

## Growth Models for Success

# Real Estate Assistant

LISTING COORDINATION	PERSONAL MANAGEMENT	TRANSACTION COORDINATION
<ul style="list-style-type: none"> <li>• Prepare all Presentations               <ul style="list-style-type: none"> <li>• Pre list Process</li> <li>• Confirmation of Appt</li> <li>• CMA Prep</li> <li>• Pre marketing Prep</li> <li>• Prep net sheet</li> </ul> </li> <li>• Listing Secured               <ul style="list-style-type: none"> <li>• Listing Launch</li> <li>• MLS Management</li> <li>• Photography/Videos                   <ul style="list-style-type: none"> <li>• Staging</li> <li>• Client Prep</li> </ul> </li> <li>• Marketing Campaign Launch                   <ul style="list-style-type: none"> <li>• Your Neighbor has decided to move</li> <li>• Scrub of database for current potential clients</li> </ul> </li> <li>• Social Media Launch</li> <li>• Open House Set Up or Virtual</li> </ul> </li> <li>• Client Preparation and Development               <ul style="list-style-type: none"> <li>• Intro Call</li> <li>• Showing process confirmation</li> <li>• File preparation for brokerage</li> <li>• Weekly Updates/Feedback reports</li> <li>• Database/CRM Input</li> </ul> </li> <li>• Manage Showings               <ul style="list-style-type: none"> <li>• Feedback Structure</li> <li>• Comparable updates</li> <li>• Coordination of showings</li> </ul> </li> <li>• Offer Acceptance               <ul style="list-style-type: none"> <li>• Coordinate completion of signatures</li> <li>• Prepare file for Transaction Coordinator</li> <li>• Complete brokerage requirements</li> <li>• Change status on media sites and MLS.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Accounting</li> <li>• Office management</li> <li>• Manage schedules</li> <li>• Manage phone calls and emails</li> <li>• Personal errands</li> <li>• Track and Measure EVERYTHING</li> <li>• Manage ALL Lead Generation Systems               <ul style="list-style-type: none"> <li>• Pc/SOI                   <ul style="list-style-type: none"> <li>• E-newsletters</li> <li>• Mailer piece</li> <li>• Note card/birthday/anniversary card</li> </ul> </li> <li>• Farming                   <ul style="list-style-type: none"> <li>• YIKES</li> <li>• Market Updates</li> <li>• Newsletter</li> <li>• Door Drops/Knocks</li> </ul> </li> <li>• Expireds/FSBO                   <ul style="list-style-type: none"> <li>• Call Coordination</li> <li>• Delivery campaign</li> <li>• Follow up system</li> </ul> </li> <li>• Social Networking                   <ul style="list-style-type: none"> <li>• Blog Posting</li> <li>• Video Campaigns</li> </ul> </li> <li>• Open Houses</li> </ul> </li> <li>• Track All leads generated by system               <ul style="list-style-type: none"> <li>• Manage CRM</li> <li>• Lead Source reports</li> </ul> </li> <li>• Manage all social media development and execution</li> </ul>	<ul style="list-style-type: none"> <li>• Open transaction               <ul style="list-style-type: none"> <li>• Intro letter to Escrow, Attorney Title, lender and other agent</li> <li>• Process Info email to Seller or Buyer with all pertinent data</li> </ul> </li> <li>• Disclosures, inspections, appraisal &amp; other contractual coordination</li> <li>• Closing coordination               <ul style="list-style-type: none"> <li>• Moving Kits/Utilities</li> <li>• Funding confirmations</li> <li>• Key exchange</li> <li>• Closing experience and thank you gift</li> <li>• Testimonial/Review collection</li> <li>• Create Raving Fans</li> <li>• Ask for Referrals</li> </ul> </li> </ul>

LEAD FOLLOW UP & CONVERSION	TRACKING THE BUSINESS	MARKETING MANAGEMENT & EXECUTION
<ul style="list-style-type: none"> <li>• Assist in 5 Star Follow up plan</li> <li>• Set and confirm appointments</li> <li>• Prepare packages               <ul style="list-style-type: none"> <li>• Pre List</li> <li>• Listing</li> <li>• Buyer consultation</li> <li>• Showing package</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Lead Source Reports</li> <li>• CTE OR SISU</li> <li>• Production Report               <ul style="list-style-type: none"> <li>• Keep up to date and deliver to coach</li> </ul> </li> <li>• Monthly reconciliation report               <ul style="list-style-type: none"> <li>• Measure results against business plan</li> </ul> </li> <li>• P&amp;L Report               <ul style="list-style-type: none"> <li>• Budget vs. actuals</li> <li>• Year over year comparisons</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Manage monthly marketing calendar</li> <li>• Design marketing pieces</li> <li>• Develop content</li> <li>• Manage the delivery systems for all marketing</li> <li>• Track results for each marketing item</li> <li>• Manage CRM to import all new leads prior to distribution</li> </ul>