30-60-90 Day Training Program

Day 1 - 30 Column	Day 30-60 Column	Day 60- 90 Column
Week 1: All About Real Estate- Learn transaction timelines, listing procedures, other systems unique to the company. Read through Operations Manual. Become familiar with Office Systems & software. Familiarize yourself with daily, weekly admin to dos.	Week 5: Focus on learning listing input, price reductions and management, various marketing and advertising associated with listings. Also familiarize with monthly, quarterly admin to dos. Continue training weekly updates & email maintenance.	Week 9: Begin reviewing previous client appreciation events and forming a plan for annual client appreciation event. Ask 2-3 business partners to Sponsor event. Consult admin for help as needed. Continue training weekly updates & email maintenance.
Week 2: Focus on Incoming Contract & Contract to Close Videos, Email Templates, Checklists. Read through weekly communication emails with parties to get an idea of the processes.	Week 6: Focus on Marketing & Social Media one step at a time: Become familiar with Adobe Premiere, Canva, ProspectPlus, Mailchimp, social platforms, other platforms for advertising. Continue training weekly updates & email maintenance.	Week 10: Focus on learning how to onboard an agent or admin to the team. Familiarize with annual admin to dos. Continue training weekly updates & email maintenance.
Week 3: Become familiar with Post Closing Checklists, Terminated Contract Checklists, and Client care (handwritten cards, closing gifts, etc). Role Play objection handling and problem solving. Shadow and begin processing new contracts with help as needed.	Week 7: Continue focusing on Marketing & Social Media: Review Newsletters and begin drafting a newsletter, write a Blog Post, become familiar with syncing social media platforms to all platforms (Gbusiness, LinkedIn, Youtube, Insta/FB, Blog)	Week 11: Focus on learning how to assess lead source ROI, agent productivity reports for the team leader for team meetings, and other bookkeeping/finance reports to prepare for meetings and regular reviews. Continue training weekly updates & email maintenance.
Week 4: Focus on Weekly Updates & Email maintenance training. Begin flying more solo with contract to close and its checklists - review any questions you may have. Complete 30 day evaluation.	Week 8: Schedule social posts, testimonial videos to be recorded, business spotlight, market update, Q&As videos to be recorded and posted at least 1-2 times a month for the next 6 months - 1 year. Create recurring calendar reminders for future social posts. Complete 60 day evaluation.	Week 12: Basically fly solo with admin responsibilities, review anything you may feel uneasy about - you should begin to feel more comfortable doing what you do! :) Complete 90 day evaluation.