



TW FASTSTART TRAINING PROGRAM

GROWING YOUR REAL ESTATE CAREER





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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.



Is there anything we as a TW team can help you manage?

Complete the first draft of your real estate business plan, focusing on defining your niche, identifying target markets, and outlining your marketing strategy.

Refine your business plan draft based on peer feedback and research.

MODULE 2

CLIENT ACQUISITION & REPRESENTATION

(WEEKS 5 - 10)

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



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

UNDERSTANDING CLIENT PERSONALITIES



IN-CLASS LEARNING OBJECTIVE

Learn how to identify and adapt to different client personality types for more effective communication and service.

Understand how personality assessments can guide your approach to working with diverse clients.

ACTIVITY

DISC Personality Assessment, Communicating with different personalities.

TECHY STUFF

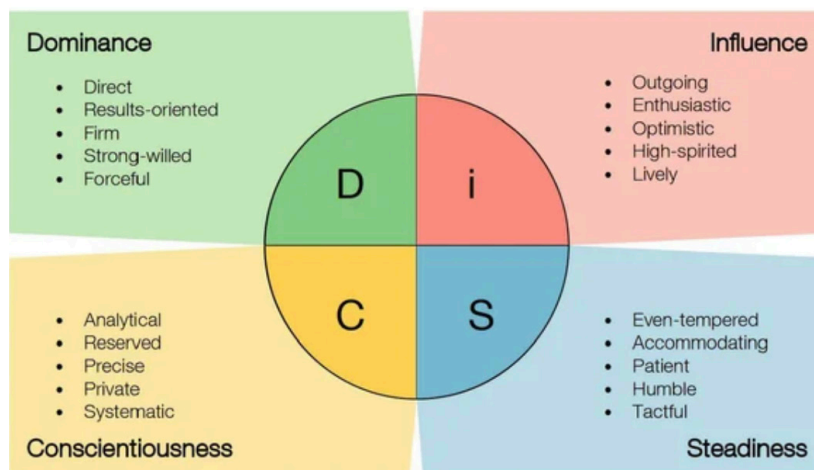
Use the DISC Personality assessment to analyze your own personality and compare it with common client types you may encounter.

SOCIAL LEARNING

Conduct a role-playing exercise where you interact with a peer acting as a different client personality type. Practice tailoring your communication style to suit their preferences.

BUSINESS BUILDING BLOCKS

Develop a personalized approach plan for at least three different client types, focusing on communication techniques, service offerings, and relationship management.



HOMework

Reflect on a past interaction (real or hypothetical) with a challenging client personality.

Think about how you would handle the situation differently with your new understanding of personality types.

Be ready to discuss at the next session.



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

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

Draft a client discovery questionnaire tailored to your niche market. Include sections on property preferences, budget, timeline, and any other pertinent information.

Come prepared to discuss your experience and adjustments.

Develop a step-by-step guide for conducting a CMA, including key considerations for choosing comparable properties and making necessary adjustments. This guide will serve as a reference for your future CMAs.

Be prepared to present your analysis to the group, explaining your methodology and the rationale behind your pricing recommendations.

Templates will save you time and avoid mistakes. Early in your career is a great time to get these set up and to start using them consistently. TW has preloaded templates in WebForms and we will walk you through how to access those and build your templates within DocuSign.

What did they do poorly and how would you have done it differently?

Review the TW Plain Language forms and attend a Board session on a particular topic that interests you.

Go out to look at some properties this week. Whether it is with clients, as part of the TW property tour, or as an agent preview on a vacant listing, check out 2-3 listings and note what things jump out to you and some items you may not be too sure about.

Create a home showing checklist that ensures you cover all important aspects of the property during the tour. Include sections for preparing the property, engaging the client, and following up after the showing.

Work on your home showing check-list and identify key features that you should look out for at each and every showing.

Become comfortable with the Buyer and Seller Journey documents which outlines each step of the process. Add these steps to your transaction management system to help keep you on track with even the smallest details for your transaction.

