



Agent Playbook 2.0





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Part 1: Kicking it off as a New Agent

Take Charge Of Your Career!

Your real estate licensing exam may have given you just enough knowledge on how the industry functions. Your real lesson starts from the first day on the job.

Expertise in any career field can only be achieved with hands-on experience, as is the case with real estate. 80% of agents leave the real estate industry after three years due to poor planning and just not knowing what to do, according to a survey by the National Association of Realtors.



Take control of your real estate career today armed with these essentials that every new agent needs to know.

Learn trade secrets from real estate professionals to take your career forward!

How do you crack the code and make it to the top? Our guide is here to help!



01

Manage Your Finances

Making big commissions from day one is not the reality for the majority of agents. Therefore, it is essential to have savings prior to starting a real estate career. A good rule of thumb is to have at **least six months** of savings to tide you over.

This may be a challenging time for new agents, which is why we would recommend managing your expenses to roll over smoothly. Avoid the temptation to spend your commission check in one swoop and keep to a budget to start efficiently calculating your expenditure.

02

Understand How Your Agency Operates



To organise your workflow efficiently and take advantage of all opportunities, understanding how your agency operates before joining is strongly advised.

This means identifying your task allocation, supervision and coordination that can lead to achieving your goals.

Some things to ask yourself:

- | | |
|---|--|
| <input type="checkbox"/> What geographic areas do I want to serve? | <input type="checkbox"/> What is my commission split? |
| <input type="checkbox"/> Who is my target market? | <input type="checkbox"/> What is my personal monthly target? |
| <input type="checkbox"/> What resources do I get from my company? | <input type="checkbox"/> What is the average sale value in my target market? |
| <input type="checkbox"/> Which lead generation opportunities will I utilize to the maximum? | <input type="checkbox"/> How many deals do I need to close to achieve my monthly target? |
| <input type="checkbox"/> What type of training will I be provided? | <input type="checkbox"/> How many listings do I need each week? |
| <input type="checkbox"/> What is my accountability structure? | <input type="checkbox"/> How many leads should I generate per listing? |
| <input type="checkbox"/> Is the company providing transaction supervision or conveyancing? | |

03

Build Your Contacts

Real estate is a people's profession. It is a numbers game and you have to build contacts to move forward.

Your Sphere Of Influence

- Your 'sphere of influence' are the people in your personal and professional network with whom your opinion holds some weight. This includes your friends, family, colleagues and acquaintances.
- Ensure you collect the names, email addresses and phone numbers of the people in your sphere.

A good exercise is to notify your contacts that you have started a career in real estate.

"Hi, I have just started in real estate! Who do you know who might be looking to buy, sell or rent?"



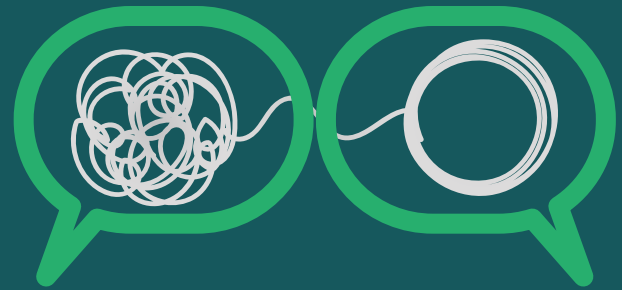
Getting Organised with a CRM

- Manage your contacts efficiently using a CRM, or Customer Relationship Management Software.
- A good CRM can help you organise your contacts and tasks. For example, Brokerpad, the UAE's best CRM lets you access your contacts and tasks in one dashboard.
- Using a CRM with a user-friendly interface makes all the difference. Every time you get in touch with a potential customer or lead, add their contact details to your CRM.



04

Find A Mentor



- A mentor in the real estate industry can help you identify opportunities and share advice on enhancing your career. Find an experienced mentor that can guide you for the first few months.
- Ask about their journey, what has enabled them to reach their current position. This also means taking note of the mistakes they have made.
- Consider 'shadowing', a practice where you tag along with your mentor to see how they get on with their work.
- Remember, they are not going to hold your hand throughout your career - it is your initiative that propels your journey forward.

05

Create Your Marketing Plan

- Marketing your personal brand can help you reach your target clientele. Get creative in order to stand out.
- Your marketing plan isn't restricted to showcasing your listings, but also your personal brand. This includes your expertise, your professionalism and your skills.
- Create SMART goals or goals that are realistic and achievable for yourself. These can be your personal milestones that encourage you to move further in your career.

- Before creating your marketing plan, ask yourself the following questions, which can help streamline your marketing plan and ensure its success over over time.

- ☐ How are you going to position yourself within your niche area?
- ☐ How are you going to engage with your clients?
- ☐ How are you going to improve your positioning within your niche area?
- ☐ How are you using social media to carve your niche?



06

Build Your Expertise



- Customers seek real estate agents with an in-depth understanding of the market, which is why it is essential to become an expert using all the resources available.
- Use **Profolio™** to access Transaction and Market Insights, tools that can help you access last sold transaction data and trends within real estate.
- Establish yourself as an area expert by understanding your area. Market Insights and Transaction Insights will help you tremendously.
- You can also use Bayut's Building and Area Guides to gather information on buildings and highlights of an area.
- Read up on the industry on a weekly basis, Keep up with the news to stay updated on the various happenings in the country. Google alerts is a great way to get daily news delivered to your inbox.
- Be prepared for prospective clients asking you how the market is performing.



07

Create Your Name in the Industry

Engaging with other real estate professionals will help you gather more knowledge of the industry, as well as to announce your presence in the market

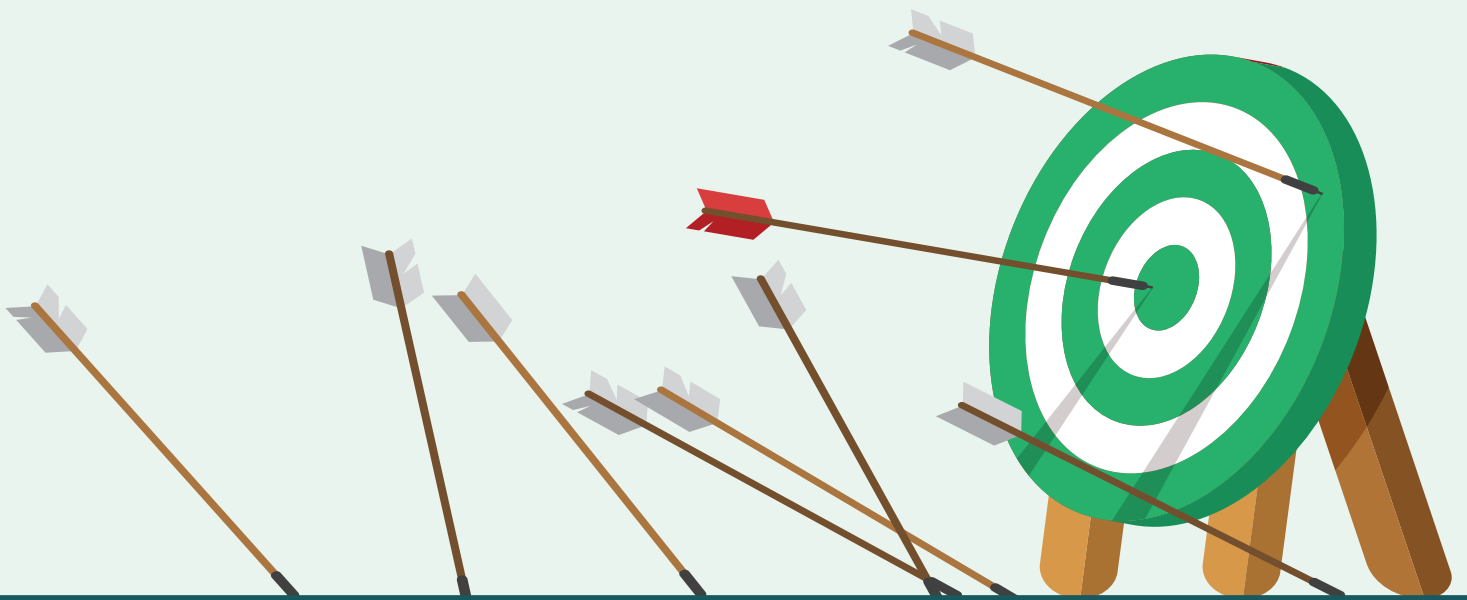
Part 3: Maintaining Momentum

Know Your Affiliate Partners

- An affiliate partnership is an agreement between you and another business or individual to jointly promote each other's products and services.

- Create relationships with professionals in other industries that are tied to the real estate industry. These are your affiliate partners and include:

- Mortgage providers
- Movers and packers
- House staging experts
- Architecture firms
- Real estate attorneys
- Interior design companies
- Landscapers



08

Practice Makes Perfect

- The key to mastery lies in practice. Be prepared for typical client questions. Answering these professionally can help move clients along the sales journey.
- Prospective clients tend to ask similar questions so being prepared is essential for success. Typical questions include:
 - ☐ How is the real estate market at the moment?
 - ☐ I would love to sell my home, but I'm not sure what it's worth
 - ☐ Why should I work with you as my agent?
 - ☐ What are the interest rates right now?
 - ☐ Is it better to rent or buy a home right now?
- Practice your questioning technique as well. Some good questions to ask include:
 - ☐ What's brought you to the decision to buy a property?
 - ☐ Tell me, what does your dream home look like?
 - ☐ What concerns do you have about buying a property?
 - ☐ Are you working with other agents? What qualities are you looking for in the agent you work with?
 - ☐ Has anyone walked you through the entire purchase process and mortgage process should you be taking out a loan?

SALES JOURNEY



09

Grow With Learning

Apart from your mentor and the resources you have at hand, make sure you seek out educational opportunities to further your professional development. Bayut Academy offers a full array of courses designed for new and experienced agents.

www.bayut.com/academy



You can also explore a range of resources on the Content Corner on Bayut's Agent Portal, with tips and tools curated exclusively for real estate professionals in the UAE.