

## 90 Day Action Plan for a New Agent Joining Your Team

**Remember**, this is a general plan and should be customized to suit the new realtor's previous experience, learning pace, and the specific needs of your team. Also, it's important to foster an open environment where the new hire feels comfortable asking questions and seeking help.

**Important Note:** Make sure you take full advantage of the scripting calls, workshops, and mastermind calls that are offered for your team members as part of your Growth CEO membership. I would make it a requirement in their team contract in order to receive leads.

**Weekly Scorecard:** Make sure there is a strong accountability and check in process each week to review performance using the growth CEO scorecard.

### Week 1: Introduction, Goal Setting and Training

Day 1: Welcome meeting with the team and office tour. Introduction to company culture, mission, and values.

Day 2: Workshop on Setting Personal and Professional Goals Develop a plan for achieving your goals. **Be sure to review the compensation plan and set clear expectations for performance.**

Day 3: Review of local real estate regulations and compliance, introduction to basic real estate terms and concepts, and overview of company policies and procedures.

Day 4: Training on CRM systems and other tech tools.

Day 5: Introduction to the company's branding and marketing strategy.

Day 6: Training on lead generation techniques and strategies.

Day 7: Review the past week and address any questions or concerns.

### Week 2-3: Marketing and Sales

Day 8-10: Introduction to the company's lead management system


Day 11-13: Training on effective communication and sales techniques

Day 14: Introduction to local networking events and groups

Week 4-5: Shadowing and Practice

Day 15-17: Shadow experienced agents on property showings, client meetings, open houses, and negotiations.

Day 18-20: Role-playing to practice scripts and dialogs. Practice conducting open houses and showings.



### **Week 6-7: Listing and Buying Process**

Day 21-23: Overview of the listing and buying process from start to finish. Training on how to use the company's listing and buying process documents and tools.

Day 24-26: Training on contracts and paperwork involved in transactions. Review of common issues and how to address them.

### **Week 8-9: Client Service and Networking**

Day 27-29: Training on providing excellent client service. Strategies for effective follow-up and building client relationships.

Day 30-32: Strategies for Building Relationships with Other Agents, Lenders, and Service Providers

Week 10-11: Start of Independent Work

Day 33-35: Start taking on small tasks and assignments independently. continuous feedback and support from the team and mentors.

### **Week 12-13: Increasing Responsibilities**

Day 36-38: Gradual increase in responsibilities. Start managing your own clients and leads. Regular check-ins with your manager or mentor.

Week 14-15: Building Business

Day 39-41: Develop a 30-day business development plan. Continue building relationships with clients and leads.

### **Week 16-18: Evaluation and Next Steps**

Day 42-44: Review of the past weeks and evaluation of performance. Discuss the next steps for continuous training and development.