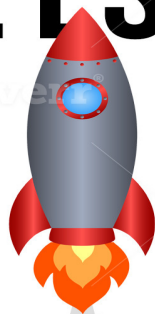


30 Things to Do While in
Pre-License School to
Hit the Ground Running

from

**LAUNCHING
RIGHT IN
REAL ESTATE**



**WHAT THEY
WON'T TEACH YOU
IN PRE-LICENSE SCHOOL**

CARLA CROSS, CRB, MA

30 Things to Do While You're in Pre-License School to Hit the Ground *Running*

From Carla Cross

What if you were organized, prepared, and educated BEFORE your first day in the business? Make your first sale faster. Here are 30 things you can do NOW to hit the ground running once you are licensed.

Managers: Use this to help your future winners literally 'hit the ground running!'

These suggestions are excerpted from my 'tell-it-'like-it-'is' eBook for would-be agents, [Launching Right in Real Estate: What They Won't Teach You in Pre-License School](#).

	Check when completed
Planning and Time Management	
1. What will your business budget be? How will you finance your first few months in real estate? (You probably won't get a paycheck your first month! (There's a sample budget in my eBook .)	<input type="checkbox"/>
2. Do you have the attributes to make a success in real estate sales? Write down 6 attributes you feel are important for real estate sales success. (My attributes are listed in my eBook)	<input type="checkbox"/>
3. Write down the weekly schedule you believe you should keep in real estate to be successful fast—what you're going to do and when you'll do it. See my schedule in the eBook; compare it to yours.	<input type="checkbox"/>
4. Make a job description for yourself. Compare it to the one in my eBook. Ask 5 real estate agents for their job descriptions and compare them to my job description. What do the disparities tell you?	<input type="checkbox"/>
5. Write your monetary and revenue unit goals for your first year in the business (sales and listings sold. How much is a 'revenue unit' worth?). Write how you will reach those goals. Compare that with the description of a 'day in the life' of a successful real estate agent as described in the eBook .	<input type="checkbox"/>
6. What will your start-up costs be? Are you sufficiently 'covered' to start in a professional manner? (see my eBook for my list of start-up costs. Get a list, too, from those you interview).	<input type="checkbox"/>
Financial Management	
7. Get QuickBooks or other software for your financial record-keeping.	<input type="checkbox"/>
8. Get an accountant. Meet with your accountant to set up your financial software and discuss how you're going to keep detailed records and receipts.	<input type="checkbox"/>
9. Make a personal budget so you'll know the expenses you'll have each month, using the guide in my eBook .	<input type="checkbox"/>
Lead Generation and Making Money Fast	
10. Make a list of at least 200+ people you can use as your 'circle of influence' to launch your real estate career.	<input type="checkbox"/>
11. Put those people in a database (Outlook and Top Producer are examples). Consider investing in a contact management program now. Ask your interview about recommendations.	<input type="checkbox"/>
12. Make a letter (to send snail mail, email, and or text after you're licensed) to introduce yourself and tell your 'circle of influence' you're in real estate. (a prototype letter is in Up and Running in Real Estate , my online training/coaching/business start-up planning program).	<input type="checkbox"/>
13. Decide on 5 methods/sources of finding clients. Decide how many 'leads' you will get from these sources (In Up and Running in Real Estate , the online training/coaching business start-up program, we recommend 50-100 per week to assure you get paid fast).	<input type="checkbox"/>

Working with Clients	
14. Gather at least 20 articles/blogs/news releases/statistics on why it's a great time to buy and sell a home. Find articles on market conditions; find research companies that provide data. Gather these resources to show buyers and sellers and educate them about market conditions. You need third party verification and substantiation!	<input type="checkbox"/>
Sales and Marketing	
15. Check out real estate agent marketing sites. Put together a sample marketing plan using various resources so you can hit the ground running. Up and Running in Real Estate has a sample marketing plan.	<input type="checkbox"/>
16. Take a sales communication course so you'll have the sales communication skills necessary to find and work with clients in real estate (such as Dale Carnegie). Please sure it has practice sessions included.	<input type="checkbox"/>
17. Check out how real estate agents are using social media by visiting various sites such as Facebook, Twitter, LinkedIn, and Instagram—plus uTube. See agents' blogs in your area. Effective? Not effective?	<input type="checkbox"/>
18. Make a social media plan using what you learned from your research of how other agents use social media.	<input type="checkbox"/>
19. Which segments of the population will you work with? (first time buyers, move-up buyers, retirees, etc.) Why? Choose your population segments and decide how to contact them.	<input type="checkbox"/>
20. Which geographical areas appeal to you? Why? Choose your desired areas.	<input type="checkbox"/>
Technology	
21. Make a list of the technology you believe you need, with a budget and time frame to purchase/lease it. Interview 3-5 newer agents to get their input. (Both my programs here have suggestions for the technology new agents need).	<input type="checkbox"/>
Researching Real Estate Companies	
22. Go to at least 3 career nights, 'open houses' sponsored by various real estate companies. Use the interview guide in my eBook .	<input type="checkbox"/>
23. Go to various agent evaluation websites (Realtor.com, Zillow, LinkedIn, etc.). What do you see? What do you want your testimonials to say about you?	<input type="checkbox"/>
24. Gather your research about real estate companies and real estate agents by checking out the Web, affiliates, (mortgage companies, title and escrow, real estate attorneys), agents, and consumers.	<input type="checkbox"/>
25. Attend brokers' open houses and public open houses. Observe the agent's actions and the properties marketed by that firm. Make a list of dos and don'ts so you'll be ready for your first open house.	<input type="checkbox"/>
Interviewing	
26. Using the list in my eBook, customize the 5 most important questions you want to ask each interviewer	<input type="checkbox"/>
27. Decide which categories and questions are important to you from the list of 76 questions in the eBook. Organize them to ask those questions in the interview.	<input type="checkbox"/>
28. Decide the 3-5 most important qualities you want in a manager. Design questions to reflect those qualities. There are qualities top agents want in a manager in my eBook .	<input type="checkbox"/>
29. If you're considering peer coaching or joining a team, interview the key players first. Find out how you are paid, the training and coaching you'll receive, and accountability with your 'team leader'.	<input type="checkbox"/>
Getting Educated about the Business	
30. Contact at least 3 affiliates (a mortgage person, a title person—if you have title insurance in your area), and an escrow person) and find out the basics of their businesses as it pertains to working with them. Find out the services they will provide you (including marketing pieces they may have available for you to use).	<input type="checkbox"/>

Launching Right in Real Estate, from Carla Cross, literally covers everything else *besides* what you need to know to pass the real estate licensing exam. [Up and Running in Real Estate](#) is the 8-week online 'hit the ground running' training/coaching business start-up plan for career-focused agents—includes a proven start-up plan.