

GRI Designation Core Course

Today's REALTOR®

SESSION ONE

Lesson One

Welcome to the GRI online platform.

Congratulations!

By choosing this course, you have taken the first step to becoming a better a realtor. You will see results immediately – and so will others!

Many people “talk” about building a successful business and a prosperous new life. But talk is cheap. This is your initial move toward the successful future others just talk about. Throughout this course, we will encourage you to excel at a level you never thought possible. We guide you through new concepts which will improve your business – and advance you toward your new, professional goals.

At the end of this session you will be able to:

- Understand why you are in the real estate business and what is it that motivates you to do what you do.
- Explain the importance of goal setting and discussed the attributes to consider before setting your goals and objectives.
- Determine your own goals and ways to achieve them.
- Discover ways to use time management to build a business all the while creating a better quality of life.
- Explain the three important aspects in achieving time management: systems, leverage, and organization; and implement those aspects into your business.
- Determine how to make education and continuing education habit for your business and your professional development.
- Compare those agents that do not have professional development with the income with those agents who do earn a designation or continue their professional development.
- Identify the realtor pathways to professionalism and state the ways REALTORS® have respect for the public, respect for property, and respect for their peers.
- Understand that the real estate business is based on reputation. What REALTORS® do today affects their reputation and their

business for years to come.

- Discuss how to create and sustain likability by building a solid reputation.
- Explain the keys to building a successful real estate business.
- Understand the key members of a business team and be able to build one for your own business.
- Realize a business plan is essential for an agent. Determine where the business is going and choose the best path to get there.
- Create a business plan specific to your business using a formula consisting of gross income minus expenses to achieve a net profit.
- Discuss ways realtors can generate momentum and leads to grow or sustain a business.
- Identify ways to generate leads with little or no money.
- Determine the keys to building a brand and intentionally influencing how the world sees you and your business.
- Build a brand that fits your personality and your business model that is unique to you.
- Compare owned media, earned media and paid media; and how they relate to your real estate business.
- Discuss advertising techniques and choose the types of advertising to use in your real estate business.
- Identify the difference between clients and customers in an agency relationship.
- Clearly defined ministerial acts and how they relate to a REALTORS® behavior towards a customer.
- Identify the mandated agency disclosures agents need when dealing with clients and customers.
- Clearly define and explain the different types of agency relationships and the problems that can be caused with conflicting arrangements.
- Identify the four main generations of home buyers and sellers in today's real estate marketplace.

- Discuss how to communicate as well as market to different generations based on their thinking, feelings and spending habits.

Get Motivated

It takes dedication and discipline to accomplish the goals you set in order to achieve the success you desire. However, even with hard work, success doesn't come without adversity.

Whatever reason you have embarked on this career, finding a purpose is paramount to success. Without a purpose, over time agents lose motivation and the chances of failure greatly increase. It is often referred to as the "**Big Why.**"

STOP HERE!

Before going ahead, answer the following questions in one sentence or less.

Why do you do what you do?

Why did you get into the real estate business?

What inspires you to get out of bed in the morning?

Today's REALTOR®

In order to improve, agents must know what others in the industry are doing - or not doing.

Here's the facts.

The average REALTOR® is a 56-year-old woman. She has been in the business 11 years, has been with her current firm for six years and specializes in residential real estate.

"Mrs. Average Realtor" has a college education. However, real estate is her second career. Her background is in management, business or sales. Her median income is \$34,900, based on a 40-hour work week.

Notes: