

New Agent Survival Guide

What to do and say, when you
don't know what to do or say.



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Intro

Ok, newbie...let's get to the point. I've developed this guide for two reasons:

- 1** To answer make sure you never say "I've got nothing to do today"
- 2** To help you create good habits with the typical situations you'll come across such as Open Houses, and Home Evaluations.



Getting started in real estate is hard work. It will challenge you, get you out of your comfort zone, and, occasionally wreak havoc with your confidence. But rest assured, I am here to support you every step of the way. I'm always just a phone call or text away...but for the times when you're stuck, here's the place to look first.

The next few pages will outline a daily schedule of things to do "when you don't know what to do", a checklist of how to successfully run an open house, and a checklist of things you can ask when you're showing a house or doing a home evaluation.

Use this information wisely...real estate is all about finding what works for you and your brand, so don't take these guides as gospel...rather just as inspiration to get you moving toward the right direction!

~ Adam

OH

Open House

Where to get them?

Open houses should be a staple of every new agent's career. It's a great opportunity to put yourself in front of clients, get comfortable with the lingo, and get real (legit) homebuyers coming to you! You should strive to do as many open houses as you can! As noted on the sample daily task list above, Jessie is the the best resource to "bug" for open houses...reach out to her every Tuesday/Wednesday to see if she can help schedule one for you until you start getting your own listings.

You can also keep an eye on interesting properties that we view at Tuesday lookups and reach out to the listing agent to see if they mind you doing an open house.

What to do to prepare?

- Tell Jessie you're doing an open house to make sure she advertises with Re/Max
- Make a social media post about your open house a few days before, then again the day of.
- Print out sign in sheets - every client should sign in. Use the OREA form 270 , or create your own.
- Print out listing/feature sheets (either the client view of the MLS listing, or a custom branded sheet with the important info on it)
- Bring a stack of business cards (hand them out to everyone!)
- Bring 2-4 Open House signs, and place them strategically about 30 minutes before the open house.

The logo consists of the letters 'O' and 'H' in a white, sans-serif font, positioned inside a dark blue rounded rectangular shape.

What the heck do you say to people?

Remember, at an open house, they (buyers) are coming to you because they have at least some level of curiosity in the property. This is not a cold call, so don't be intimidated. A friendly greeting, and a solid introduction is the best way to go. From there ask them to sign the sign in sheet, and let them roam!

Occasionally you'll get some grief about the sign in sheet. Although anyone who has been "Open House Shopping" should be used to it by now, if they really protest, let them know that you're representing the house, and in the interest of safety for the seller and their property, you've been asked to have all guests register.

Key Point - it's always a good idea to ask if they are working with a Realtor already before you offer your services.

What if they just "aren't talking"?

Not everyone is into real estate as much as we are! But that doesn't mean a few key questions can't help you better qualify a potential buyer. Here's a few suggestions when you don't have anything to talk about!

Ask About Their Home Search: Start with something like, "How has your home search been going so far? What are you looking for in a new home?" This opens the door for them to share their experiences and preferences.

Highlight Features of the Home: Mention a unique feature of the home you're showing, such as, "One of the things I love about this home is the natural light in the living room. What do you think?" It can lead to a discussion about their preferences.

Inquire About Their Neighbourhood Preferences: Ask, "Are you looking to stay in this area or exploring other neighbourhoods as well? What do you like about this area?" This can help you understand their location preferences.

Discuss the Local Market: You could say, "The market in this area has been really interesting lately. Are you familiar with the current trends?" This could lead to a more in-depth conversation about their needs and timing.

Offer Your Expertise: Offer some insight or advice, such as, "If you're looking for a quieter neighbourhood, there are a couple of areas nearby that might interest you. Would you like more information about them?" This shows your expertise and willingness to assist.

Ask About Their Timeline: Understanding their urgency can help you tailor your assistance, so ask, "Do you have a specific timeline you're working within for your move?" This question can reveal immediate or future opportunities to help them.

Offer Additional Resources: Offer something of value, such as, the ability to send properties as they hit the market. This provides immediate value and a reason to continue the conversation.

Follow Up on Specifics: If they mention something specific they are looking for in a home, follow up with, "You mentioned you need a large kitchen; how do you feel about the space in this home? I can keep an eye out for homes that meet your criteria."

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Home Evaluation

Food for thought...

There's a few different approaches to home evaluation strategy. Some agents do their research first, then visit the house armed with a price. I used to be of this mindset, but got caught a few times viewing a house that was significantly better (or worse) than anticipated. Unless you are 100% certain of what a home looks like before viewing it, I'd **strongly recommend avoiding giving a price during the visit**. Sellers will often pressure for a "ballpark" figure while you're there, but don't get caught in that trap. Simply say that you'd rather do the proper research before giving a number to make sure you're 100% accurate. Trust me, they will appreciate this!

What to do to prepare?

- Do some research! Find out the last time the property was sold, some of the key features, look for old listings, etc.
- Do a property search on Geowarehouse. Ensure the person you're talking to owns the property, and check to see if there are other owners.
- Do some research around the area for recently sold properties. Often sellers will ask "what did the one down the road sell for" when you're going through.
- A marketing piece about you, your business or what you can offer is a great thing to leave behind after your visit. Prepare a listing presentation and be sure to leave it for your potential clients!

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Home Evaluation

What to ask when going through the home?

Here's a few things that might be worth finding out about when going through a home. Remember, every scenario is different and not all of these will apply to every situation.

- **Recent Repairs or Renovations:** "Have there been any recent updates or renovations to the home since you purchased?"
- **Roof Condition:** "When was the roof last replaced or repaired?"
- **HVAC System:** "How old is the heating and cooling system? Have there been any recent updates or repairs?"
- **Plumbing and Electrical:** "Have you experienced any issues with the plumbing or electrical systems? Are there any updates to these systems?"
- **Pest or Water Damage:** "Have you had any issues with pests or water damage in the home?"
- **Unique Features:** "Are there any unique features or upgrades in the home that you think should be highlighted?"
- **Energy Efficiency:** "Have any energy-efficient improvements been made, such as windows, insulation, or solar panels?"
- **Neighbourhood:** "Can you share some insights about the neighbourhood, such as community amenities or schools?"
- **Permits/Warranties** "Do you have permits or warranties for repairs and updates?"
- **Reason for Selling:** "What is prompting you to sell the home at this time?"
- **Timeline:** "Is there a specific timeline you're hoping to adhere to for selling the home?"
- **Inclusions/Exclusions:** "Are there anything that will or will not be included in the sale?"
- **Expectations/Need:** "Do you have any specific expectations or a number you need for the sale price?"
- **Other Agents?** "Are you interviewing any other agents for the home? If so, find out when so you can follow up appropriately"

PS

Property Showing

What to do to prepare?

- Do some reasearch into the property. When did it last sell? How long has it been listed for? Any price reductions?
- Look around the area for homes listed, or sold recently. Often you'll get the question "what's the one down the street going for?" Easier to know then to look it up.
- Make sure you verify that the showing instructions are in ShowingTime and make sense to you. Realtors often leave out important info by accident!
- Check the "documents" section of Matrix on the listing. Is there anything relevant? Disclosures, costs, etc.?
- Review any instructions about holding offers, pre-emptive offers, etc.

Play it Safe.

Always a good idea to keep an eye on your surroundings when showing a house...especially to someone you haven't met before. Realtor assaults are a real thing, so little things like letting people know where/when, andkeeping the client "in front" of you when going through the house can make things a little less tense.

PS

Property Showing

How to show a house (kinda).

Let's start by saying there's no one way to show a house. Every agent will develop a style unique to their personality. Some will be the quiet observers, simply there to answer questions; others will be more social and feel out what the client is thinking as they go through; and then there's the super sales-y Realtor...the list is endless.

Bottom line, develop a style that matches your personality and brand...**it should come naturally**, not be forced!

With that said, here's a few tips and tricks that can help you along when you haven't found your "house showing groove" just yet.

- **Keep an eye for "red flags":** Obviously you're not a home inspector, and with time inside homes, you'll gain experience, but obvious signs of water, pest damage, etc. will be something that will endear yourself to your clients if you notice them. It shows you actually care about what they're looking at.
- **Don't get "Wow-ed":** Sellers will pull out all the stops to make their house look amazing come showing day. As a Realtor, let the client smell the Febreze and drool over the granite counters. You should be looking for potential issues, drawbacks or items that may not fit in with the clients needs. You don't always have to point them out, because sometimes clients are willing to sacrifice for the right home - but it always shed some insight into your clients mindset!
- **Shed some light:** If you can, arrive early, open the door and turn on the lights...at the very least stay a room or two ahead and keep the lights on. Nothing worse then stumbling around for a lightswitch while your client waits....by the way, some rooms are just dark...use your phone light to lead the way!
- **Leave it as you found it:** Unless you have instructions otherwise from the listing agent, my rule of thumb is to leave the listing as you found it. Outside light on? Leave it on. Bedroom doors closed? Close them....just common courtesy.
- **Leave a Card:** It's good practice to leave a business card on an occupied house. That way the homeowner/tenant can track who has been in the house, and it proves that you were actually there!
- **Don't get too invested:** You may think this is the perfect house for your client, or the exact opposite. While it's good to add value to clients comments and thoughts, at the end of the day, it's the clients decision on what house to buy...so don't go shopping for yourself!