

STRATEGIC AAD PLANNING TIPS

The Agent Asset Development (AAD) Program, designed exclusively for the benefit of Sellstate agents, promises to be one of the greatest tools in the industry to accumulate wealth and build long term financial security.

The simplicity of the program is one of its key features. An introduction between an agent and your broker/manager is the one simple step that helps secure your success. The level of your success is dependant upon the number of agents to whom you introduce the program. Remember, every new Sellstate agent you sponsor into the Sellstate family is provided the same great opportunity to enhance his or her financial portfolio. One of the great features of the AAD program is that the income generated will be paid for life and because it is a **corporate sponsored program**, it is guaranteed.

It is a simple fact that the more agents with whom you discuss the program, the greater the chance of achieving your goal. You have to invest the time if you truly want to reap the financial rewards offered by the program.

There are a number of simple steps you can take to help yourself achieve your maximum potential. First and foremost, familiarize yourself with the program using the material and brochures provided to you by Sellstate. The following tips may also serve to help you:

- 1 Start by contacting those within your sphere of influence including agents you have met, representatives of mortgage and title companies, home inspectors, attorneys, accountants, etc. Explain the program to them. This will serve as an excellent opportunity to obtain referrals.
- 2 Attend networking functions where you can meet other agents, such as those sponsored by your Real Estate Association, the Chamber of Commerce, training and education courses, etc.
- 3 Treat the entire process as a business. Use your contact management to create a database of potential agents to sponsor. Send out information to them on a regular basis.
- 4 Inform your contacts about all the other great tools Sellstate offers, such as free websites and email. Invite them to attend a Sellstate Corporate training session where they can observe first hand one of the superior training opportunities the company provides.
- 5 Remember, this is the best time of the year to introduce Sellstate's AAD program to other agents as many competitors penalize their successful agents by rolling back their commissions at the beginning of the year.

Sponsoring agents is all about building relationships and trust. Do not be discouraged if it takes some agents a longer time to see the benefits of joining Sellstate. Not everyone is the same – some people need more time to make decisions.

Sponsoring agents can be both financially and personally rewarding. Seeing agents that you sponsored into the system building wealth and a better life for themselves and their families and knowing that you are responsible for introducing them to the Sellstate system will provide a measure of self satisfaction.

*(This income is guarantee for life as long as the agents sponsored into the system remain with Sellstate and have closings).