



# BROCHURE

*A Fresh, Effective Approach to Recruiting and Training New Agents*

## THE JOURNEY TO MASTERY™





*Complete and Integrated New Agent Recruiting:*

*Recruit and Train new agents faster and better and never lose ONE you WANT to the competition.*

*Lead New Agents to Success and Profitability...FAST!*

*New JTM™ agents can be almost as productive as seasoned...and, you can be proud of them.*

*Build Your Company With New Agent Company Dollar!*

*13 out of 14 new agents never finish their second year. How about 6 out of 10 at 50% split.*

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# THE JOURNEY TO MASTERY™

*At the same time the real estate business touts its professionalism and value, the industry has failed miserably at attracting and retaining the vast majority of people attempting to enter the business as a career. Real Estate's black eye, indeed, is the high rate of turnover with statistics as high as 94% of new licensees failing before the end of the second year.*



- With most industry participants subscribing to the status quo, the opportunity exists for a progressive, dedicated firm to change the paradigm and make the appropriate commitment to new licensees by investing in and embracing the JTM™ Program.
- The JTM™ Program is the true recruiting, training and productivity breakthrough resource with a proven system to radically reverse the high turnover and attrition rate in the business.

- When a firm fully implements the JTM™ Program, competition for the best new licensees is virtually eliminated.
- New Agents begin with the company and immediately start in a highly structured training program and office operation with a qualified Manager responsible for following a proven, successful system of preparing agents for and equipping them with the resources for quick production and long term success.

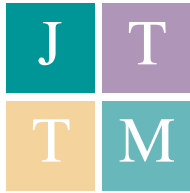
- New Agents to the JTM™ Office and training program agree to a highly structured agenda of in-class and field training.
- Performance standards that are rigorously and consistently followed up on include prompt, regular attendance, early production, and certain restrictions related to client development, focus and management.

The industry is generally unwilling to make the commitment to newcomers necessary to become successful.

- ◆ We don't tell people the truth about the necessary preparation and commitment.
- ◆ We are unwilling to invest in and provide effective training.
- ◆ We do not allocate the appropriate management support.
- ◆ We ignore the different needs of new licensees compared to seasoned agents

The result....quality, otherwise professional people oriented to a truly professional business environment scoff at the real estate industry....they immediately see that the structure is largely positioned for retirees with benefits and self discipline gained from previous experience, and cast offs who couldn't obtain or retain employment with a professional business.





# JOURNEY TO MASTERY™

## CONTINUED

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## REAL ESTATE BROKERAGE INDUSTRY TRENDS

- Traditional real estate sales training, the management process, and traditional new agent expectations continue to generate traditional mediocre results.
- A comprehensive study published in 1995 revealed that only 1 out of 13 new licensees are still in the business after 2 years, reflecting a general failure as an industry to professionally support industry newcomers.
- New licensees are more important now to every company than ever before. They are younger, better educated and more technologically advanced. They bring fresh energy to an industry with a much older than average age. Because they make a bigger commitment than the average industry newcomer in the past, their expectations for training and leadership support are much higher, and their contributions much faster.
- Profits from real estate brokerage operations are lower than ever forcing companies to diversify into other businesses often distracting the firm from its core competency and success. Production from lower quartile agents or new agents is weak and lowers overall margins.
- Brokerage leadership remains in a generally weak position in the agent/broker relationship. This is partially due to a lack of value in leadership and training support.
- A concerning downward trend in commission rates exists largely due to a lack of perceived and actual value in the service offering by the company and agents.





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## *THE JTM™ INVESTMENT*

- The company hires a full time trainer who also serves as Manager of the JTM™ Office, a virtual office operated largely from the company training facilities. This trainer becomes certified over a six month period to independently deliver the full JTM™ experience.
- The company hires a full time Director of Recruiting to focus 100% on recruiting new licensees to the JTM™ Program.
- The company owner or designee makes a weekly Group Interview presentation to licensee candidates organized by the Director of Recruiting. This carefully scripted discussion focuses on truthful, frank information, helpful in evaluating the real estate business as a career and the company resources.
- The progress and the success of the graduating JTM™ agents has a profound, immediate impact on the entire organization. A culture of commitment, accountability, purpose, truthfulness, productivity, substantive marketing value and results, and a higher level of professionalism emerges. Everyone involved becomes inspired to perform to a standard higher than ever before.





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## JTM™ PROGRAM BENEFITS

- Helps to build a company culture of value and commitment.  
Allows new licensees joining the firm to begin in training immediately.
- Potentially reduces new agent turnover from an industry average 93% to less than 40%.
- Helps commits agents to a full time effort.
- Agents graduate from the program in 4-9 months with the experience and skill set of a typical agent with 3-5 years experience.
- Virtually eliminates competition from other companies for new licensees.
- Technical competency of JTM™ agents enhances the firm's industry and public reputation.
- New agents to the firm become an asset, not a liability or a distraction to management and fellow agents.
- Managers become more productive by focusing on recruiting and supporting experienced agents.
- Establishes real, tangible standards of performance and productivity for the entire firm.
- Raises the standard of performance throughout the organization.
- Increases gross profit margins by reducing commission expense as a percentage.
- JTM™ agents become a vital resource in marketing and selling more listings.
- Reverses the downward trend in commission rates by enhancing the service value of the marketing plan.
- Provides 2<sup>nd</sup> and 3<sup>rd</sup> quartile agents with valuable training support to enhance productivity and reduce turnover.
- JTM™ agents are trained to commit to real estate as a profession as they would to a real job.
- JTM™ program policies and benefits virtually eliminate expensive, frustrating turnover. Uncommitted agents decide early if business is incomparable.
- Reduces operating expenses in collateral materials because agents focus on the business and not the trappings of real estate.
- The JTM™ Program operated as a branch involves little or no capital expense and generates the highest return on revenue of any branch.





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## JTM™ PROGRAM COMPONENTS

- *Company Analysis and JTM Implementation Plan*

- *JTM Recruiting Program*

Recruiter selection, hiring  
Recruiter training (marketing, scripts, contact mgmt)  
New Hire program overview package  
Pre-licensing School Sponsorship Program  
Group Interview model (presentation script, format, set up, closing)  
Weekly conference call (reporting, tracking, accountability)

- *JTM Office Organization*

Evaluate existing agents for JTM qualification  
State licensing issues for office and manager  
Set up program policies and procedures (QHT, interaction w/other offices, agents)

- *JTM Training Program*

- SELL Training (Sales Environment Learning Laboratory) 4 Days
- Probing (Committing Communication) 3 Days
- Quantum Home Tour 4 Days
- Action Monday and Action Group
  - Local Technical Skills organization
  - Integrated company training program calendar
  - Identify and train mentors and team leaders
  - Conduct program introduction for experienced, unproductive agent candidates

- *JTM™ Trainer Certification/Manater Training*

Participate  
Facilitate  
Co Present  
Certify on SELL, Probing, Quantum Home Tour trainings  
6 month process, complete each training 4 times  
Action Monday and Action Group facilitation training  
Data tracking  
Weekly conference call (reporting, tracking, accountability)

- *Company Management and Staff Orientation/Training*

JTM Program introduction, and company vision and plan overview  
Introduce redefined role of Manager (focus on experienced agents, etc.)

- *JTM Recruiter and Trainer/Manager attend annual JTM Conference*

- *Monthly Progress Report Conference Call with company owner/president*





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## THE SALES ENVIRONMENT LEARNING LABORATORY™ S.E.L.L.™

### *The Training Process*

This is a commitment-based, activity-oriented training that is both informational and transformational. It is not motivational, although most people come out of the training both motivated and energized. Agents learn techniques for creating success by **making and keeping commitments** and develop clarity about what is, and what is not, a commitment.

Out of this process, they will begin to see what is truly important and apply the principles for success in all aspects of their life.

**Accountability** becomes a resource and support mechanism, not parental or punishment. Those willing to **commit to themselves**, make the concepts of this training their own and give them a fair chance to work, find that they become extraordinarily empowered to achieve outcomes.

The S.E.L.L.™ training is structured to bring out the power that is already within an individual. It is the kind of power that lets one look life through one's own eyes—that lets a participant deal with life and business on their own terms. The training deals specifically with technologies that:

- Enable you to increase your production,
- Reduce the amount of time spent working and,
- Generate an abundance of potential clients.

*Here's what they will learn:*

- How to **develop a coherent prospecting pool** of clients (all they need and quickly!!!) (**Prospecting that works!**)
- Identifying **real clients from unreal clients** so they stop wasting time. (**Client Management!**)
- **Committing Communication™**—an in-depth structured communication style that enables you to create relationships and establish client needs; all buyers sign **exclusive right to represent buyer agreements**.
- **Time Management**, which gives you a way to measuring your progress precisely and making the necessary changes to increase productivity and profitability.
- **Scientific Marketing™**—a unique approach to generating an abundance of clients.

Some of the training comes out of analysis of the real empirical data that has been obtained through numerous market research studies for clients. The training does not rely on anecdotal methods, nor does it rely on traditional real estate philosophy, but is rather principle based and industry transparent. The principles work in many industries.

The results of experienced real estate graduates are impressive. The training is able to refocus efforts and show how to increase production by simply making small changes to their current business. The training asserts that "Real Estate is Not a Numbers Game" but rather a relationships business based on specific principles.

You do not improve your odds simply as a function of throwing the dice more. The training develops a revolutionary way that increases your odds and the quality of the people you work with and, it shares that system with participants.

Working efficiently will become second nature to you rather than "guessing" at how you are doing. **You will Know, with a capital "K"** that each step you take—finding your customers—establishing whether they are for real—determining their wants and needs—taking and closing transactions—is bringing you closer to your chosen goal.

Participants will learn the about proven sales tools like "The Jelly Bean Jar" and how to fill the jar to increase productivity. They will feel as comfortable with these tools as with a pair of old shoes.

On a daily basis, participants will **Know** the sense of accomplishment and growth, both professionally and personally. You will **Know** that competence and confidence spring from your own deep, internal conviction and that:

- **That working harder at what doesn't work, doesn't work!**
- **That working smarter, does!**
- **That relationships are the cornerstones of success!**





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## QUANTUM HOME TOUR™

### ***WHEN WAS THE LAST TIME YOU WENT TO A TRAINING AND SOMEONE AT THE TRAINING SOLD A HOUSE DURING THE TRAINING?***

The Quantum Home Tour™ is a proprietary licensed marketing event which is used to accelerate the sale of homes for both buyers and sellers. It was developed by Doug Yeaman, a powerful trainer and management consultant, of Quantum Management Systems.

It is 5 to 7 times more successful than the very best Open House. The average number of people who attend this marketing event is between 15 and 150 families (buyers and sellers).

This training is for new, seasoned and top producing real estate professionals. This is the premier listing, prospecting and marketing tool that generates offers from buyers and listings from sellers.

#### ***HERE'S WHAT YOU'LL LEARN DURING THE 4-DAY TRAINING:***

- How to **set appointment at a rate of 60% with everyone who comes to the Home Tour™**. The average real estate agent asks for an appointment less than 5% of the time, based on a national survey. **At the last training, the participants set appointments at a rate of 67%**
- **How to dominate listings in a market in as little as 13 weeks**
- Why it takes two weeks of preparation for one Quantum Home Tour™ weekend
- How to use this marketing event as a listing tool and **accelerate the sale** of your listings
- Why it is **virtually non-duplicatable by your competition**
- You must be **licensed and certified by Quantum to use** the techniques that make this event effective
- The fine details of making the event a success that are **not** taught in the Quantum S.E.L.L.™ Training but **TAUGHT WITH HANDS ON COACHING**

#### ***COACHING YOU ALONG THE WAY***

Quantum Management Systems is committed to providing you with technologies that enable you to become more successful and get results. **That's why, your Quantum certified training instructor, will be there to coach you and give you feedback during the 4-day weekend event.** A "hands on" approach so that you will receive maximum benefit from the training and be able to go out and use this marketing tool in your area.

