

# A Journey to Success

## Mentor Associate Guide

### The Mission

Coastal Pacific Real Estate (CPRE) is committed to quality service, excellence and success in every aspect of the practice of Real Estate. We look forward to your journey with our Science of Success Program (SSP).

CPRE is dedicated to providing education and training for new agents. These programs are planned to take an agent on an exciting journey towards achievement and gratification, which is the objective of a professional career in Real Estate.

The CPRE gives direction to the new sales agent by following a course of straightforward activities under the guidance of qualified, experienced and successful Mentors.

With Mentor support and supervision, the New Associate experiences a variety of real estate transactions, both residential and commercial. This process, carefully charted, assures mastery of skills, techniques and procedures. It results in the attainment of self-reliance and proficiency for the Associate.

**The goal of the Science of Success Mentor/Associate Program is for the New Associate, coached by the Mentor, to close three (3) escrows or more during the first 90 to 180 in business.** This goal may be adjusted by the Mentor due to each unique situation.

## The Programs

Upon affiliation with CPRE, the Associate registers for the company's **Science of Success Program (SSP)**, a program of instruction in the basics of Real Estate practice. The Associate will receive a completion certificate after achieving 12 modules in SSP. The New Associate also completes Quantum Leap, our in-depth success plan. Inside Quantum Leap is our **5-5-5** business plan. This method/plan focuses on the daily, weekly and monthly action steps of Quantum Leap. At the beginning of **SSP** the New Associate will start our **5-5-5** business plan.

## The Business Plan

The **5-5-5** business plan is designed for the Mentor to take an active, cooperative part in all meetings, practice periods, prospecting appointments, training presentations, accountability sessions and one-on-one performance reviews as prescribed and scheduled by the Mentor.

The Mentor and the New Associate create accountability time frames throughout **SSP**. This will include a variety of field activities and meeting attendance.

These integrated programs, offered only by CPRE are vital to the success of each individual agent and vital to the strength and continued growth of our company.

The activity and performance goals listed in the following pages are benchmarks for our Associates. They may be re-defined to fit each Associates specific needs and skills.

# Roles of the Mentor

- Guides continuity, and progress of their **5-5-5** business plan
- Facilitates group meetings with all participants (Mentor and Associates)
- Meets with Associate to determine the progress of SSP
- Available for questions, assistance, on-the-spot advice and coaching
- Works with the Associate to establish a 90-day plan of action and a daily schedule of prospecting appointments
- Monitors and tracks activities, progress, and success
- Schedules and conducts regular meetings, script practice sessions, prospecting appointments and performance reviews; provides training presentations on a regular basis
- Oversees and approves all contracts, presentations, marketing and advertising materials prepared by the Associate according to local and national real estate ethics, guidelines and legal practices.
- Helps the Associate negotiate contracts (guiding the process through to mutual agreement and a successful transaction)
- Holds the Associate accountable to their **5-5-5** business plan and the SSP

## *Roles of the Associate*

- Commits to your **5-5-5** business plan
- Completes the **Science of Success Program** (SSP)
- Develops, gets approved (by mentor) and implements a personal 90-day business plan of action. (Plan to include specific appointment-setting goals)
- Reviews your **5-5-5** business plan on a quarterly basis with the assistance of the Mentor
- Schedules daily activities to generate appointments. Updates area of specialty (i.e. Clean your Farm)
- Maintains a personal calendar that reflects the daily activities to generate appointments, including all the classes, meetings and education activities also required by your **5-5-5** business plan.
- Participates in all meetings, prospecting appointments, and performance reviews scheduled by the Mentor
- Uses all appropriate scripts provided in our CMA/BMA marketing materials.
- Maintains an accurate tracking system of contacts, prospects, and appointments with buyers and sellers in a contact management system (i.e. Realty Juggler).
- Uploads all fully executed contracts at the time of execution in our (back agent) system so broker may maintain legal control.
- Has the following materials approved by Mentor upon preparation:  
  
all contracts, CMAs, and BMA's, Buyer Broker Agreements, Listings, Letters of Intent and marketing and advertising materials, pictures and media (so the broker may maintain legal control).
- Confers with the Mentor for counsel at every step of the transaction as well as for approval prior to all contract presentations and negotiations.
- Submits all transaction files to the office Transaction Coordinator for the management of the transaction and the processing of documents, all subject to

## Charting the Course

- The Broker and New Associate meet to complete paperwork and requirements for CPRE and the Board of Realtors
- The Associate calendars the **5-5-5** business plan, Mentor accountability meetings, title company specialty package, presentations, skill practice sessions, and prospecting appointments
- The Associate, with the assistance of the Mentor, prepares a 90-day business plan of action and an annual business plan (Quantum Leap). These plans includes specific appointment-setting goals and activities necessary to achieve those goals
- The Associate completes the annual business plan and charts the 90-day schedule

## DIRECTION

### The FIRST 30 DAYS: Month 1

#### **SCIENCE OF SUCCESS PROGRAM GOALS:**

- Associate fully understands and cooperates with the 5-5-5 business plan
- Associate has a clearly defined daily schedule of activities and Mentor supervision. Associate will email mentor weekly accountability forms
- Associate becomes proficient and confident in prospecting and other business development techniques

#### **ASSOCIATE GOALS:**

- Two (2) buyer and/or seller appointments per week
- One (1) listing taken and/or one (1) transaction in escrow

*At the end of Month #1, the Associate and the Mentor will meet for a one-on-one performance review to assess and evaluate the activities, progress, and success of the Associate.*

## Week One

Associate Activities include:

1. One and one-half (1-1/2) hours of daily CMA/BMA script practice and role play
2. Attend company and mentor meeting
3. Complete mailing list of friends/family and associates for announcements (SOI)
4. Attend FREE BOARD OF REALTORS MLS TRAINING PROGRAM
5. Preview ten (10) homes in your specialty area
6. Visit at least five (5) open houses in your specialty area
7. Schedule time for office orientation with mentor and/or office administrator
8. Join local Association of Realtors and MLS, purchase lockboxes and invest in at least 12 open house directional signs and 6 listing signs
9. Choose five (5) names from Sphere of Influence that are most likely to give referrals and call or visit them

NOTE: Attend Science of Success Program with a goal to complete all required classes within ninety (90) days of affiliation.

- ☐ **Orientation:** Think strategically. Real Estate trainings and orientation. Attending educational mentor meetings. Listing/selling, Contracts and documents in CAR Zipforms and schedule a professional, digital headshot
- ☐ **Action Steps:** The Associate will complete listing, purchase and buyer/broker agreements for mock client. Email to mentor and broker at [Contact@CoastalPacificRE.com](mailto:Contact@CoastalPacificRE.com) to be reviewed

_____ <b>Associate</b>	_____ <b>Date</b>	_____ <b>Broker</b>	_____ <b>Date</b>
---------------------------	----------------------	------------------------	----------------------

## Week Two

Associate Activities include:

1. One and one-half (1-1/2) hours of daily CMA/BMA script practice and role play
2. Attend company and mentor meeting
3. Set up follow-up system from SOI contacts (i.e. Realty Juggler)
4. Mail announcements
5. Choose five (5) names from Sphere of Influence that are most likely to give referrals and call or visit them
6. Preview ten (10) homes in your specialty area
7. Visit at least five (5) open houses in your specialty area
8. Select Farm listings for Associate Open Houses
9. Learn how to do an MLS search for a specific property and how to pull up a daily "hot sheet". Always search actives, pendings, solds, canceled and expired
10. Set up your Title Company Free Apps

NOTE: Attend Science of Success Program with the goal to complete all required classes within ninety (90) days of affiliation.

- ☐ **Quantum Leap:** In depth, written business plan, tailored to your personal vision, collaborating with mentors regarding Science of Success Program, present headshot to mentor
- ☐ **Action Steps:** Complete personal, professional written goals and meet with mentor to begin the **5-5-5** business plan

---

**Associate**

---

**Date**

---

**Broker**

---

**Date**

## Week Three

Associate Activities include:

1. One and one-half (1-1/2) hours of daily CMA/BMA script practice and/or role play
2. Attend company and mentor meeting
3. Follow-up announcement mailing with calls to ten (10) people in Sphere of Influence. Your value proposition i.e. prepares best price in condos, homes and duplexes (content)
4. Review the Realtor Code of Ethics and MLS rules with manager or mentor
5. Preview ten (10) homes
6. Pick a listing from your specialty area and do an MLS Market Analysis (CMA)
7. Review all potential leads/clients with mentor
8. Review Open House training in [www.my.coastalpacific.com](http://www.my.coastalpacific.com)

NOTE: Attend Science of Success Program with the goal to complete all required classes within ninety (90) days of affiliation.

- ☐ **Marketing Plan:** Focus on creating an image and reputation as an expert in the field of Real Estate. Write your bio and present professional picture including company expertise. Design a plan for residential and commercial real estate (allocate percentage of each and read commercial Investment and DST training in [www.my.coastalpacific.com](http://www.my.coastalpacific.com))
- ☐ **Action Steps:** Locate five (5) professionals related to the Real Estate business in your specialty area (i.e. CPA, Tax Attorney, Estate Attorney, Financial Planner, Architects and Contractors).

---

**Associate**

---

**Date**

---

**Broker**

---

**Date**



## Week Four

Associate Activities are to include:

1. One and one-half (1-1/2) hours of daily CMA/BMA script practice and/or role play
2. Attend company and mentor meetings
3. Follow-up announcement mailing with calls to ten (10) people in Sphere of Influence. Your value proposition i.e. prepares best price in condos, homes and duplexes (content)
4. Prepare mock Buyer/Broker contract (example in [www.my.coastalpacific.com](http://www.my.coastalpacific.com) ) and submit to broker/mentor to [contact@coastalpacifcre.com](mailto:contact@coastalpacifcre.com)
5. Preview ten (10) homes in your specialty area
6. Meet with Title Representative to review a preliminary title report and update associate with real estate apps
7. Review all leads that are in contact management program with mentor
8. Update and clean your specialty area (i.e. As you get mail returned update contact management program)
9. Select your next Open House and do a detailed CMA
10. Develop your annual business plan with your mentor
11. Review Purchase and Listing paperwork with mentor

NOTE: Attend Science of Success Program with the goal to complete all required classes within ninety (90) days of affiliation.

- ☐ **Lead Generation Model:** Produce your unique presentation with 5 areas of focus. Listings, sales, expired, canceled and FSBOs. Prospect with strategic lead generation system. 5 local, 5 out of area, 5 vertical presentations per week (5-5-5 business plan). Update database create a stream of activity that consistently generates business and measure results. Create social media campaign, i.e. facebook, instagram, youtube, linkedIn, etc.
- ☐ **Action Steps:** Research ten (10) listings; five (5) that expired six (6) plus months ago and five that (5) canceled six (6) plus months ago. Locate five (5) For Sale By Owner Properties (FSBOs). Create accounts for social media and initiate marketing plan.

**Associate**  
**Date**

**Date**

**Broker**



## DIRECTION

### The FIRST 60 DAYS: Month #2

LE

#### PROGRAM GOALS:

- Associate adheres to the 5-5-5 Program, realizing the importance and value of daily script practice/role playing, prospecting and other business development activities
- Associate adheres to daily schedule of activities with little Mentor supervision
- Associate becomes skillful in buyer counseling, employs professional methods of marketing and servicing listings, and understands all agent responsibilities and duties for the escrow process
- Associate becomes proficient and confident in closing, negotiating, and presentation techniques
- Associated attends Certified Negotiation Expert (CNE) training at Board of Realtors

#### ASSOCIATE GOALS:

- Five (5) seller appointments and one (1) buyer appointment per week
- A second listing taken and/or a second transaction (or more) in escrow

*At the end of Month #2, the Associate and the Manager will meet for a one-on-one performance review to assess and evaluate accountability, progress, and success of the Associate.*

## Week Five

Associate Activities are to include:

1. One and one-half (1-1/2) hours of daily CMA/BMA script practice, role play and/or other business development activities
2. Attend company and mentor meetings
3. Follow-up announcement mailing with calls to ten (10) people in Sphere of Influence. Your value proposition i.e. prepares best price in condos, homes and duplexes (content)
4. Meet with transaction coordinator (TC) and mentor and review the escrow process
5. Preview ten (10) homes in your specialty area
6. Review all leads with mentor
7. Review "local area disclosures" for your office with your mentor
8. Create a "Perfect Week" schedule, including family and fun!
9. Visit five (5) Open Houses in your specialty area, prepare 5 mock CMAs.
10. Create buyer-broker package with BMA and area video links.

NOTE: Attend Science of Success Program with the goal to complete all required classes within ninety (90) days of affiliation.

- ☐ **Business/Personal Environment:** Neuro-Linguistic Programming (NLP), body language, review NLP training, practice Real Estate presentations, CMA and BMA according to your client's representational system (visual, auditory, kinesthetic, etc.). Organize your Home Office (paper files) and Ultimate Office (on computer).
- ☐ **Action Steps:** Make a movie with your phone of your above presentations and compare your communication styles.

Associate	Date	Broker	Date
-----------	------	--------	------

## Week Six

Associate Activities are to include:

1. One and one-half (1-1/2) hours of daily CMA/BMA script practice, role play and/or other business development activities
2. Attend company and mentor meetings
3. Follow-up announcement mailing with calls to ten (10) people in Sphere of Influence. Your value proposition i.e. prepares best price in condos, homes and duplexes (content)
4. Meet with Mentor regarding Home Warranty to review basic home warranty coverage for different types of property. Also review a natural hazard disclosure report on an existing sale.
5. Preview ten (10) homes in your specialty area
6. Review "A" leads with mentor that are in your contact management system
7. Create five (5) of your pre-listing CMA packages
8. Prepare a detailed "Property Book" on selected Open House
9. Visit five (5) Open Houses in your specialty area
10. Prepare a sample offer to purchase on any property of your choice and include all disclosures

NOTE: Attend Science of Success Program with the goal to complete all required classes within ninety (90) days of affiliation.

- ☐ **Economic Model:** Follow your business plan to success. Listing & Buyer Presentations with acquisition in mind. The Comparative Market Analysis Presentation, Buyer presentation with area analysis and statistics. Tracking appointments & conversion rates. 5-5-5 Program.
- ☐ **Action Steps:** Presenting five (5) CMAs to owners of more than one property. Meet with mentor to analyze the process (make CMA, deliver to owner, track progress, input to contact management program, discuss results with mentor).

---

**Associate**


---

**Date**


---

**Broker**


---

**Date**

## Week Seven

Associate Activities are to include:

1. One and one-half (1-1/2) hours of daily CMA/BMA script practice, role play and/or other business development activities
2. Attend company and mentor meetings
3. Follow-up announcement mailing with calls to ten (10) people in Sphere of Influence. Your value proposition i.e. prepares best price in condos, homes and duplexes (content)
4. Preview ten (10) homes in your specialty area
5. Review "A" leads with mentor
6. Prepare 5 detailed CMAs on a property in your FARM
7. Select a SOCIAL FARM with activities and goals on Social Media
8. Review and personalize content in the CMA or BMA
9. Attend a property physical inspection with mentor (4 hrs)
10. Develop your personal brochure/bio in CPRE Agent Website)

NOTE: Attend Science of Success Program with the goal to complete all required classes within ninety (90) days of affiliation.

- ☐ **Contracts:** Training and practice regarding Purchase, Buyer Broker, Listing, Counter Offer and other contractual documents. Negotiation styles with clients and relationships regarding other brokers and agents.
- ☐ **Action Steps:** Read Negotiation Styles in [www.my.coastalpacifcre.com](http://www.my.coastalpacifcre.com) to become more familiar with how your clients and other agents may communicate. Submit a buyer/broker contract to the mentor based on the example in buyer

---

**Associate**

---

**Date**

---

**Broker**

---

**Date**

## **Week Eight**

Associate Activities are to include:

1. One and one-half (1-1/2) hours of daily CMA/BMA script practice, role play and/or other business development activities
2. Attend company and mentor meetings
3. Follow-up announcement mailing with calls to ten (10) people in Sphere of Influence. Your value proposition i.e. prepares best price in condos, homes and duplexes (content)
4. Preview ten (10) homes in your area of specialty
5. Review "A" and "B" leads with mentor
6. Learn how to do an "estimated" buyer's closing costs and seller's net sheet from title company and Chicago Title App
7. Prepare a three-year sales history of homes in your geographical specialty area (your title rep can help)
8. Initiate a Social Marketing campaign for your active buyers and sellers
9. Prepare an offer based on one of your clients' needs and review it with your mentor
10. Conduct an Open House in your specialty area. Prior to open house, invite a bullseye of neighbors to the open house

NOTE: Attend Science of Success Program with the goal to complete all required classes within ninety (90) days of affiliation.

- ❑ **Disclosure Disclosure Disclosure:** Review time management, BackAgent Disclosure system and checklist. Creating teamwork with your Co-op Agent and escrow officer.
- ❑ **Action Steps:** Print disclosure package for an existing sale. Review the package with your mentor and prepare a mock back agent transaction. Review with your mentor a closed transaction with escrow closing statements.

---

**Associate**


---

**Date**


---

**Broker**


---

**Date**

## Direction

### The FIRST 90 to 180 DAYS: Month #3-#6

#### PROGRAM GOALS:

- Associate independently adheres to a custom daily schedule of prospecting and business development activities
- Associate independently secures quality listings and successfully negotiates offer presentations
- Associate continues the Science of Success Mentor Program

#### ASSOCIATE GOALS:

- Four (4) buyer, seller appointments and/or offer listing presentations per week
- A third listing taken and/or a third transaction in escrow (or more)
- Completion of a one-year business plan with direction from the Mentor

*At the end of Months #3-6, the Associate and the Mentor will meet for a one-on-one performance review. If the program goals have not been met, the Mentor will determine a positive plan of action for the Associate.*

## Week Nine

Associate Activities are to include:

1. One and one-half (1-1/2) hours of daily CMA/BMA script practice, role play and/or other business development activities
2. Attend company and mentor meetings
3. Follow-up announcement mailing with calls to ten (10) people in Sphere of Influence. Your value proposition i.e. prepares best price in condos, homes and duplexes (content)
4. Preview ten (10) homes in your specialty area
5. Review "A" and "B" leads with mentor
6. Review the Buyer Broker Agreement and scripts BMA
7. Prepare five (5) "area" CMA's for your geographical specialty area and mail
8. Do a full listing presentation to your mentor
9. Contact at least five (5) expired listings
10. Master at least three (3) listing objection handlers (Mentor will provide)

NOTE: Attend Science of Success Program with the goal to complete all required classes within ninety (90) days of affiliation.

- ☐ **Fundamentals Do the Math:** Real Estate tablet and computer. Escrow estimated closing statements. Lender integrated disclosure rule (TRID). Real Estate Mortgage & Lending relationships, qualifying the buyer regarding lender strategies.



- ❑ **Action Steps:** Qualify buyers with lender before presenting properties. Consult with mentor regarding closing dates and timeframes in typical transaction (consult with Mentor).

Associate	Date	Broker	Date
-----------	------	--------	------

## Week Ten

Associate Activities are to include:

1. One and one-half (1-1/2) hours of daily CMA/BMA script practice, role play and/or other business development activities
2. Attend company and mentor meetings
3. Follow-up announcement mailing with calls to ten (10) people in Sphere of Influence. Your value proposition i.e. prepares best price in condos, homes and duplexes (content)
4. Preview ten (10) homes in your specialty area
5. Review "A" and "B" leads with mentor
6. Contact at least five (5) FSBO's
7. Select subject property for Open House in your specialty area
8. Master at least three more listing objection handlers (consult with Mentor).
9. Review CAR's Economic Forecast and select portions (with your mentor) to put into your seller and buyer packages (also UCLA's forecast)
10. Review Market Trends Graphs in your local area (consult with mentor)
11. List five reasons why a seller should hire you...your points of differentiation, your value proposition (i.e. CPRE is in the residential and commercial business; "WE LIST, SELL AND EXCHANGE RESIDENTIAL AND COMMERCIAL PROPERTIES")

NOTE: Attend Science of Success Program with the goal to complete all required classes within ninety (90) days of affiliation.

- ☐ **Wealth Leverage:** Seminars and team strategies with 1031 Tax Deferred Exchange Intermediaries, Tax Accounts, Financial Advisors & Tax Attorneys
- ☐ **Action Steps:** Call on the vertical market, including accountants, CPA's and estate/tax attorneys in your zip code, meet with exchange intermediaries.

_____ <b>Associate</b>	_____ <b>Date</b>	_____ <b>Broker</b>	_____ <b>Date</b>
---------------------------	----------------------	------------------------	----------------------

## Week Eleven

Associate Activities are to include:

1. One and one-half (1-1/2) hours of daily CMA/BMA script practice, role play and/or other business development activities
2. Attend company and mentor meetings
3. Follow-up announcement mailing with calls to ten (10) people in Sphere of Influence. Your value proposition i.e. prepares best price in condos, homes, duplexes and 3-4 units (content)
4. Preview ten (10) homes in your specialty area
5. Review "A" and "B" leads with mentor
6. List five (5) reasons why a buyer should agree to work exclusively with you (your value proposition).
7. Update your contact management program (i.e. Realty Juggler)
8. Review the commercial training along with the Delaware Statutory Trust information (in [www.my.coastalpacifcre.com](http://www.my.coastalpacifcre.com) ) and select an apartment building and retail store to study with your mentor.

NOTE: Attend Science of Success Program with the goal to complete all required classes within ninety (90) days of affiliation.

- ☐ **Wealth Building:** Plan for Real Estate acquisition, timeline, financial planning, insurance and retirement
- ☐ **Action Steps:** Identify multiple units and retail properties for your future real estate acquisitions! Determine the cash flow with 25%, 35% and 50% down. Review with your mentor.

Associate	Date	Broker	Date
-----------	------	--------	------

## Week Twelve

Associate Activities are to include:

1. One and one-half (1-1/2) hours of daily CMA/BMA script practice, role play and/or other business development activities
2. Attend company and mentor meetings
3. Follow-up announcement mailing with calls to ten (10) people in Sphere of Influence. Your value proposition i.e. prepares best price in condos, homes and duplexes (content)
4. Preview ten (10) homes in your specialty area
5. Review "A" and "B" leads with mentor
6. Refine your CMA and BMA custom package to buyers and sellers
7. Do a "rate of absorption analysis" on your market area
8. Develop a follow-up program for previous clients (i.e. Realty Juggler)
9. Define your "points of differentiation" for sellers and buyers, your value proposition
1. 10 Conduct an Open House in your specialty area

**NOTE:** Attend Science of Success Program with the goal to complete all required classes within ninety (90) days of affiliation.

- ❑ **Contact Management Program (CMP):** Build a contact Management Program for the term of your career with selling your business in mind.
- ❑ **Action Steps:** create categories for your CMP, i.e. very wealthy (sharks), investors (dolphins), sellers (swordfish), buyers (butterfly fish). Establish a timeline for follow-up educational content flyers and postcards for every month (18 follow-up pieces in [www.my.coastalpacifcre.com](http://www.my.coastalpacifcre.com) )

---

**Associate**

---

**Date**

---

**Broker**

---

**Date**