

LEARN. PRACTICE. BE *seen.*

WEEK 1: SETUP + ORIENTATION

GOAL: Lay the foundation for systems, identity, and mindset.

TO-DO:

- ✓ Complete onboarding & licensing with Eclipse (board membership, MLS login, eKey activation, email setup, RE/MAX University login).
- ✓ Attend your Eclipse orientation + tech training.
- ✓ Create a professional email signature and voicemail.
- ✓ Order business cards and RE/MAX signs/lockboxes.
- ✓ Build your SOI spreadsheet — at least 100 names with phone/email/address.
- ✓ Choose a CRM system and upload SOI.
- ✓ Write a short social media intro post: "Officially licensed! Excited to help you buy or sell."
- ✓ Meet with Rebecca for a one-on-one goal session + time-blocking schedule.



TRAINING FOCUS:

- MLS basics, ZipForms, SkySlope, and Eclipse systems.
- Attend MLS training + CRM basics course.
- Watch RE/MAX University modules on "Getting Started in Real Estate."



MINDSET TIP:

This is your learning week — don't chase deals yet, chase understanding.

R

Rebecca
REALTY GROUP

WEEK 2: BRAND + MARKET FAMILIARITY

GOAL: Start building credibility and comfort talking real estate.

TO-DO:

- ✓ Research your local market daily: look at 10 new listings + 10 solds.
- ✓ Attend an open house with another agent — observe how they greet, show, and close.
- ✓ Practice writing an offer + listing agreement in ZipForms 5 times.
- ✓ Begin script practice daily ("intro call," "buyer consult," "objection handling").
- ✓ Start researching 2 lenders and 1 title rep to build relationships with.
- ✓ Get headshots and create a simple branding kit in Canva.
- ✓ Optimize social profiles: Instagram, Facebook, LinkedIn, Zillow, Google Business.



TRAINING FOCUS:

- Attend a RE/MAX Eclipse or board class on contracts or agency.
- Practice mock CMAs and "fake listings" to get comfortable pricing homes.



VISIBILITY GOAL:

- 1 reel ("Meet your new REALTOR"),
- 1 post (about your community),
- 1 personal photo.



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WEEK 3:

SOI Activation + Soft Prospecting



Goal: START TALKING TO PEOPLE
AND BUILDING TRUST.

TO-DO:

- Send 5 handwritten notes to friends/family announcing your new career.
- Schedule 2 coffee meetups with SOI contacts or local business owners.
- Make 10 intro calls: "Hey — just wanted to let you know I'm a REALTOR now! Keep me in mind."
- Attend another agent's open house and practice greeting guests.
- Watch 1 training per day (20–30 min each).
- Create your first pop-by idea from the guide (e.g., hand soap tagged "Let's wash away your home search stress").
- Start tracking your daily activity points (aim for 50/day this week).



TRAINING FOCUS:

- Intro to CMA + buyer consultation mock presentation.
- Discuss "25 lead pillars" and select 3 to focus on next month.



SOCIAL GOAL:

2 posts — 1 educational
("What to do before buying")
+ 1 personal story.



PERFORMANCE GOAL:

Aim for 100 points/day activity
(1 video = 15, 1 call = 5,
1 note = 3, etc.).



WEEK 4:

Action + Consistency



Goal: TURN PRACTICE INTO
MOMENTUM.

TO-DO:

- Co-host an open house and collect at least 5 contacts.
- Create and send a short email newsletter ("JR's Real Estate Round-Up" style).
- Record 1 video: "3 things to know before you buy."
- Follow up with every lead from open houses + SOI calls.
- Add 10 new contacts to CRM and tag them by lead type (A/B/C).
- Review your calendar for time-blocking — protect lead gen hours daily.
- Send thank-you texts or notes to anyone who met with you.



TRAINING FOCUS:

- Attend a negotiation or buyer/seller seminar.
- Role-play follow-up and objection handling.

RJ

REBECCA JANOWAK

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