

### 1 ENGAGE WITH YOUR BROKER

- Attend your office/broker orientation (*policies, timelines, and files*)
- Familiarize yourself with the office training schedule and office meetings
- Subscribe to office newsletter & social media accounts
- Take advantage of brokerage CE classes offered
- Inquire about open house opportunities/shadow other agents

### 2 SET UP YOUR BUSINESS

- Take a headshot and create bio
- Order business cards (*paper & digital*)
- Order open house and for sale signs
- Order name badge
- Set up your Google profile
- Set up REALTOR.com and brokerage profiles

### 3 ESTABLISH YOUR REAL ESTATE SYSTEMS

- Set up your Customer Relationship Management (*start with your sphere of influence*)
- Join your Multiple Listing Service (*MLS*)
- Become familiar with Transaction Desk, Authentisign, or your brokerage's system
- Create your REALTORS® Property Resource (*RPR*) and Single Sign-On accounts
- Set up lock box ekey

### 4 SET UP BASIC COMMUNICATION, PRODUCTIVITY, & CLOUD STORAGE TOOLS

- Buy laptop/tablet
- Create digital signature
- Set up voicemail greetings with brokerage name
- Set up cloud storage (*Google, Dropbox, or similar*)
- Develop a professional/industry resource list
- Send out "New to Industry" announcement letter to sphere of influence (*approved by your broker*).

### 5 CHOOSE AND SETUP YOUR BRANDING & ONLINE BUSINESS PRESENCE

- Set up your social media accounts and LinkedIn profile
- Create your personal website
- Set up your YouTube business account

### 6 BECOME FAMILIAR WITH ALL FORMS

- Learn the buyer and seller Employment Agreement(s), agency forms, & your fiduciary duties
- Learn the Contracts, disclosures, addenda, and related forms
- Watch the Arizona REALTORS® Contract Conversations videos
- Learn your brokerage's in-house forms
- Learn your brokerage's required forms for all transactions

### 7 START BUILDING YOUR ON-THE-JOB KNOWLEDGE BASE (*PRACTICE*)

- Write a practice contract and create a practice Comparative Market Analysis (*CMA*). (*Review both with your broker for improvement strategies*)
- Set appointments to show homes

### 8 CREATE YOUR BUYER & SELLER CONSULTATION AND PRESENTATION

- Create a flyer that outlines your buyer/seller expectations and articulates your value

### 9 BUILD YOUR SUPPORT TEAM OF PROFESSIONALS

- Meet with lenders, title officers, and inspection companies
- Introduce yourself to the listing agents in your office that will refer open houses

### 10 KNOW YOUR RESOURCES

- Familiarize yourself with the various advisories and helpful links

### 11 PATH TO PROFITABILITY

- Identify goals & strategies (*monthly, quarterly, annual*)
- Develop your business plan
- Create a budget
- Manage IRS responsibilities (*tax deductions, choose a CPA, etc.*)
- Consider time blocking for productivity/daily goal setting

### 12 EDUCATE YOURSELF

- Watch training videos recommended by broker
- Discover your local, state, and national member benefits
- Consider earning a designation/certification (*GRI/ABR/CRS*)
- Subscribe to industry publications and podcasts
- Learn your local market (*statistics in your MLS*)
- Make appointments to see homes in different areas
- Take NAR's Commitment to Excellence (*C2EX*) & Fairhaven: A Fair Housing Simulation