HOME ALLIANCE
GROUP, LLC.

Training and mentoring program:

(Most Training is done via Classroom/interactive workshop style)

Fundamentals For Success: The First phase of your business

Onboarding Process and first one-on-one session
A seamless onboarding process, introduction to our office, culture, and expectations, setting the stage for success.

Office and Business Essentials
Set up and optimize your business tools: CRM, business email, personal website, and other essentials.

Defining Your "Why"
Unearth the deeper motivations driving your real estate career, laying a strong foundation for success. Complete your goal setting exercise.

Building Your Power Base
Harness the power of your database—your most valuable asset. Learn to cultivate, manage, and grow it effectively.

Your First 30 Days: Production-Focused Assignments
Structured tasks designed to jumpstart your productivity and get you moving toward tangible results.

Weekly One-on-One Mentoring (First 90 Days)
Consistent, personalized guidance to ensure steady progress during the critical early phase of your journey.

From Employee to Business Owner Mindset
Shift your thinking and habits to embrace the entrepreneurial spirit, essential for long-term success in real estate.

The First 90 Days: Forming New Habits
These vital days shape your future in real estate. We focus on creating habits that lead to consistent success.

Buyers' Contracts and Forms: Case Study-Based Learning
Gain practical experience through real-world case studies and scenarios.

Listing Agreements and Forms: Case Study-Based Learning
Develop confidence with the essential documentation through hands-on, case study-based training.

Daily Activity Tracking
Learn to monitor and measure your daily activities, ensuring you stay on track toward your goals.

Phase 1 Development: Learn to Earn
Implement the first phase of your development, focusing on skills and actions that generate income early on.

Scripts: Your Path to Mastery: Build fluency in key dialogues—handling objections, introducing
services, and negotiating deals—to enhance client interactions and ensure early success.

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Core Foundation: Essential Courses

The Home Alliance Group Handbook:

A deep dive into the real estate industry, covering its key fundamentals. What real estate is and what is not.

Sales Principles:
Strategies you can implement for better business relationships.

Goal Setting:
Learn how to set clear, measurable goals that drive consistent growth.

Script Mastery:
Perfect your dialogue skills for handling client interactions and objections with confidence.

Company Structure:
Gain insight into the operational framework of your real estate business.

Buyer's Contracts & Forms:
Master the essential contracts, addenda, and notices in buyer transactions.

Listing Agreements & Forms:
Build expertise in drafting and managing listing agreements and supporting documents.

Lead Generation Workshop Series
(Proactiveness, the key to success)

Prospecting Fundamentals:
Fundamental techniques for effective lead generation.

Four Simple Steps to a Successful Open House:
A step-by-step guide to hosting engaging and productive open houses.

FSBO Workshop:
Strategies for working with For Sale By Owner properties and turning them into opportunities.

Expired Listings Workshop:
Proven techniques for re-engaging sellers whose listings have expired.

Buyers' Seminars Coordination:
How to effectively organize and host seminars for potential buyers.

Sellers Seminars Coordination:
Best practices for planning and executing successful seminars for sellers.

Marketing Drip Campaigns via CRM:
Setting up automated campaigns to nurture leads over time.

Follow-Up Systems for B & C Leads:
Creating effective follow-up strategies to engage with prospects who will be ready in the future

Face-to-Face Lead Generation:
Building relationships and generating leads through direct interactions.

Farming: How to Dominate Any Neighborhood:
Strategies for establishing yourself as the go-to realtor in specific areas.

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Lead Conversion and Effectiveness Series

(Because nothing really happens until your prospect says, yes, I do)

Introduction to Listing Mastery

An essential guide of the step-by step process to work with sellers. This session covers the fundamental principles you must apply for a successful listing conversation.

Listing Mastery 2.0

Delving deeper into the psychology behind listing conversations. In this workshop you will learn how to connect with clients on a psychological level, addressing their motivations, fears, and objections, resulting in the discovery of whether or not a business relationship can be created.

You Took a Listing Now What

A practical roadmap on the critical next steps following a successful listing. This class focuses on effective communication strategies, proactive marketing techniques, and the importance of follow-up to ensure the listing remains a priority.

The Art of Working with Home Buyers

This workshop equips our associates with the skills needed to guide home buyers through their purchasing journey. Topics include understanding buyer needs, creating personalized experiences, and overcoming common challenges in the buying process.

Buyers Systems

A systematic approach to managing the buyer transaction process, this session provides step-by-step strategies to keep transactions organized and moving smoothly. You will learn about effective communication and problem-solving techniques to address buyer concerns after they go under contract.

Strategic Pricing Workshop

An in-depth exploration of our proprietary 7-step pricing strategy. This workshop empowers you with unique tools to properly pricing homes and ensuring you position your listings effectively to attract buyers while maximizing seller profits.

Incoming Callers Conversion Scripts

To maximize lead generation on your listings