



SELLSTATE

The Sellstate Broker Handbook Part II

Administrator Duties

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Introduction

The successful person is the individual who forms the habit of doing what the failing person doesn't like to do.

Donald Riggs

It takes as much courage to have tried and failed as it does to have tried and succeeded.

Anne Morrow Lindbergh

Always bear in mind that your own resolution to success is more important than any other on thing.

Abraham Lincoln

The Daily Task List

Numerous opportunities for expansion exist and key personnel are frequently an integral part of the process. This manual focuses on duties that can, and should be performed by the administrator. These are all simple, yet highly effective tasks that, if done on a consistent basis, will lead to growth within the office.

Targeting Productive Agents

Success is dependant on effort
Sophocles

Finding Productive Agents

Although normally considered a challenge, finding productive agents is not such a difficult task. The Multiple Listing Service records market activity. Each time a listing is sold, the pertinent information is updated in the system. To access the records, request that your broker demonstrate the process involved to log in and search for relevant details.

Once you are able to identify the agents who have had a closing or pending sale, send out recruitment letters to these individuals. Include a void check to demonstrate how much commission each would have earned for the same transaction had he/she been at Sellstate.

The Process

Twenty (20) Agents per Week

As with all recruiting methods, the greater number of agents contacted, the more the likelihood of achieving a positive result. Since sending out letters is, for the most part, a passive recruitment technique, a larger number of letters should be disbursed. In order to be successful with this approach, you should send a minimum of twenty (20) letters per week.

Each letter must correspond directly with the sales recorded in the MLS. There are two key factors to consider when searching the sales. The first is the identification of sales involving large commissions or high sale prices. The second is identification of those agents working for companies that pay relatively low (60% - 80%) commissions.. By targeting these agents, the difference in the amount of the check to be forwarded will be significantly greater as will the impact of the letter.

Because agents are not likely to make a move after receiving the first letter, it is a good idea to send the same agent a letter multiple times as they continue to close transactions. The more letters they receive, the more they will be reminded of how much money they are giving away to their broker.

The Initial Letter

There are two important parts of the letter. First is the letter itself and second is a void check showing the amount of commission that would have been earned had the agent worked for Sellstate. The idea behind this technique is very straight forward. By showing the agent how much more they could have earned with Sellstate, they will begin to consider making a move.

With each letter, you must customize the information about the sale as well as adjust the check accordingly. Examples of the letter and check can be found in [Appendix A – Transaction Letter](#) and [Appendix B – Transaction Letter Check](#).

Fill In the Report and Contact Information Sheets

Once you have prepared and sent letters and checks, fill in the report and contact information sheets. This is crucial as the broker will base their follow up on the information you provide on these two sheets. Both sheets can be found in [Appendix D – Report Sheet](#) and [Appendix E – Contact Information Sheet](#).

The Follow Up

It is imperative to understand that the initial written correspondence is not likely to achieve results of any significance without any accompanying telephone call. The letter serves to introduce the idea of making more money to the agent. The telephone call to them is crucial and is made much easier by virtue of the fact that you initiated contact by way of letter. It is your responsibility to ensure that the broker has the appropriate contact information as well as the information as to when the letter was sent and to then follow up with your broker to ensure that they make the calls to these agents.

To help ensure that the broker is making the follow up calls, there is a section for them to fill in on the report sheet. Be sure to check the updated sheet on a regular basis.

Steps to Follow:

1. Check the MLS for closed transactions.
2. Send 20 letters per week to agents that had closings, preferably those in companies where the splits are between 60% - 80% to agents.
3. Fill out report sheet and contact information sheet.
4. Have broker follow up with a telephone call.

Co-Broke Letters

*Nothing worthwhile comes easily. Half effort does not produce half results. It produces no results.
Work is the only way to accomplish results that last.*

Hamilton Holt

A Daily Task

The co-broke letter is essentially the same thing as the letter to the agents with closings. The only difference is a line of wording which references doing the deal with Sellstate. Because this letter goes out specifically to the agents from other companies that do deals with Sellstate agents, this task must be monitored daily. Each time that a transaction is done, a letter and check should be prepared and sent to the co-broke agent. A sample of the co-broke letter can be found in [Appendix C – Co-Broke Letter](#).

The Report and Contact Information Sheets

Once you have prepared and sent letters and checks, fill in the report and contact information sheets. This is crucial as the broker will base their follow up on the information you provide on these two sheets. Both sheets can be found in [Appendix D – Report Sheet](#) and [Appendix E – Contact Information Sheet](#).

The Follow Up

As with the transaction letters, it is imperative to understand that the initial written correspondence is not likely to achieve results of any significance without any accompanying telephone call. The telephone call in this case will be even easier for the broker since there are multiple topics that can be discussed. The broker could call and speak about the letter, thank them for working with Sellstate, or ask for feedback on working with Sellstate. **It is crucial for the broker to obtain the email address of the agent they are speaking with so that they may add them to an email drip campaign.**

Once again to help ensure that the broker is making the follow up calls, there is a section for them to fill in on the report sheet. Be sure to check the updated sheet on a regular basis.

Steps to Follow:

1. Prepare letters and checks.
2. Place the letters and checks inside an envelope.
3. Send to the agent and fill in report and contact information sheets.
4. Have broker follow up with a telephone call.
5. Have the broker obtain the agent's email.
6. Add the agent to a drip campaign.
7. Ensure the drip campaign goes out on a monthly basis.

Targeting New Agents

In all human affairs there are efforts, and there are results, and the strength of the effort is the measure of the result.

James Lane Allen

The Process

Get The List of New Agent Licensees

Acquiring the list of new agent licensees will vary in difficulty from area to area. Consult your broker on how to obtain this list. New lists should be obtained each week and from this list all new licensees should be called.

Call All The New Licensees

It is very important that all new licensees are called. Many of the competitors will also be contacting these new agents. In most cases, the competitors send a package of sorts or a letter in the mail to the new licensees. What many if not all of them do not do is call the new licensees.

The call is important for a variety of reasons, but most important of all, it is the single best way to arrange for an appointment with the broker. Fortunately the topic of the call will be very straight forward as the majority of new licensees are concerned with training and support.

When placing the call, it is important to keep in mind that the objective is nothing more than to arrange an appointment between the new licensee and the broker. Begin the call by introducing yourself and your office. Congratulate them on their recent decision to become a real estate agent as well as their success in obtaining their new real estate license. From there introduce your company's training policies, describing in brief detail the ongoing support and superior agent training as well as how strong your broker is at one on one coaching. Be sure to mention that your office offers a special program for new licensees. At this point the new licensee should be interested enough to book an appointment with the broker.

This call does not have to be very long and in many cases the less that is said the better. You do not need to get into specifics as any questions they may have can be answered by the broker during the appointment.

Arrange Appointments For The Broker

Once you have the new licensee agreeing to sit down and meet with your broker, schedule the appointment. Be sure to follow up with your broker the day before the meeting and with the new licensee the day of the meeting to remind them of the appointment.

The Follow Up

The follow up with the new licensee should be done by the broker post appointment. **It is crucial for the broker to obtain the email address of the agent they are speaking with so that they may add them to an email drip campaign.** It is your responsibility to ensure that the new licensee is contacted by the broker if the broker was unsuccessful in signing the agent to a contract with Sellstate.

Steps to Follow:

1. Obtain list of all new agent licensees.
2. Call all of the new agent licensees making sure to focus on training and support.
3. Arrange for appointments for your broker.
4. Follow up with your broker to ensure they continue regular follow up with the new licensee post appointment.
5. Have the broker obtain the agent's email.
6. Add the agent to a drip campaign.
7. Ensure that the drip campaign goes out on a monthly basis.

Broker Follow Up

Updating Report and Contact Information Sheets

When performing these tasks, you are essentially performing the initial step that is a key element of the successful recruitment of agents. The next part, which is of equal importance, is the follow up from the broker.

In order for the broker to be able to contact the letter recipients as well as the new licensees you must ensure that both the report and contact information sheets are kept up to date at all times. At minimum, a weekly update of these forms is necessary.

The report sheet contains areas for comments and dates contacted. You are to complete these areas as the tasks are performed. Ensure your broker addresses the appropriate section on the form after follow up with these agents.

Accountability

The effectiveness and ultimately, the success of this program will be determined by the accountability between you and your broker. As important as it is that you be accountable to the broker for completing all of your tasks, is that the broker be accountable to you for performing all necessary follow up.

By establishing a two way, interdependent accountability the program will be successful and results will be achieved.

Steps to Follow:

1. Ensure both sheets are updated weekly.
2. Ensure that the broker performs follow up and updates sheets.
3. Keep a strong level of accountability between yourself and the broker.

Appendix A – Transaction Letter

Dear Agent,

I want to take this time to congratulate you on your closing 123 NE Fake St.

Enclosed, you will find a check made out to you in the amount you would have received had you been a Sellstate agent.

You will notice that Sellstate agents receive **95%** of their commission. Out of that commission check there is a 2% franchise fee and \$252.50 transaction fee and the rest is yours! In addition to your commission, you will receive weekly training and mentoring sessions along with many other benefits.

There is no question that changing brokers is a huge move in anybody's career and I do not take the task of being your manager and helping your career lightly. There is also no question that with the two of us working together, you can't lose.

I hope to hear from you very soon.

Sincerely,

Maggie Morris, GRI, CRS, CRB
Realtor®
Sales Manager
Training and Agent Director
Sellstate Achievers Realty Network, Inc.

Appendix B – Transaction Letter Check

SELLSTATE _____ REALTY NETWORK, INC.
OPERATING ACCOUNT
7431 FAKE PARKWAY
FORT MYERS, FL 33907
PH.555-123-0777

00-000/000 00000

0000

7/15/2008

PAY TO THE

ORDER OF Bob Smith

\$ **4422.10**

*Four thousand four hundred twentytwo and 10/100*****DOLLARS*

MEMO Commission for 904 SE 13th St

NOT NEGOTIABLE

00000000 0000000000 00000000

Appendix C – Co-Broke Letter

Dear Agent,

I want to take this time to thank you for working in a skillful and professional manner to close this transaction with Sellstate Achievers Realty Network, Inc.

Enclosed, you will find a check made out to you in the amount you would have received had you been a Sellstate agent.

You will notice that Sellstate agents receive **95%** of their commission. Out of that commission check there is a 2% franchise fee and \$252.50 transaction fee and the rest is yours! In addition to your commission, you will receive weekly training and mentoring sessions along with many other benefits.

There is no question that changing brokers is a huge move in anybody's career and I do not take the task of being your manager and helping your career lightly. There is also no question that with the two of us working together, you can't lose.

I hope to hear from you very soon.

Sincerely,

Your name

Broker/Owner

Sellstate _____ Realty Network, Inc.

Appendix D – Report Sheet

Report Sheet						
Assignment	For Week of _____					Total
	Monday	Tuesday	Wednesday	Thursday	Friday	
Administrator						
MLS Transaction Letters						0
Co-Broke Letters						0
New Agents Contacted						0
New Agent Appointments						0
Affiliate Letters						0
Broker						
MLS Follow Up						0
Co-Broke Follow Up						0
New Agent Appointments						0
New Agents Signed						0
New Agent Follow Up						0
Affiliate Follow Up						0

Filling out the report sheet:

Administrator – For the rows titled, MLS Transaction Letters, Co-Broke Letters and Affiliate Letters, simply indicate how many of each letter was sent on the corresponding day.

For the row titled, New Agents Contacted, simply indicate how many new agents you have contacted each day.

For the row titled, New Agent Appointments, indicate how many appointments you booked that day. Please note, this is not necessarily the day of the appointment, but rather the day that the appointment was booked.

Broker – For the rows titled, MLS Follow Up, Co-Broke Follow Up, New Agent Follow Up and Affiliate Follow Up, indicate how many contacts you were able to follow up with. Please note that this does not include voicemails, thirty second calls and emails sent. This refers specifically to how many people you were able to follow up with via a conversation.

For the row titled, New Agents Signed, please indicate on each day how many new agents you were successfully able to sign up.

For the row titled, New Agent Appointments, indicate how many appointments you had on the corresponding day. Please note this does not include cancellations and no shows.

Appendix E – Contact Information Sheet

Contact Information Sheet
For Week of _____

Name	Contact Number	Email	Date Contacted	Comments	Broker Contact Date	Comments
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This sheet is very simple to fill out.

Administrator – Simply fill in the name, contact number, email, and date that you contacted the individual and some very brief comments for the broker.

Broker – Fill in the date you contacted the person and some brief comments.