

ACTIVATE

A Lee Woodward Digital Training program



FAST TRACK YOUR CAREER

IN REAL ESTATE SALES



“ THE FUTURE BELONGS TO THE PREPARED ”



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THE REAL ESTATE ACADEMY'S **ACTIVATE PROGRAM**



As we all know, the real estate industry is a unique world to enter into as a new agent.

It changes rapidly and requires a certain level of understanding, skills and preparation to be able to find potential customers, sell your services and achieve results.

It's important to find the right people for your agency as it takes precious time and resources to bring them on board and train them up before they start getting listings and the numbers you need.

This is why The Real Estate Academy has introduced our revolutionary Activate Program to help you with this entire process.

WHAT IS ACTIVATE?

Activate is a self-paced digital course specifically designed to help people of any professional background, age or skill level to enter (or re-enter) the world of real estate, be fully prepared and achieve success.

Created by renowned real estate trainer Lee Woodward and featuring Dane Atherton and several other guest speakers. This online course offers a solid introduction for anyone looking to undertake a successful career in real estate.

As a Principal, Sales Manager and Team Leader, we understand how important it is to have the right people working with us. Activate will give you peace of mind knowing you have a work-ready, fully committed leverage agent on your team, while helping you identify participants who are not suited for the role or your agency.

Activate can be undertaken at their own pace and takes them through the realistic journey, providing a comprehensive insight to help them kick-start their career in property alongside you.





WHO IS ACTIVATE FOR?

Activate is suitable for a wide range of participants, from those considering a new career in real estate sales, including school leavers to people seeking a career change, to existing real estate salespeople who wish to refresh and refine their knowledge and skills to reinvigorate their passion and results.

It will help you with their onboarding process so that you can focus on running your business and bringing the best people on board.

WHAT DOES THE COURSE COVER?

The Activate program covers all of the essentials, including:

- The first 12 months in real estate
- The importance of the value-add approach to prospecting from the start
- The centrality of integrity
- What a professional agent does and what needs to be in place
- The crucial role of genuine relationships - the world is not short of data, it's short of real relationships.
- Embracing technology and marketing
- The importance of passion to add value
- The power of collaboration in an agency
- The client and their experience is the most important factor
- How to find new leads
- How to manage people's expectations
- Escalating up
- Learning from the team around them
- Finding their own style



WHY SHOULD SOMEONE UNDERTAKE THE ACTIVATE PROGRAM?

There are several benefits of putting your new agents through the Activate program, including helping them to:

- Decide if a career in real estate is for them before committing to the Certificate of Registration course
- Spark their excitement and enthusiasm about the industry
- Fast-track their potential success by demonstrating what they need to know and do
- Get them up-to-date with recent changes and updates
- Appreciate the whole sales process and understand why prospecting is an essential part of the role
- Gain a complete picture of their role and responsibilities when they start in your agency
- Learn the jargon and practical expertise they will need to be work-ready and productive from day one
- Understand what it means to be a “leverage agent” and why this role is so important to both your team and to their own long-term career in real estate sales
- Know the right questions to ask when they start as well as who to go to and what resources to use for answers.

WHERE DO THEY UNDERTAKE THE ACTIVATE COURSE?

As the program is online, all they need is a login and the internet.

If you wish, they can do it from your office under your supervision, at home or before they even start working - whatever works for your business.

This also means that they can revisit the course as many times as they want, which can be helpful during the first six months as they get accustomed to the nature of the job.

WHAT IS INVOLVED?

As part of the Activate program, a participant is provided with the following resources:

- The reference book: How to Prospect for Future Business
- Audio podcast files which cover several topics and feature guest speakers
- Videos and video demonstrations
- The Work In The Heat campaign
- Multimedia automation of How To Run A Campaign.

These all combine to offer a comprehensive understanding of real estate, while catering to all different ways of learning to best accommodate their needs.

HOW LONG DOES THE COURSE TAKE?

The Activate course can be completed at any pace you set, as it involves self-learning components.

The program includes roughly XX hours of content, which should take approximately XX full days.

HOW MUCH DOES ACTIVATE COST?

Activate is free of charge for students at high school who are interested in beginning their real estate journey.

The normal cost for the program is \$297, which is a small investment for the opportunity to screen your potential agents and have them trained up and ready to start quickly.

You don't have to be a current member of the Real Estate Academy so sign up for Activate.

LIKE TO KNOW MORE OR SIGN SOMEONE UP?

To get started, call our team today on **1300 367 412**, and we will answer all of your questions.

We can provide you with access today so your agents can get started straight away.

A CHAT WITH THE GREATS

DANE ATHERTON

Real estate is an exciting and rewarding industry, but it also comes with a steep learning curve; one that has to be respected if you want to succeed as an agent. In my experience as a Principal, I understand that orientating new agents can be a difficult journey, which is why I got involved and contributed to the Activate Program to help all future agents.

There is a whole new wave of people with very different personalities and ages who are being attracted to the industry today, and a widespread trend now that we're seeing is experienced business professionals entering the industry with different backgrounds. It's no longer just the rookie or school leavers coming in as cadets; there are undoubtedly many of those, but it's also becoming a second and third career change for business-minded people too.

This presents a unique situation.

The younger generation put great faith in their knack for digital technology, and the more experienced people rely on their business experience to get results.

However, what ends up happening is that they find themselves working on a very ad-hoc basis, trying scattered initiatives like a small letterbox drop and hoping that someone eventually calls. Then, when no one does, they focus on their lack of result and take it personally, wondering "what's wrong with me?"

It's not their fault! It's just that our industry is more complicated than this for someone who doesn't understand the whole picture.

That's why Lee Woodward designed The Activate Program – to help guide people who are new to the real estate industry, so they can learn how the complete vendor business cycle right through to a listing actually works. Once they understand this process, they suddenly go from unproductive amateur trying random activities, to a comprehensive agent who can coordinate all of the necessary steps required for each sale.

As Principals and Sales Managers in your own agency, I'm sure you'll join me in saying that there has been a lack of any kind of comprehensive real estate preparation program in our industry. Real estate is a very different world today than what it was even only a few years ago, and people who are new don't always understand how to generate the right business.

The Activate Program fills in these essential gaps by covering topics such as breaking the fear barrier, prospecting and campaigning effectively, as well as adapting to the rhythm of the marketplace. Activate was designed to prepare people so that they are set up for a stable career. A long-term job. That's what excites me most about it.

As a Principal, if I had a person who had completed the program, turn up at my office and could explain the lead generation system they've learned, I'd be confident that they were prepared and committed to doing what it takes to be successful.

MANY WHO ENTER REAL ESTATE TO BECOME AN AGENT
ARE INITIALLY ATTRACTED TO THE ROMANTICISED IMAGE
OF SELLING A HOME AND PUTTING UP THE SOLD STICKER.

These are great moments in our careers, but we know that there's so much more that goes into each sale that they often underestimate.

It's about finding opportunities and securing listings because you offer the most value to a client and earn their business.

The Activate Program is about fostering that mindset and building the skills to be successful right from the start.

