

**Welcome To Trend Onboarding**

***\*Prior to Trend Onboarding, please join the Board.***

*Add Edit Class*

*MLS*

*Code of Ethics*

**Topic 1 - MLS Drip Search & Homework (Create 2 different searches for market lead)**

Order Business Cards - Lily Parson

Require agent to read [New Agent Welcome Kit](https://docs.google.com/document/d/1XLmJg3E3oAw1Vq5ANUmAwVZOadK_m0ard_Qz3jZoR0I/edit)

Go over in depth the [Toolkit](https://drive.google.com/drive/folders/1UizJVbynjesxiIo30QFk1DQgkmKaXN3c)

Namebadge - Lily Parsons to order

Supra key set up reminder

[MLS Training Videos](https://vimeo.com/stellarmls)

**The Florida Realtors Legal Hotline is a FREE benefit available to all members. Call: 407-438-1409**

**Hours: 9 a.m. to 4:45 p.m., Monday through Friday**

**\*Copy and paste the training and email to each attendee**



**Topic 2 - Fivestreet - Leads & Homework**

Leads Training - How to answer a lead - Call/Text/Email - NOTES

* What to say - Review [Buyer Scripts](https://fitsmallbusiness.com/real-estate-internet-leads-scripts/)
* Great [Video on Buyer Leads](https://www.youtube.com/watch?v=3B_PGcaD1ag)
* Review TOOLKIT: [TRAINING ON LEADS](https://drive.google.com/drive/folders/1VClzStZI7x7XOB-QBjwWbRW21dxOeqji)
* [Objection Handling](https://docs.google.com/document/d/1P7UP7jk9cWZy9FSggIMxH8ZtwQQOucx6oq1DSmmE_Is/edit)
* Read our thoughts on New Construction Leads (Attached)
* Role play tough conversations from buyer leads
* Touching base with [Older buyer leads](https://www.youtube.com/watch?v=8wXdyxgRKZA)
* Nicely ask - Will you be paying cash? Or are you using financing in order to see if they are pre-approved. Then connect them with your lender
* Lot Leads - Feeder system to new builds and construction leads
* Watch this video - [Lower end leads are a conversation starter](https://youtu.be/wJYW8qJv3w4).



**New Construction Leads**

It is important to note that new construction currently in 2022 takes between 16 and 24 months. Many times people will inquire on new construction homes, thinking naïvely, that they can be built in six months. The supply chain issues and difficulties in the current market have caused a glut of backlog in the construction industry. It is important to convey to buyers that new construction can be a painful and long process. Many times there are delays and consumers are better off to look at the existing housing stock.

If however a customer is willing to wait 16 to 24 months, and is also interested in new construction, we have provided a list of a few builders in the area.

Please feel free to do your own research, call local builders, make sure to check their credentials.

***There are builders out there that take deposits from consumers and do not build the homes. I would highly recommend going with a reputable builder.***

Each and every time you refer a builder out to a consumer, **please make sure to register the consumer with the builder PRIOR to getting the consumer their information**. Many builders are slippery, and will not want to pay you your rightfully earned commissions. It is very important to register each consumer with several builders in the area.

It is a great option to take the consumer down to the office and register if you cannot register them remotely or over the phone.

With each and every new construction lead, please make sure to also create an MLS search of existing houses in the area. Many times, existing homes can be a better value than the new construction homes that are currently going up.

WJH - Century Communities

Phone: Erin Hurter 941-250-4940

Centurycommunities.com

DM Dean

Phone: 941-391-7444

Dmdean.com

[customhomes@dmdean.com](mailto:customhomes@dmdean.com)

Christopher Alan Homes

Phone: 941-548-6346

christopheralanhomes.com

[info@christopheralanhomes.com](mailto:info@christopheralanhomes.com)

Holiday Builders (Value Builder)

866-222-8990

Gary Trombley 941.391.7444

DM Dean custom homes

garytrombley2@aol.com

•Eric Brotz 941.238.7892

Christopher Alan Homes

EBrotz@christopheralanhomes.com

•Erin Hunter 941.250.4940

WJH- Century Communities

Erin.Hurter@centurycommunities.com

•Carrie Taylor 941.402.1066

Holiday Builders

Ctaylor@holidaybuilders.com

•Mike Morrison 941.408.5289

Quality Homes

Mike@qualityhomesofpc.com

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**Topic 3 - Transaction Desk & Homework (Draft a lot offer // New purchase offer)**

Watch Video - [How to write an offer](https://youtu.be/NhMyGFiIBzs)

Listing Class -

Disclosures - Review the list of possible disclosures required

Review Toolkit - [Buy side checklist](https://docs.google.com/document/d/1aHzK4OFdgTJs-C9faZ7q8NrwHAqAwC1KDUGfecO6MHw/edit)

Review Toolkit - [Listing checklist](https://docs.google.com/document/d/1HtL_JS6Rb54QZ2oMlDx0JJyXkh503ClWW4vA-mtw_L4/edit)

Review Toolkit - [Listing Plan of Action](https://docs.google.com/document/d/1K981fZEJX_YUr6vOJ_g03fz4_KvH69SPzQQ3cPjGnXY/edit)

Homework 2 - [Watch Toolkit Videos](https://drive.google.com/drive/folders/1JuSDVmuIFMWXfPRTjR_-easneQXHKsDH)

Reference - [Transaction Desk Videos](https://drive.google.com/drive/folders/1JuSDVmuIFMWXfPRTjR_-easneQXHKsDH)

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**Topic 4 - Schedule One on One call with Lender**

This is an open and friendly discussion led by Rich

Review of rates, the market, and ANY and ALL lender questions

Curriculum to be determined by lender

Richard Barry

NMLS 21181

Owner/Manager

Pride Rock Mortgage, LLC

Cell: 603-498-8736

Office: 603-458-2170



**Topic 5 - Schedule One on One Meeting with Sara Huddleston Preferred Settlements**

**Sara Huddleston**

Real Estate Closer

License #W668874

**Phone**: (941) 376-9551

**Mobile:** (941)-404-3106

Curriculum to be determined by closing agent