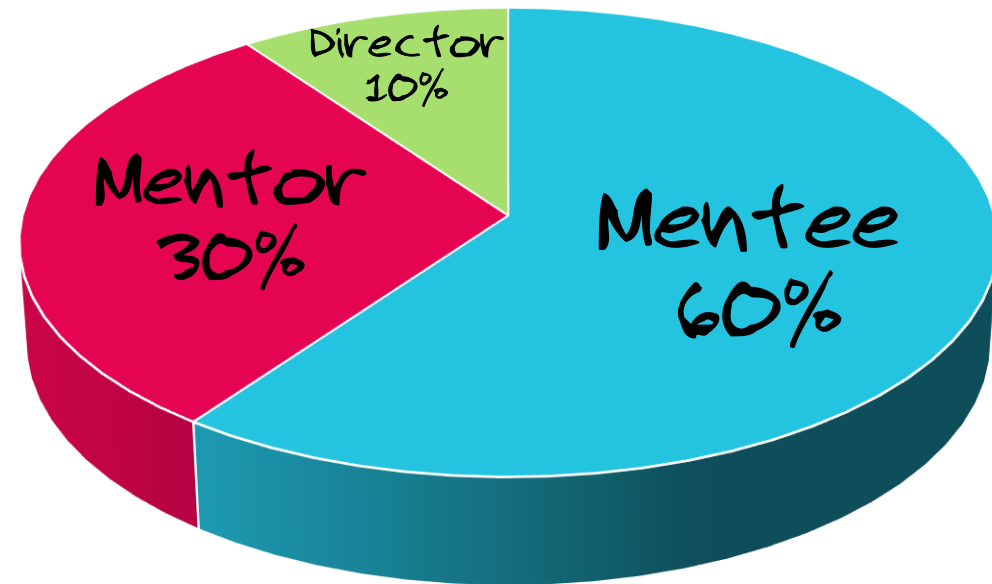
Fees

MX1 Trans Fee: Mentee

FMLS: Mentee

Royalty: Mentee & Mentor

Commission Split



■ Mentee ■ Mentor ■ Director

Meeting the New Agent Mentee for the First Time



Support
PostLicensing
MockContract
RockStarsNRDS
MeetingsYouTube
EmailFMLS
TATESupra
Agent-on-Duty
GSCCCA
Chime
eAgentweb
Voicemail
Spokeo
Pipeline
Vulcan7
Ethics
Dialog

- Set Expectations Up Front
 - How you can be reached
 - When you can be reached
 - Scope of your duties
 - Recap Mentor Agreement
- Initial Meeting Checklist
- Answer Mentee's Questions

You Set the Tone...

This is a Ready-Set-Sell Mentorship.

That means that we will go over the best tools I have found to catapult you directly into working with clients and closing deals. I take this very seriously and **expect you to as well**. My job is to support you in finding best practices to establish a successful, long-term business in Real Estate that fits you! To that end, I am here to educate, assist and answer questions. **Do not expect** me to do your job for you. **Do expect** me to walk alongside you. If, at any time, you feel that I am not providing what you need or you are having issues that need to be addressed, tell me. **Communication is key** to us building success together.

Now, let's get started!



How I like to do Things...

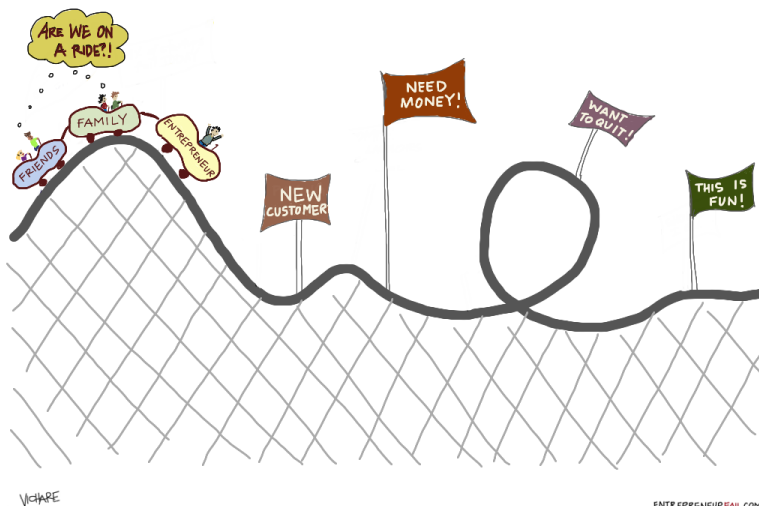
I am organized and driven but not too formal (in most situations). Let's begin with an initial meeting to get to know each other, talk about Real Estate, Goals, Business, Concerns and anything else RE related that you have on your mind. By the end of the chat, we will develop a plan for how often we meet and what things we need to work on first. At the end of each scheduled meeting, we will establish **TATE**: one TASK, one ASSIGNMENT, one TOOL and one type of EDUCATION for you to work on before our next meeting. We will work through the list of suggestions in the Mentor/Mentee Agreement as well. **NO PRESSURE!** Some of the things we talk about will not be completed by our next meeting and we will talk about your progress until you accomplish them.



I Hope You are Excited...

I sure am. RE done correctly can be a hugely **rewarding** career, financially & emotionally. It can also chew you up and spit you out. How you begin/restart your career is the determining factor in being rewarded or chewed up. I want you to have your heart's desire. So, we will work together to set or reset that **Cornerstone**. **It will be work**. It will be difficult at times. There may be tears. You will probably add some vocabulary words. Failures will come. GREAT successes will make it all worthwhile. At the end of the day, I want you to look at your work and say "well done and I loved it!"

THE EMOTIONAL ROLLER COASTER OF ENTREPRENEURSHIP

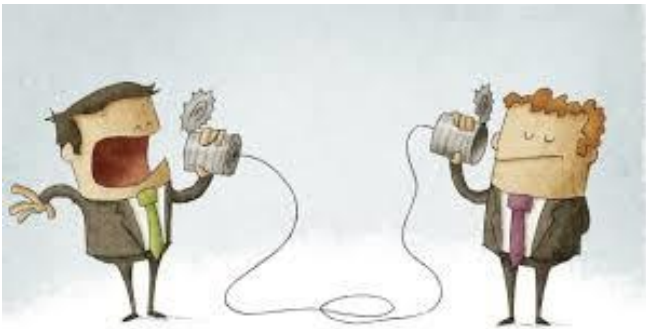


Subsequent Meetings



Weekly Meetings

- In Person (preferred)
- Phone
- Video Chat



TATE Guide for Next Meeting

Task: _____

Assignment: _____

Tool: _____

Education: _____

COMMUNICATION

“Is there anything I haven’t addressed today that you would like to go over?”



New Agents Need Tools & Resources



eAgent Web has a plethora of information that is helpful to a New Maximum One Agent. Mentees should become familiar with this as a resource to find answers to questions and find education.

- YouTube Real Estate Made Crystal Clear
- Paperless Pipeline Shortcut
- Monthly Calendar
- Support, Blog, Rock Stars, Agent on Duty
- Who is Who at Maximum One



Transaction Paperwork & Maximum One Reference Section

Add a footer

25 HOUR POST LICENSING CE
 CODE OF ETHICS TRAINING (IF APPLICABLE)
 3 HOURS LICENSE LAW CLASS
 3 HOURS CONTRACTS CLASS



Mentor Program Checklist

Mentor Program Mentorship Checklist (from MX1 Mentor/Mentee Agreement)



Go over
Checklist at
each Weekly
Meeting.

- Order Business Cards
- Order Name Tag(s)
- Get SUPRA Key
- Personal Brochure
- SOI List of 100
- Announcement Letter
- Press Release
- Business Plan
- Goal Setting
- FMLS Training
- GAMLs Training
- Set up FREE MX1 App
- Purchase URL (www.YourName.com)
- Set up GAMLs Website
- Read Orientation Manual
- Work on Scripts/Dialog
- Read Policy & Procedure Manual
- Attend Orientation & PP Training
-
-
- Work on Objection Handling
- Set up Social Media Business Pages
- Train for AOD & Schedule 1 Session Minimum
- Get Familiar with Vulcan 7, Intellius
- Get Comfortable with BombBomb
- VoicePad Training
- Choose CRM & Train
- Set-up Your Website
- Work on Buyer Consultation/Presentation
- Work on Listing Presentation
- Complete Mock Contract
- Take Contract Class
- Take Lead Generation Class
- Take Business Planning/Lead Gen Plan of Action
- Take Ultimate Buyer Class
- Take Ultimate Listing Class
- Take WOW w/ Customer Service Class
-
-

Mentor Program Meeting Record

Date: _____ Time: _____ Place: _____

What will I Accomplish?

Task: _____

Assignment: _____

Tool: _____

Education: _____

Notes: _____

Tracking Transactions

Mentor Program
Mentee Transactions
|

Transaction Type: Buyer Seller

Address: _____

Client(s): _____

Closing Date: _____ Time: _____

Attorney: _____

Notes: _____

Take a break





Experienced Agent

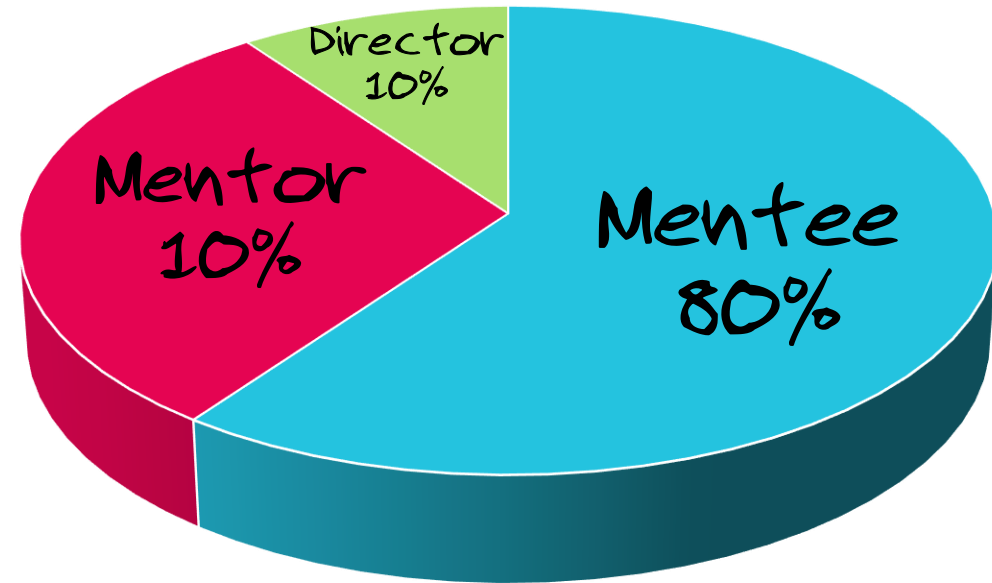
1 Transaction Mentorship

Program Details

Transaction Requirements
One Transaction
Buyer or Seller

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MX1 Trans Fee: Mentee
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Meeting with the Experienced Agent




eAgentweb
Onboarding
RockStars
Newsletter
DialogChime
Checklists Spokeo
Presentations
Meetings
Support
Pipeline
Vulcan7

- Set Expectations Up Front
 - How you can be reached
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Mentor Program Checklist

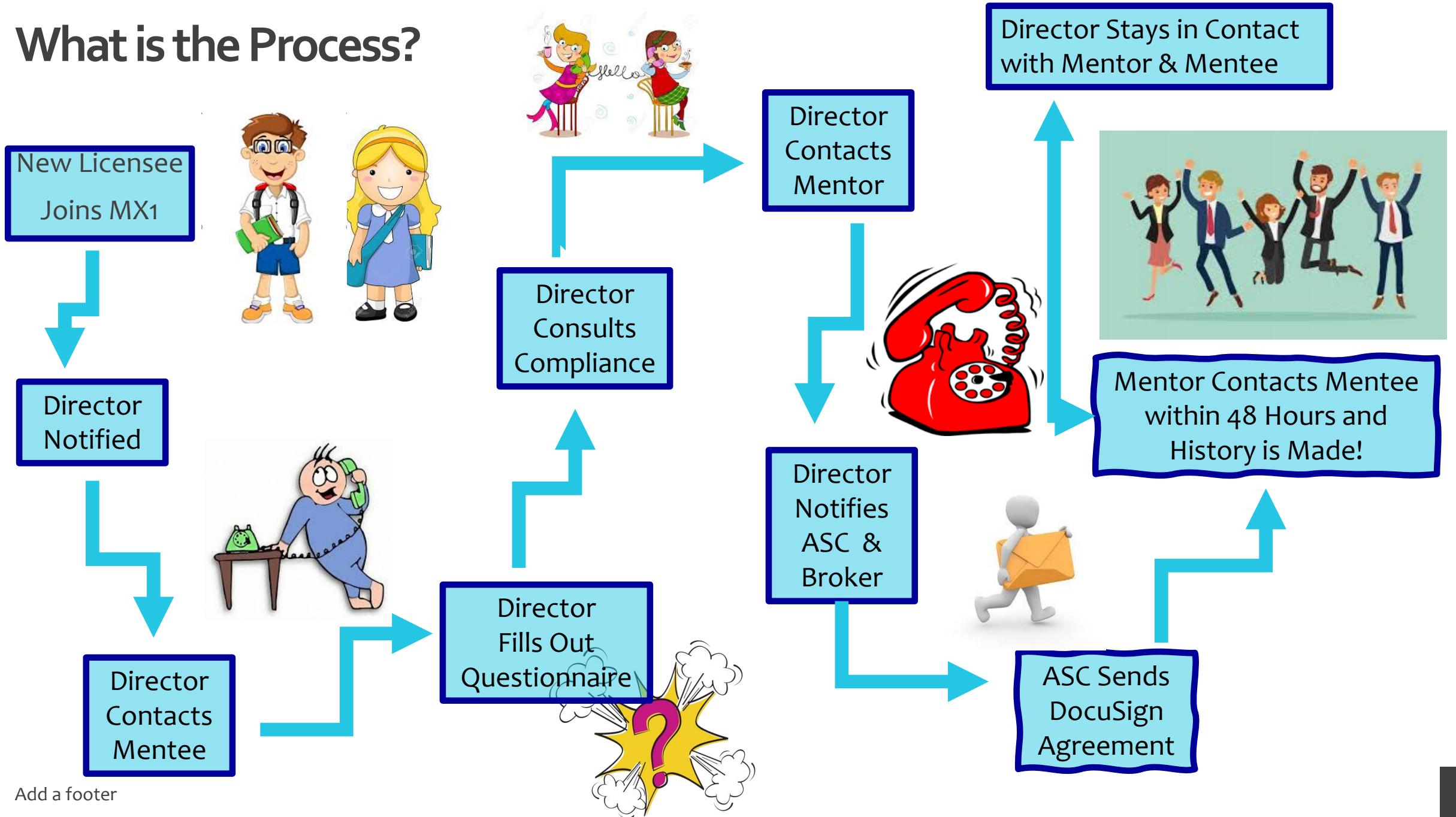
Mentor Program Mentorship Checklist (from MX1 Mentor/Mentee Agreement)

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 - Goal Setting
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 - Take WOW w/ Customer Service Class
 -
 -



Touch on the
Checklist during
Meetings.
Experienced Agents
should take
initiative to
complete Checklist.

What is the Process?



FORMS

Things to Remember

Every Agent who Requests to be a Mentor will be Considered. However, there is no Guarantee an Agent will be a Mentor.

Bringing an Agent to MX1 does not Guarantee they will be your Mentee.

The Mentor Program Director is Resource for Mentor & Mentee throughout Mentorship and will Stay in Periodic Contact with Both Parties.

Make Sure Mentee Adds Mentor & Director to Transaction(s) in the Pipeline.

Retainer Fee

Maximum One Mentor Program states:

“Mentee to pay a Non-Refundable Retainer Fee to Maximum One of \$500 upon joining Maximum One to be credited back to Mentee on their third closed transaction. Should Mentor begin helping Mentee and Mentee leaves Maximum One prior to Commissions being paid to Broker, Non-Refundable fee of \$500 to be disbursed to Mentor as Consultation Fee.”

- IT IS THE MENTOR'S RESPONSIBILITY TO MAKE SURE MENTEE PAYS MAXIMUM ONE THE RETAINER FEE.
- RETAINER FEE IS NOT REQUIRED, SO MENTOR MAY CHOOSE NOT TO HAVE IT COLLECTED.
- IF RETAINER FEE IS NOT COLLECTED AT THE BEGINNING OF THE MENTORSHIP, MENTOR CANNOT CLAIM IT AS A "CONSULTATION FEE" AT A LATER DATE.

Resolution Process

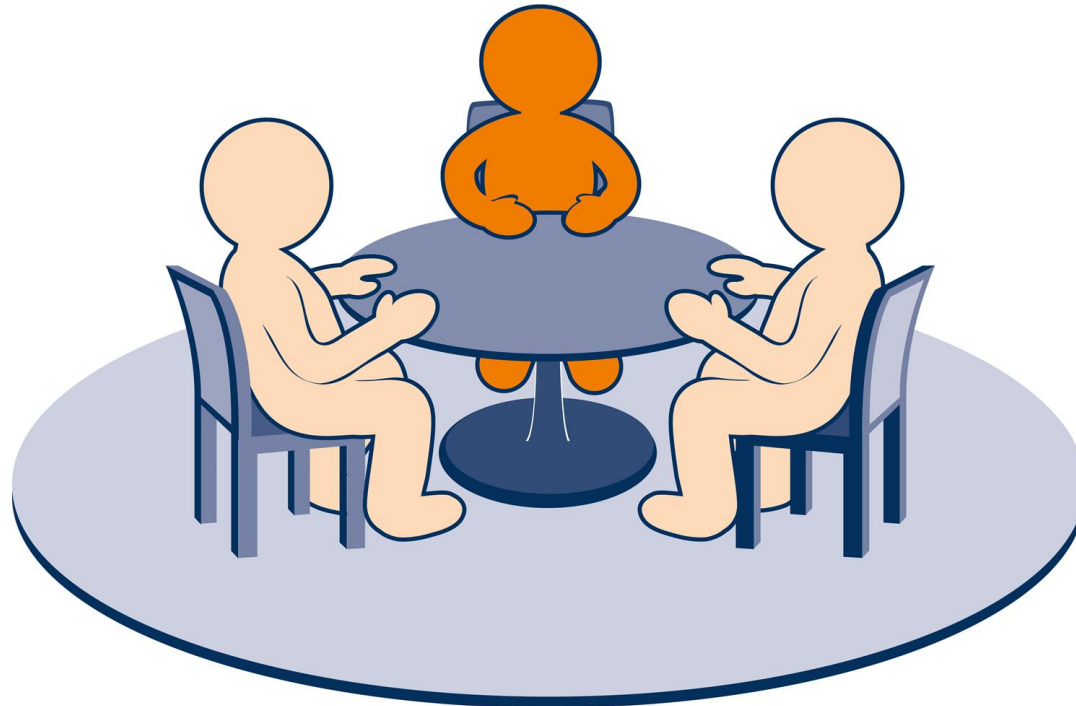
Step 1: Mentor Notify Director of any Issue

Step 2: Mentor Work with Mentee to Resolve Issue

Step 3: If Unresolved, Mentor Notify Director, who will Communicate with Both Parties

Step 4: Director, Mentor & Mentee will work together to Resolve Issue

Step 5: If no Resolution, Director may contact Broker or Agreement may be Terminated. Mentee may be Assigned a New Mentor.



End of Mentorship Survey

Mentor Program Post Mentoring Program Survey

Congratulations on your Closing(s) and the completion of your Mentor Program requirements! The groundwork has been completed, now go out and build yourself a brilliantly rewarding RE career. Before you go, please provide program feedback to help us improve the Mentor Program.

What was your favorite aspect of the program and why? _____

What was your least favorite aspect of the program and why? _____

How satisfied are you with the following aspects of the program? (1 is not satisfied, 5 being highly satisfied)



CERTIFICATE *of* COMPLETION

THIS ACKNOWLEDGES THAT

Dave Kubat

HAS SUCCESSFULLY COMPLETED THE

MENTOR PROGRAM

JULY 15,
2019

SIGNED, Patti Loveless, Mentor Program Director