
eXp Realty's New Agent BootCamp PlayBook

WELCOME!

Welcome to the New Agent BootCamp! The New Agent BootCamp has been designed to make you aware of all the fundamentals required for a successful real estate career. Over the next 90 days you will have the opportunity to listen and learn as we discuss 12 different topics chosen to give you a wide range of information. You will also have the opportunity to watch videos and to take courses on the Mindflash learning system.

We want every agent to be successful, however, you must want your own success even more than we want it for you. Real estate is a contact sport. To be successful you will need to build relationships with your contacts. Over the next 90 days you will experience a range of emotions -from disappointment to complete elation. You will absolutely need to learn how to be okay being outside of your comfort zone so that you can have the life you have dreamt of. This PlayBook will be your guide towards learning what the New Agent BootCamp is and what it is not.

WHAT IT IS:

- An opportunity to learn about the key fundamentals of building a successful real estate business.
- An opportunity to be exposed to the different programs eXp offers.
- A formalized way to be up to date on your Canadian Compliance.
- Course to learn about the provincial forms you will use for Contract of Sale, Listings, etc.
- An opportunity to listen to those who have already walked in your shoes and who have succeeded and are now sharing that success.
- An opportunity to work with your Broker and to have the wisdom and advice of a Coach whether it is a one-on-one meeting or a larger group meeting where you can meet and get your answers.
- Always reach out to your Broker for any contract or legal questions.
- An opportunity to listen to agents at the top of their field.
- This course will test you.



WHAT IT IS NOT:

- It is not a paint by number of how to build a perfect career.
- By taking this course, you will be exposed to many real estate concepts however these will be brief introductions and you will need to seek more information to master them
- This course is not responsible for your success or failure, you are.
- Working full time or part time is not an excuse – talk to us and we will help you complete this course.
- It is not the responsibility for your coach to be available 24/7. Your coach volunteers his/her time because they want to help you succeed and they want to support eXp Realty. Each week you will have a 30-minute call with them. Do not miss it or show up late.
- **This course is not optional for those who have completed fewer than 4 deals in the past 12 months.**
- **Not all agents will have coaches, some will have group leaders.** If your sponsor is a capping agent you are welcome to have them as your coach, provided that they agree to be part of the course and to fulfill the requirements.

WHAT DO MY COACH, BROKER & GROUP LEADER EXPECT FROM ME?

Expectation #1

That you will follow through with your meetings and **take notes** while you are learning from them. If you say you will implement something, make sure you do. There is nothing more challenging to a coach than an agent who doesn't follow through.

Expectation #2

Connect with your coach on time. This is a commitment – if you need to change the time, give a minimum of 24-hour notice. Your coach is volunteering his/her time to help you, they have busy schedules and are making time to meet with you, inside of that busy schedule.

Expectation #3

Understand your relationship with your Coach & Broker goes much deeper than just a few meetings. *You are making a friend and advocate* in your industry, for many years to come.

Expectation #4

You will participate and engage in the conversation, cheer on your Team's wins during the Thursday classes.



WHY DO WE INCLUDE COACHES, BROKERS AND GROUP LEADERS?

- They provide a safe place for learning with a trusted advisor.
- They will stay focused on supporting the new agent to complete the tasks required and to support them to help unblock the bottlenecks for them to achieve success.
- They keep agents focused on solutions and help the agent recreate this sequence of events so that they can better self-help themselves in solving challenges.
- They learn more about the agent so that they can target what is working well in the agent's business and the potential challenges and then source solutions with the agent.
- They clarify with the agent, the agent's true goals.
- They support the agents in taking action steps and being focused on the key 20%.

WHY MUST I COMPLETE THE NEW AGENT BOOTCAMP COURSE?

We know the failure rate in real estate is high. Most sources point to a failure rate of 80%-90% within the first 5 years. This may seem high, but it is just slightly higher than the failure rate for any new business.

Our goal is to have our unfair share of the 20% of the agents who will succeed with eXp Realty! And we have a distinct advantage when we begin training as soon as the new to real estate agent joins. Our goal is that agents starting with eXp Realty will still be productive at the end of year one and even more productive each year into the future.

As a real estate agent, it is very easy to fall into bad habits that could sabotage one's success. Also, many agents say they have a coach/mentor but in reality, they just have a friend in the company, who they chat with once and awhile. Real estate is a contact sport and many of these agents do not build that into their business. Instead of thriving, they begin to fade, immediately. In many cases, getting their real estate license was the highlight of their career. Not at eXp Realty! We want you nailing systems and taking action steps towards a successful career, each and every day!

A coach is important at any stage in your career. However, when you are new it is one of the most important things that can make or break their dreams of a successful real estate career.



THE BOOTCAMP LEVELS:

Green Level (Course Numbers vary in each Province) – The Provincial Broker Team will train the agent on all the forms and processes for their province. They will learn all about the contracts they will use, the flow of a transaction, a listing, what and how to use conditions in a contract, basic tips on staying out of real estate jail, how to use their provincial resource site, who to go to with questions and how to reach them. In total each province will have five courses that must be completed. Please speak to your provincial broker for more information.

Red Level (5 courses to complete this level)– Gain a strong understanding of Canadian Federal Compliance. Our Compliance Officer will take you through the key areas known as trouble areas for agents. These classes are all online (except FINTRAC which needs to be taken live) and can be accessed at any time. They include: Fintrac, Privacy Policy, the DNCL/Teleselling, CASL and finally the Competition Act and Ethics in real estate.

Blue Level (4 courses to complete this level)– To work effectively inside a virtual environment you must know about it and how to access the people, classes and support that you need. The courses here include:

- **Skyslope (in Quebec it is Ezimax) Training** – this is our paperless filing cabinet and how our staff will access your documents.
- **FTNI** – this is our online deposit system. It is as easy to use as taking a photo.
- **eXp World** – learn the layout of eXp world and how to work within the virtual world using a connecting tool called Workplace which is both a chat tool and a noticeboard of all things eXp Realty.
- **kvCore (Marketing Websites for Quebec)** - learn to build your consumer facing website and build your social marketing plan.

Yellow Level (4 courses to complete this level) These courses will help you to learn the basics about Lead Generation from how to host an incredible Open House to Agent Attraction these courses will help you grow your business.

WHEN DO I START?

Thursday at 7 am PT, (8 am MT, 9 am CT, 10 ET, 11 Atlantic & 11:30 NL. This is a two-hour class. The agent must complete either live classes in the CDN Auditorium or virtual classes hosted through Mindflash. A minimum of 10 weekly sessions must be completed during the 90-day cycle.



You are given a one-week grace period when you join eXp Realty. During this time orient yourself with eXp World, your provincial meetings and Workplace. You will jump into the program at any point in the 12 week cycle. You might not start at Lesson 1. **Agents joining mid-cycle will jump in wherever we are currently at and then simply follow the courses around until they have the 12 completed**

WEEKLY CLASSES:

1. ICON Agent Panel Discussion - Starting Out in Real Estate
2. Mindset: Life Happens.
3. Building a Database
4. Business Planning
5. Working with Buyers
6. Succeeding through Sellers
7. Connecting with Buyers and Sellers.
8. What Do I Say and When Do I Say It?
9. Marketing & Branding
10. Success is on the Horizon.
11. Referrals are a GREAT Thing!
12. Tax & Financial Guide & REALTOR Safety

During the 90 days you will need to track all classes and courses on your NABC Success Tracker (sent to you in your welcome to NABC Email and also found in the CDN New Agent BootCamp Workplace Group) and then track your success over the next twelve weeks. You will track all of your Mindflash Classes and Bootcamp Live/On Demand classes.

What we have learned is that to succeed you must have a BIG WHY and the BEST real estate agents/brokers are those who are accountable. They show up, they learn, they commit to mastery and they are accountable for their attitude and behaviors. Life shows up. Your beliefs will build you up or tear you down. You may work for weeks, write multiple offers that are never accepted and something inside you still knows that you will succeed. You will master the skills because you are accountable for your own success and failure is not an option. Build for the marathon and not the sprint.



If you are working on a transaction and you will miss a Thursday class – we all understand, it's about priorities – you can watch the course through Mindflash as it will be recorded. It takes a day or so to get it up on Mindflash. Remember, the time you take from your education must be replaced – you will always find time to complete both. Be a life-long learner.

COACHES:

Our coaches are volunteers. Their one desire is to help you succeed. They are NOT a requirement of the course, as without them your Administrator (your Broker) or a Group Leader will fulfill this role. If you do not have a coach, you are welcome to ask your sponsor if they would like to be your coach (providing they qualify) or someone else you think may be interested.

If at any point you have questions or concerns please reach out to your NABC team through Workplace Chat or come into the World and visit the Canadian Provincial Lobby to get one on one support from the team.

