New Agent Orientation and Training

**All New Agents:** All New VIP Agents must take this Orientation & Training Class. Agents must be available to complete the initial two hour and the one hour follow up orientation and training session uninterrupted through completion. No partial classes are permissible. Agents must bring their laptops to training sessions. Agents must set on silent or turn off their cell phones during the training sessions. Training session to be held at VIP Offices, Office Managers Home or Online/Phone - Video Phone at the discretion of the Office Manager. A New Agent is any Agent that has not completed at least two transactions since obtaining their real estate license, ie. two sales, two listings, etc.

**Partnership Program:** Unless otherwise agreed to by Broker all Agents must be full time and not have other work or business commitments to be eligible for the Partnership Program. To qualify for the Partnership Program Agent must attend the once a month Sales meeting and take two (2) time slots per week on the Phone Schedule. After the third month Agent is with VIP they must close a minimum of two transactions a month to stay on the Partnership Plan. The split on this program is 50/50.

**80/20 Program:** Any Agent can join the 80/20 split program. If a newly licensed agent joins this program the Office Manager must assist them with their first two sales, rentals and listings. These transactions will be on a 50/50 commission split. This program is the same as the Partnership Program except that Agents on this program will receive a limited number of Leads. If Agent is full time they should consider the Partnership Program where they will receive Steady Leads to create a steady income.

**100% Program:** This program is only available to experienced, seasoned Agents in the State of Texas. If an Agent is licensed in another State and coming into the Texas market the Broker will determine if the Agent qualifies for this program. A experienced, seasoned Agent is any Agent that has completed at least two transactions in Texas since obtaining their real estate license, ie. two sales, two listings, etc.

**Changing Programs:** Agents can change Agent Programs at anytime. If the Agent has Leads and/or Transactions at the time of the change in programs their existing Leads and Transactions shall be closed under, and commissions will be paid out, based on the Agent Program that the Leads and transactions were procured on.

**Scope of Work:** Agents are approved for residential sales transactions only. All other segments of the real estate business require additional education and training before Broker will approve them to work in other market segments, ie. Listings, Rentals, Land, Multi-Family, Commercial, Office, Industrial, etc. If an Agent is interested in working in one or more of these market segments let the Broker know and he will schedule a time to meet with them to train them on the market segment they are interested in.

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Once Agent has turned in all of their required new Agent documents and they have their own MLS account schedule a 2 hour one-on-one or group training session with them. If done in a group session, Agents receiving Leads will be grouped together in one group and Agents not receiving Leads will be grouped in another group. This is a full on focus session. Do not answer phone calls, reply to text or emails or otherwise let the focus of the meeting get off track. Agent must bring their laptop to training session. If a Agent does not have their own MLS account yet but they have a transaction that needs immediate attention then Agent shall complete this Training & Orientation class using the Office Managers or Broker’s MLS account.

Prior to the training class Office Manager shall e-mail training materials to Agent. Require them to study the materials, study the VIP website including our Buyer & Seller Programs and Incentives, study our Agent Resources Page and Training Videos. At the orientation and training session cover the following:

1. VIP Realty Platinum’s Website

**Buyer Programs:** On both of the Buyer Cash-Back Incentive Programs the buyer(s) must have done their own due diligence, researched online, drove by, etc. and informed the Agent that they are interested in one of these programs before meeting with the Agent.

**Cash-Back Programs**

- **1% Cash-Back:** If the Agent shows buyer(s) ten homes or less.
- **1.5% Cash-Back:** If the Agent shows buyer(s) one home. It is not uncommon that a buyer contacts us and ask us can we write an offer for them on a specific home.
- The cash-back that the Buyer(s) receive comes off the total commission amount before the Broker/Agent split.

*Agent shall be authorized to raise the number of homes he or she is willing to show on these buyer incentive programs as long as they treat all parties equally. Example: if the home values are in excess of $500k the Agent can show them 15 homes.*

*These Cash-Back Incentives require that the buyer(s) execute and meet all the Terms and Conditions of the Cash-Back Disclosure found on our Agent Resources page. See the Cash-Back Disclosure for full terms and conditions.*

**Zero Down Programs:** Currently there are only a handful of Zero-Down financing programs.

- **VA:** If a buyer is currently serving in the military or has served in the military they may qualify for Zero-Down VA Financing.
- **HUD:** If a buyer is a police officer or teacher they may qualify for a HUD Zero-Down Financing program.

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• **USDA**: If a particular area around the Metroplex is considered "rural" by the USDA, Zero-Down Financing may be available.

• **City**: Many cities around the Metroplex have first time home buyer or city bond programs offering Zero-Down Financing.

*When Agent has a Lead inquiring about these Zero-Down Financing programs they are to ask the Lead for permission to have one of our Preferred Lenders contact them to see what financing options are available to them.

**Seller Programs**

• **60-Day Home Sale Guarantee**: If we do not get the sellers house under contract within 60-days of the listing date we will pay the seller $1,000 at closing when we do sell their house. We are never in a position where we will owe the seller $1,000 if we do not sell their home.

*This 60-Day Home Sale Guarantee program is only available to sellers where both the Agent and the Sellers agree to the listing price based on the CMA the Agent completes after viewing the house. This Guarantee program applies to single family houses, townhomes, duplexes and condos only. Broker is to check CMA's for Agent.

• **Full Service 6% Listing Program**: Includes but is not limited to
  
  - MLS Exposure: Reach More Than 12,500 Realtors With Buyers
  - Listed on several dozen websites including Realtor.com
  - Photographs and detailed description of the home
  - Market evaluation and consultation to set best listing price
  - Free Advice on staging, selling and showing your home
  - Professional Craig's List & BackPage Ads
  - Single Property Website and Virtual Tour
  - Professional Yard Sign & Electronic Lock Box
  - Professional Fliers
  - Showing Service with Seller Direct Web Access to their account
  - Showing property to prospective buyers
  - Full Broker/Manager Support
  - E-Blast Your Listing to Thousands of Potential Buyers in our Database
  - Pre-Screening of all buyers - Free buyer pre-approval
  - Assisting with buyer/seller negotiations
  - Negotiate repairs by buyer after option period
  - Assisting with preparation of documentation relevant to the sale of the property
  - Handling of contract and funds with escrow agent

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• Make sure inspection, option period, financing and closing is accomplished during the time frame allowed in contract
• Assuring all terms of contract including time frames are complied with
• Follow up with buyers lender to ensure financing is in place
• Attend Closing

• **Value Listing 4.5% Program:** (Marketing Plan)
  • MLS Exposure: Reach More Than 12,500 Realtors With Buyers
  • Photograph and Detailed Description of the property
  • Listed on several dozen websites including Realtor.com
  • Professional Craig's List & BackPage ads
  • Free Staging Advice
  • Single Property Website and Virtual Tour
  • Showing Service with Seller Direct Web Access to their account
  • Professional Yard Sign & Electronic Lock Box
  • Professional Fliers - Seller to print

• **Quick Sale Program:** Contact Broker

• **Short Sale Program:** Contact Broker

• **FSBO - Flat Fee Programs:**
  Plan 1 - Full marketing exposure program. (see website for details)
  Plan 2 - Full service program. (see website for details)

*For Reference: Plans 1 and 4 offer the same services and Plans 2 and 5 offer the same services. The only difference is that the Flat Fee Programs are paid at the time of listing and the traditional plans are paid at closing.

• Show the Agent our Preferred Vendors page and explain to them that we utilize these Vendors because we have a great working relationship with them. VIP does not make money or earn fees on these referrals but utilizing these Vendors gives us control and assurance as the Broker and Office Manager have a working relationship with the people/companies.

*All of these incentive programs are designed to drive buyer and seller traffic to our website to generate Leads. These programs do a great job of doing just that. Fortunately, even though they may have been attracted to our website due to one of these incentive programs about 95% of them never ask for the incentive. Agents are not to tell prospective clients about these incentive as they take commission dollars out of our pockets but they must be ready to explain these programs to potential clients who inquire about them.
Incentive programs are only available on a full 6% commission rate. Incentive programs cannot be combined with another incentive program.

**Agent to Take the VIP Buyer/Seller Program Quiz**

- Go over any questions the Agent gets incorrect and inform them of the right answers.

**2. Lead Notification and Back End Program (For Agents Receiving Leads)**

Explain the lead notification acceptance rules with the Agent. **Lead Notification and Rules**: Agent will be sent a text informing them that they have a new Lead. If the Agent responds that they accept the Lead then the Lead will be sent to their back end account. If the Agent does not respond to the text within five (5) minutes the Lead will be re-assigned to another Agent. Give Agent a copy of the "How to Work Your Leads" report.

Show Agent how to create a short cut to our Back End Program on their desktop for quick and easy access. Show and explain the following to them:

What to do when they are notified that they have a Lead. After logging into their B/E:

- Always check all tabs to look for a phone number for the Lead. Sometimes the Lead puts their phone number somewhere other than the phone number box.
- Read the Summery Tab and the Visits Tab for information about what the Lead is looking for, ie. Foreclosures List, Free Report, CMA, Etc. Also, look to see if they are a Buyer or Seller. (Agent must check these things before contacting the Lead so they can Handel the Lead in a professional manner - know what the Lead is expecting). If the Lead wants a Free Foreclosures List, Report or CMA then agent shall e-mail the report first and then contact the Lead. If a Lead signed up for a Foreclosures List then Agent is to set them up a Prospect Gateway account - Foreclosures Only or a Foreclosures Only Search in their B/E Account. Agent shall also set up a second Non-Foreclosures Prospect Gateway account for the Lead or Non-Foreclosures search in their B/E Account. We have found that even though a Lead was initially interested in a foreclosure home after seeing a few they usually want a non-foreclosure home.
- If a Buyer Lead, or if unknown if it is a Buyer Lead or Seller Lead, and their search criteria is not under the Summary Tab tell the Agent to look under the Listings Tab and see what cities/area(s), types of homes, price range the Lead is looking for. Generally, enough information can be obtained from the listings the Lead has viewed to set up a Prospect Gateway account or B/E Search for that Lead. If there is not enough information available to create a Prospect Gateway account or B/E Search then Agent shall send the NTREIS version of the listing have viewed on our website. Do not have the Agent send both the NTREIS listings and set on Prospect Gateway or B/E Search.
- Always click the Edit Tab and select "Accepted", select Subscribed "Yes", and select the appropriate DRIP Program. Make sure to click the "Edit" button to save your information.
• Send this personalized e-mail to the Lead. "(Leads First Name), My name is (Agent Name) with VIP Realty Platinum. I noticed you were searching for homes in (City). Please feel free to contact me if there is anything I can do to help you with your home search. I (have/am) happy to set up a complementary Prospect Gateway account for you that will scan the entire MLS daily and automatically send you all of the home listings that meet your custom search criteria. You can reach me on my direct line at (Agent Number). I am looking forward to hearing from you:)" Have the Agent create this e-mail template.

• If there is a phone number, Agent is to call the Lead right-a-way. If there is no answer do not leave a message, call back two more times. Later that day and next day at different times. If there is no answer on the third call leave them this voice mail message: "This message is for (Leads First Name). My name is (Agents Name) with VIP Realty Platinum. I noticed that you were on our website recently looking at homes. I would love the opportunity to set up a complementary custom home search for you. Please contact me directly at (Agents Number) at your earliest convenience so I can get your custom search criteria. Thank you:)

• Set a Reminder for your next call and/or call to action for each Lead. If the Lead doesn’t have a phone number a Reminder is probably not necessary.

• Agent is to put in their Notes in the Back End account for every transaction. They need to put in what action they took for each Lead. Also, when the Agent speaks with the Lead this is a great place to put in information about what the Lead is looking for and for any personal information the Lead give them ie, they want to move in June, their children are moving to the area, pet information, etc. etc. This will help build rapport. Also, this is the only way we know an Agent is working their Leads.

Show Agent how to check their Back End account daily for Returning Leads.

• When logged into the system use the Date-Range feature. Click in the box under "Custom Range" left of the "to" and click on "2010" in the drop down menu, click on the "15"th, then click in the box to the right of "to" and click on Today's Date, then click "Go". In the dark blue box click "Returning" to see the list of Returning Leads.

• If the Lead has a phone number Agent is to call per the call the Lead right-a-way. If there is no answer they are not to leave a message, call back two more times. Later that day and next day at different times. If there is no answer on the third call leave them this voice mail message: "This message is for (Leads First Name). My name is (Agents Name) with VIP Realty Platinum. I noticed that you were on our website recently looking at homes. I would love the opportunity to set up a complementary custom home search for you. Please contact me directly at (Agents Number) at your earliest convenience so I can get your custom search criteria. Thank you:)

• If the Lead does not have a phone number the Agent is to send the e-mail template entitled "No Phone # - E-mail - Returning.

*Office Manager to e-mail the verbiage templates Agent will need for responding to Returning Leads that have searched homes on our website and for those Returning Leads that have "Saved Favorites".

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*Make sure the Office Manager has updated all the templates in Agents NTREIS accounts. The Agents logon information will be required.

3. Review VIP Realty Platinum - Lead Follow Up Program (For Agents Receiving Leads)

- Make sure that the Agent understands everything in the "Lead Follow-Up Program" and make sure they know how to access the program documents on the Agent Recourses page.

- Review the report "Ways to Generate Real Estate Leads" with the VIP Agent and ask them what 3 or 4 ways they want to pursue to get started.

*If an Agent is signed up to receive VIP Company Leads they will surely ask "if I am signed up to receive VIP Company Leads why do I need to find ways to generate my own Leads?". The answer is two-fold; although VIP is providing you Leads there may be times when the Leads slow and it would be great for you to know that you are not 100% dependant on Company Leads. Also, at a point where the VIP Agent can generate enough of their own Leads that can switch to another Agent Plan and keep more of the commission dollars.

4. Review All the Tools, Features and Training Programs on the VIP Agent Resources Page

Do a quick review of this page. Point out the VIP Agent Map Locator, the Training Information and videos and all the Check Lists. Explain the importance of using check list for all of their transactions. Tell them to click on all of the links on the Resources page to check everything out when they get home to see what is information and tools are available to them on this page. Tell them to refer to and check the VIP Agent Resources page often as we are continual adding to and updating it.

5. VIP Web, E-Mail, G-Mail, G-Chat, Phone, Phone Schedule

Company "Meet the Team" Page

- Agent shall provide a head shot photo and a short bio for the Company's "Meet the Team" page.

Company VIP E-Mail

- Go Daddy: Show the Agent how to create a short cut on their desktop to quickly and easily access their e-mail account. Show them how to set up their signature line and templates. For additional questions or support refer them to the "Find Help & Tutorials" link under the Help tab.

*Explain that all real estate related communication must be done in their VIP company e-mail account. These e-mails are stored on our mail server in case they need to be retrieved for a TREC hearing, fair housing complaint, law suite, etc. to both protect the Agent and the Company.
G-Mail and G Chats *(For Agents Receiving Leads)*

- G-Mail and G-Chat: Show the Agent how to set up their G-mail and G-chat accounts and how their G-mail can be used in conjunction with their VIP company e-mail account. This includes showing them how to make their g-mail appear to come from their company GoDaddy account. Show them how to set up their signature line and templates and differ ways they can organize their e-mails.

**Smart Phones - Tablets:** Instructions were included in an e-mail sent to VIP Agent when they joined VIP. Check to see if the Agents needs help completing their phone/tablet set up.

**Phones and Voice Mail:** Instruct Agent to set their voice mail greeting as follows: "You have reached the voice mail of _______ _______ at VIP Realty Platinum. Please leave a detailed message and I will return your call as soon as possible. Thank you:)

**Phone Schedule:** Each Agent receiving Company Leads are be required to take a minimum of two time slots a week to answer the Companies phone to both help assist other Agents and to generate phone Leads. A VIP Agent on "Phones" must be in front of their computer during their scheduled phone times to answer all incoming calls. If a Agent has to leave to show homes or otherwise cannot work their scheduled phone time then Agent shall contact another Agent on the Leads program to cover his or her time period. VIP must notify Office Manager or Broker of such change so they can forward the phones to the appropriate Agent. We will forward the Agent all of the Phone guidelines prior to them being on the Phone Schedule. Give Agent the a copy of the "Phone Policies Manual".

**6. MLS - NTREIS and Prospect Gateway**

**NTREIS:** Show the Agent how to update their information, under the My Tools tab, Prospect Defaults, Prospect Gateway Defaults. Also, show them how to update their information on the MetroTex, TAR and NAR websites.

*Suggest that they take a formal advanced MLS Class, a CMA Class and a Prospect Gateway class offered through MetroTex.

**7. Zip Forms, Doc-u-Sign and Paperless Pipeline**

**Zip Forms:** Show Agent how to set up their Zip Forms account and how to create templates. If they are transferring from another Brokerage show them to update their information. Direct them to our Agent Resources for additional support and training information. Suggest that they take a formal ZipForms training class.

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Doc-u-Sign: Just before the Agent does their first transaction have them and sign up for the 30-day free trial. Direct them to our Agent Recourses for additional support and training information. Suggest that they take a formal ZipForms training class or show them the basics of the free Digital Ink program.

Paperless Pipeline: Set up Agent on the system, show them how to use it. Also, show them how to access the training information.

8. Contracts/Listings/Leases

All Contracts, Listing and Rental documents must be turned into the office within two (2) days of execution. This includes any Addendums or Amendments generated after the initial documents were executed, ie. price change Amendments, Closing Extension Amendments, etc.

Sales Contracts: Instruct Agent to study the Sales Contract and tell them that the Office Manager or Broker will help them write their first couple of Sales Contracts. A Sample Sales Contract is on the Agent Resources page. Agent and Manager to do a mock sales contract signing using a random MLS listing.

Listings: Instruct Agent to study the Listing Contract and tell them that the Office Manager or Broker will help them write their first couple of Listing Contracts. A Sample Listing Contract is on the Agent Resources page. Agent and Manager to do a mock listing agreement.

Leases: Instruct Agent to contact Broker if they need a Lease written or reviewed for a client. Sample lease is on the Agent Resources page. Agents doing lease transaction must attend additional training prior to working with Tenants or Landlords.

Fines: Documents: All Listing Agreement, Sales Contracts, Addendums and transaction documents must be submitted two (2) of their execution. Should the contract documents not be ratified for any reason, Agent shall forward all un-executed documents to the office within two (2) days of Agent being aware of non-execution. The fine for non-compliance is $50 the first day and $20 for each day thereafter.

E-mail: Agents must use their VIP Company E-mail Account and/or their B/E Account for all real estate related business. The fine for no-compliance is $100 per occurrence.

All fees and fines shall automatically be deducted from the Agents next commission check. If any amounts are due Agent will not qualify to receive their check directly via CDA at closing.

Showings: Manager to attend first, or first and second, showings with Agent.

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*Suggest to Agents that they attend one or more of the many free contracts classes that are almost always available to them.

It is always best for the Agent to forward their contract, listing and rental documents to the Broker to review before having their Clients sign off on them.

9. Social Media

Prior to training session e-mail Agents a request and instructions for them to set up or connect their social media accounts. Review them in the training session and help Agents where necessary.

   Facebook
   Linkedin
   Google +
   Pinterest
   FourSquare

10. Office Equipment

   **Lock Boxes:** If available, VIP offers our Agents electronic/Supra Lock Boxes at no cost. The Agent will be required to post a $75.00 Deposit on our Agent Resources page and they will receive a full refund when they return the undamaged lock box to the office.

   **Signs:** For Rent and For Sales Signs are available at no cost to our Agents. They will be required to post a $60.00 Deposit on our Agent Resources page and they will receive a full refund when they return the undamaged sign to the office.

11. Misc.

   **Commission Disbursement Authorization Request** (CDAR): Weather a Listing or Sale VIP provides the benefit for its Agents to get paid at closing so they can receive their commission faster. In order to for the Agent to receive this benefit they must send a CDA Request to the office along with the checklist and any transaction documents not previously sent in. CDA Request are due to the office at least five (5) days prior to closing. If not submitted within five (5) days prior to closing a $50 expedition charge will be deducted from Agents commission. CDAR's are located on our Agent Resources Page.

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CSS: Help Agent obtain their free Showings.com account and showing code.

Realtor.com: Agent must have an "Enhanced" Realtor.com account prior to taking a listing.

Preferred Vendors: VIP highly suggest that our Agents utilize the services of our Preferred Vendors found at http://www.viprealtyplatinum.com/VIP-Agent-Resources.php. We have a great working relationship with these Vendors and they provide outstanding service for our clients.

Photos: When an Agent takes a Listing for Residential real estate they must utilize the services of a professional photo company. Photos are the single most powerful tool in selling houses.