

## **Connecting Your Real Estate Business (Online Course)**

In the **Connecting Your Real Estate Business** Course, we lay the foundation for guiding you towards running your real estate business as a true business. It is also the prerequisite course for Agent Team Building. Our philosophy on team building is to get your own house in order first – that means implementing effective systems to run all facets of your real estate business.

At Wandering But Not Lost Coaching, we deliver our training using a multi-media approach that integrates all learning styles. If you enjoy having all the material in front of you and taking notes – then make sure to download the comprehensive WBNL Guide Book which contains all the details and plenty of area to record your thoughts and notes. For our visual and auditory learners – you have the interactive videos as well as the visual Guide Book to enhance your experience. Each training module also contains supporting documents to download which are all conveniently stored in the “My Downloads” area of the site.

### **Module 1: Your Business Plan & Goals**

As a business owner, it's critical to have clearly defined goals and a written business plan. This module covers the three steps to a powerful real estate business plan. You will also learn how to customize the WBNL Coaching Business Plan template and all supporting documents and forms.

### **Module 2: Your Business Purpose & Building Your Brand**

Create your business mantra and purpose statement. We will discuss how to 1) Define Your Visual Brand 2) Manage Your Brand and 3) Build an enduring brand.

### **Module 3: Attracting Perfect Clients**

Define your perfect client then discover how to attract those perfect customers and clients for your business in this training module.

### **Module 4: Build Your Database & Referrals**

Your database IS your business! This module covers all the key strategies to creating and maintaining your database of prospects, past clients and sphere of influence and how to generate more referrals.

### **Module 5: Personality Styles, Communication Preferences & The Sales Cycle**

In this module we review the four core personality styles and three primary communication preferences in people and how it translates to more sales and better customer service. It starts with understanding your styles and preferences first. Learn how to build rapport and communicate effectively with the different personality types.

### **Module 6: Marketing, Advertising & Lead Generation**

Discover how to effectively market and advertise your business. Develop your marketing & advertising budget. Integrate the most effective offline marketing strategies. Learn the six C's of lead generation. Best practices for offline lead generation. Keys to online lead generation (both free and paid).

### **Module 7: Listings & Seller System**

Learn the best practices for obtaining more listings. Customize your Pre-Listing Package to send to sellers. Implement and refine your listing presentation, process, and follow-up system for working with sellers.

### **Module 8: Buyer & Sales System**

Implement an effective system for working with buyers including how to find and qualify buyers, conducting the buyer's consultation and the art of showing homes. Learn tips and tools for managing the transaction from sale to close of escrow.

### **Module 9: Real Estate Social Media & Technology**

Sessions in this module include: setting your outcomes for social media; online reputation management, paperless/ mobile operations; getting reviews & recommendations, blogging for business, better photos and graphics tools; content marketing and understanding the key social media platforms.

### **Module 10: Business & Financial Essentials**

This module will show you how to structure and run your business as a true business. Learn the essential business and financial systems and practices you need in place that will allow you to create an exit strategy.