



# TW FASTSTART TRAINING PROGRAM

GROWING YOUR REAL ESTATE CAREER



**FAST  
START**



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# FASTSTART TRAINING PROGRAM: 20-WEEK BREAKDOWN

This 20 week program is designed to kick your real estate career into gear. Led by our Broker team a variety of topics will be covered through various methods to assist in comprehension and learning. Mock presentations, group discussions, Broker demonstrations and real-world scenarios will arm you for a successful career in real estate. These sessions are designed to build on one another so if you miss a week be sure to catch up!

## **MODULE 1** | BUILDING YOUR FOUNDATION (WEEKS 1 - 4)

Focuses on foundational aspects, such as tools, goal-setting, and mindset, essential for building a solid base in real estate.

## **MODULE 2** | CLIENT ACQUISITION & REPRESENTATION (WEEKS 5 - 10)

Delves into client acquisition and relationship management, emphasizing communication, networking, and marketing.

## **MODULE 3** | MARKET ANALYSIS & PROPERTY EVALUATION (WEEKS 11 - 14)

Offers insights into market analysis and property evaluation, vital for understanding and navigating the real estate market.

## **MODULE 4** | THE OFFER TO CLOSE PROCESS (WEEKS 15 - 20)

Covers the critical processes from offer preparation to closing, equipping agents with the skills to manage transactions smoothly.













# MODULE 2

## CLIENT ACQUISITION & REPRESENTATION

(WEEKS 5 - 10)

Delves into client acquisition and relationship management, emphasizing communication, networking, and marketing.

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# CLIENT COMMUNICATION & RELATIONSHIPS



## IN-CLASS LEARNING OBJECTIVE

Learn effective communication strategies for building strong and lasting relationships with clients.

Understand the importance of empathy, active listening, and clarity in client interactions.

## ACTIVITY

Brainstorming client touches and ideas for relationship building.

## TECHY STUFF

Use communication and CRM tools to organize and track client interactions. Practice sending professional emails and setting up automated follow-ups.

## SOCIAL LEARNING

Sit down with a colleague this week and look through the social media profiles of other TW agents. Make notes about what communication strategies are being used and which would work well for your personality and brand.

## BUSINESS BUILDING BLOCKS

Review the TW checklist for your initial client consultation processes, including key questions to ask and information to gather during the first meeting.

## HOMework

Start developing a client communication plan that includes follow-up schedules, communication channels, and methods for building rapport.

Prepare to share your plan in the next session.

Ensure you are set up with the TWTechstack.

Blank lined area for homework notes.

MONTH	WEEK	COMMUNICATION	DESCRIPTION
MONTH 1	WEEK 1	Initial meeting	In-person or video call to introduce yourself, set expectations, and understand client needs.
	EVERY WEEK	Weekly update (every Friday)	Email or phone call to provide updates on the transaction's progress.
WEEK 4	IMPORTANT MILESTONE CALLS	Phone call or email at key transaction points (e.g., offer made/accepted, inspection, etc.).	Ensure client is informed and prepared for next steps.
CLOSING	DAY BEFORE CLOSING	Phone call	Confirm all closing details and answer any last-minute questions.
MONTH 2	WEEK 1	Thank you note	Handwritten card or email expressing gratitude for their business.
	WEEK 4	30-Day follow-up	Phone call or email to check in and offer any additional support.
MONTH 12	WEEK 1	Annual check-in	Email or phone call with a market update and offer an annual home valuation.
MONTH 12	WEEK 3 / 4	Holiday greeting	Holiday card or email to maintain a personal connection.

MONTH	WEEK	COMMUNICATION	DESCRIPTION
MONTH 1	WEEK 1	Initial consultation	In-person or video conference to deeply understand client goals and set expectations.
	EVERY WEEK	Customized weekly reports (every Monday)	Email with attached report providing detailed updates and market insights.
	EVERY WEEK	Mid-week check-ins (every Wednesday)	Phone call or text to address any mid-week concerns or questions.
	IMPORTANT MILESTONES	Milestone alerts (SMS + detailed email)	Update at key points (e.g., offer made, inspection results) with detailed explanations.
WEEK 4	PRE-CLOSING MEETING	In-person or video call 3 days before closing	Review the closing process, final documents, and address client concerns.
CLOSING	CLOSING DAY CONCIERGE	Phone call with follow-up text / email	Ensure everything goes smoothly on closing day; provide any last-minute support.
MONTH 2	WEEK 1	Personalized thank you package	Hand-delivered or mailed package with a handwritten note, gift, and local service provider list.
	WEEK 4	30-day follow-up	Phone call or email with a survey link to ensure satisfaction and offer further help.
MONTH 3	WEEK 4	60-day follow-up	Phone call or email to check in on their progress and satisfaction.
QUARTERLY	EVERY 3 MONTHS	Quarterly market updates	Email with personalized video message providing a market update and advice.
MONTH 12	WEEK 1	Anniversary check-in	Personalized letter or video call celebrating the anniversary of their transaction.
ANNUAL	WEEK 2 / 3	Event invitations	Email or printed invitation to client appreciation events or webinars.
ANNUAL	WEEK 4	Personalized holiday and special occasion greetings	Card, email, or text acknowledging important dates like birthdays and holidays.
ANNUAL	WEEK 4	Annual real estate review	In-person meeting, video call, or detailed report reviewing their real estate portfolio.



**IDEAL WORK WEEK**

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY





WEEK	DAY	CONTENT IDEA	CONTENT TYPE
WEEK 1	MONDAY	Market Update: Share a short video or infographic summarizing the current market trends in your area (e.g., average home prices, days on market).	VIDEO OR INFOGRAPHIC
	WEDNESDAY	Client Testimonial: Post a written or video testimonial from a recent client, highlighting how you helped them achieve their real estate goals.	TESTIMONIAL POST
	FRIDAY	Home Maintenance Tip: Share a seasonal home maintenance tip (e.g., preparing your home for winter) to engage both current homeowners and potential buyers.	TIP/HOW-TO POST
WEEK 2	MONDAY	New Listing: Feature a new property listing with high-quality photos, a brief description, and a call to action to schedule a viewing.	LISTING POST
	WEDNESDAY	Neighborhood Spotlight: Highlight a popular neighborhood in your area. Include key amenities, school ratings, and what makes the neighborhood desirable.	BLOG POST OR CAROUSEL
	FRIDAY	Real Estate Myth-Busting: Debunk a common real estate myth (e.g., "Spring is the only good time to sell") and provide facts to educate your audience.	MYTH VS. FACT POST

**IDEAS**

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WEEK	DAY	CONTENT IDEA	CONTENT TYPE
WEEK 3	MONDAY	Behind-the-Scenes: Share a day-in-the-life post showing what it's like to be a real estate agent. Include snippets from meetings, showings, and more.	INSTAGRAM STORIES OR REEL
	WEDNESDAY	Home Staging Tips: Offer practical home staging tips for sellers, including before-and-after photos if possible.	CAROUSEL POST OR VIDEO
	FRIDAY	Poll or Question: Engage your audience by asking a real estate-related question (e.g., "What's more important to you: location or size?").	POLL/QUESTION POST
WEEK 4	MONDAY	Local Business Feature: Partner with a local business to feature their services, offering a mutual shoutout. This could be a local café, contractor, etc.	COLLABORATION POST
	WEDNESDAY	Client Success Story: Share a case study of a recent client success, detailing how you helped them buy or sell their home.	STORY/CASE STUDY POST
	FRIDAY	Q&A Session: Host a live Q&A session on Instagram or Facebook, answering common real estate questions from your audience.	LIVE VIDEO

**IDEAS**

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# COMMON CONDO ISSUES + CLAUSES CONT'D...



## IN-CLASS LEARNING OBJECTIVE

Review some of the key issues to be mindful of when dealing with condos. They may look straightforward on the surface but things can get dicey quick!

Continue reviewing key clauses related to a variety of offer situations.

## TECHY STUFF

Locate and become comfortable the TW Full Offer clauses in Webforms and on TWHomeBase. Become comfortable with the TW Clause Library for future reference.

## THE ESSENTIAL TOOLS

> TW CLAUSE LIBRARY

## SOCIAL LEARNING

Take an experienced TW agent for coffee this year to discuss stories they may have about complicated offer scenarios or clause and condition mishaps they've seen over the years.

## BUSINESS BUILDING BLOCKS

Add to your home showing checklist to incorporate common issues found in condo units.

## HOMework

Use WebForms to build a buying template package.

Understand all forms that are required and think about how the paperwork will change if you are in a multiple offer situation.

A vertical stack of 15 empty rectangular boxes for taking notes on homework.





## MARKET + SERVICE YOUR LISTINGS



### IN-CLASS LEARNING OBJECTIVE

Focus on the communication around listings and updating your sellers through the sale process.

How to avoid or manage difficult scenarios when working your listing.

### TECHY STUFF

Review the TW Listing Activity Report.

### SOCIAL LEARNING

Ask 2-3 agents in the office how frequently they communicate with their sellers, the methods in which they communicate, and what they send for market updates.

Ask an agent to shadow an offer presentation and/or listing appointment.

### BUSINESS BUILDING BLOCKS

Review the more recent stats in the market including InfoSparks and the Quarterly report. How is the market? Come up with your own opinion and note key metrics to support your opinion. Ask another agent their thoughts. Are you on the same page? If not, why not?

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
01	01	03	04	05	06	07
08	09	10 LISTING GOES LIVE!	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

### HOMWORK

Create a 1 month calendar.

Your listing is going live on the 10th.

Write in all the tasks and when they will occur in this month. What needs to happen in the week leading up to the listing? On the commencement date? After the commencement date? Be sure to tie this in with the ideal work week you produced

How does this align with the communication plan you created in Week 6?









