

Prudential Preferred Properties  
Welcomes You To:

# The Journey to Mastery™

Quality is never an accident. It is always the result of intelligent effort.  
There must be the will to produce a superior thing.  
—John Ruskin



**Prudential**

Preferred  
Properties

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You, the licensee, are continuously affiliated with the holder of the "site license" (in this case The Prudential Preferred Properties, Chicago); You conduct all Quantum Home Tours™ in strict accordance with the procedures outlined in the Quantum Home Tour™ Manual. A minimum of two agents participate in the Quantum Home Tour™, each complying with the above standards. Exceptions to this must be in writing by either Quantum Management or Douglas M. Yeaman, Prudential Preferred Properties.

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# Table of Contents

- I. Introduction
  - A. Quantum Management License Agreement .....3
  - B. Vision Statement ..... 4
  - C. Table of Contents ..... 5
  - D. Doug Yeaman Welcome ..... 6
- II. What is Real Estate Really Like? .....7
  - A. The plain facts about a career in Real Estate ..... 8
  - B. Choosing the Right Course ..... 10
- III. Why Prudential Preferred Properties, Chicago? ..... 11
- V Career Commitment ..... 17
- VI. The Journey To Mastery™ Program ..... 19
- VII. Timeline and Key to Agent Start Up ..... 23
- VIII. Weekly Schedule and Training Calander ..... 27
- IX. New Agents Initial Orientation ..... 31
- X. Sales Environment Learning Laboratory (SELL)™ ..... 35
- XI. Standards ..... 41
  - A. Journey To Mastery™ Standards ..... 42
  - B. Office Standards ..... 43
  - C. Willingness List ..... 44
  - D. Promissory Note ..... 45
  - E. Foundation for Participation ..... 46
  - F. Journey to Mastery™ Agreement ..... 47
- XII. Commission Schedule ..... 49
  - A. Commission Schedule ..... 50
  - B. Antitrust Compliance Policy ..... 54
- XIII. A Winning Image ..... 55
  - A. The Power of the Professional Image ..... 56
- XIV. Sample Forms ..... 57







The positive thinker sees the  
invisible, feels the intangible  
and achieves the impossible.

— Helen Keller







## Vision Statement

The Journey To Mastery™ Program is a high-performance environment dedicated to creating excellence and achievement. We are committed to developing growth, optimizing outcomes, encouraging potential and creating conditions where winning is not an event, but an experience for everyone.

In our vision we recognize our mission is to:

1. Enable optimally those who are suited for this career.
2. Enable those who are not to discover it early, appreciate the opportunity, grow from the experience, and go on to their next challenge with dignity and respect for the process. The success of this mission lies in our ability to create a condition in which the truth is told, and to respect each other in doing so.

We are what we repeatedly do, and for us excellence is not an act but a habit. We, the participants in the program, are ordinary people with extraordinary determination. Choice, not chance, determines our outcomes.

We appreciate that it takes courage to push ourselves to places that we have never been before...to test our limits...to break through our barriers.

We are inspired by the invisible, we feel the intangible and achieve the impossible.

Douglas M. Yeaman  
Journey To Mastery™  
Vision Statement







# Prudential

## Preferred Properties

Thank you for your interest in our company.

Because I want you to give serious consideration to a career in real estate sales with Prudential Preferred Properties, I am enclosing some information to assist you in understanding our business. I will appreciate the time you take to review this material and feel sure it will help you make a positive decision.

As you may know, a career in real estate can be both financially rewarding and personally satisfying. It is sales professionalism at its best. At the same time it demands hard work, long hours and the capacity to deal with frustration and disappointment. In short, it calls for the highest degree of personal courage, determination and stamina.

We are fiercely proud of the people who represent Prudential Preferred Properties! In order to qualify, they had to meet the toughest standards possible. They spent numerous hours in training in order to meet rigid licensing requirements and to develop their marketing skills. They are truly exceptional people. We need more like them!

Please read and acknowledge reading each page, and pay special attention to the provisions in the Addendum to the Commission Schedule regarding the Associate's "share" of all listing leads and referrals. If after reading the enclosed information you are interested in discussing a real estate career with our company, your next step in this process will be to sign or initial the Career Development Program materials.

This may be the rare opportunity both of us are looking for.

Good luck in your new career!

Sincerely,

Douglas M. Yeaman  
President/CEO  
Prudential Preferred Properties



# What is Real Estate Really Like?



It's what you learn after you know it all that counts.  
— John Wooden

# The Plain Facts About a Career in Real Estate

## Real Estate

The phrase conjures up soaring property values, solid investments and a shoo-in for those looking for that independent, big-bucks career.

That, however, is the myth. In fact, about half of the people in possession of a real estate license make under \$10,000 a year. The average income is less than \$8,000 per year. And if that isn't discouraging enough, 75% of new licensees drop out of real estate their first year in the business. Of the 25% that survive, 75% again flee the field in the second year.

With conventional methods of orientation and training, the new agent is unlikely to collect a commission within their first nine months. Very few individuals can afford to work without regular compensation. Therefore, in most companies, there is a high turnover. Of those agents that remain, most are not full-time representatives.

Morale becomes a problem because there is no positive feedback or reinforcement of the right kinds of activity. New agents become disenchanted with the real-estate marketing profession.

## Avoiding the Pitfalls

Some companies are not very protective of their new agents. The new licensees are sometimes exploited by the seasoned agents. It is not uncommon for the new agents to do all of the "leg work" in exchange for a small wage, but the rewards and profit are reaped exclusively by the seasoned agent. The new agent never develops his or her own leads or clientele. Even assuming that the typical real estate office does not permit the exploitation of new agents, there is still the difficult learning curve that must be overcome. One method of dealing with this slow and difficult learning curve is to work at more than one job, making real estate marketing more of a "hobby" than a profession. This is typical for the industry, but there is another way—a better way—to do things.

# The Plain Facts About a Career in Real Estate

Early development is important to your future success. In 1985, Douglas M. Yeaman conducted a study. The study focused on identifying key factors for substantial success in the field of real estate marketing. It was determined that the habits developed in the first six months and the ability to produce quickly were more significant than any other single factor. The study also found that agents who did not open a transaction or write an offer until the second half of their first year were substantially disadvantaged. Less than 15% of the agents in this category ever made it past their first year. It takes approximately 60 days for a transaction to close. This means that if no transactions are opened during the first 90 days, the agent will not receive a paycheck for at least six months. This is typical for the industry.

## Fortunately, Not All Real Estate Companies Are Alike

Prudential Preferred Properties is able to truncate this “learning curve” by enabling Associates to become productive and profitable early on. The program combines intensive sales training and orientation with a unique mentoring program. The program is called The Journey To Mastery™ “Program” and it has a proven track record for success.

As an Associate with Prudential, you will become integrated with Prudential's Real Estate Marketing Team. The sales environment will be one of cooperation and mutual support rather than the competitive sales environment of the typical real estate office.

**Success takes dedication and commitment.** Agents, as well as their spouses and partners, need to be prepared for the rigors of the job. During the most critical period in your career, you must work 2-3 weekends a month and you will be working between 40 and 48 hours per week. This level of commitment is absolutely necessary for success in the real estate market.

Douglas M. Yeaman, creator of The Journey To Mastery™ Program, comments, “I do not make up the rules, I merely describe the reality of the market. Real estate is a weekend game. There is only one formula for success, and it is part inspiration and part perspiration. ”

## Choosing The Right Course

Starting a new career is probably one of the most important decisions that a person can make. Therefore, a great deal of thought should go into your decision to become part of Prudential's Real Estate Team.

### Self Evaluation: Is a Career in Real Estate Right For You?

*Do you work well with people?*

Interpersonal skills are necessary in any career. This is especially true in the field of real estate. As a real estate associate, your ability to relate well with people and to form professional relationships with prospective clients is one of the most important attributes you can possess. You will learn various techniques for qualifying buyers and conducting market analysis. You will also work harder than you ever imagined. The bottom line is that real estate marketing is about people helping people.

*Are you willing to take charge of your career?*

“Taking charge” means being in control. It is an attitude that generates opportunities for success. It requires motivation, determination and self-discipline. You must be willing to take action. In this field, nothing will happen automatically. It requires purposefully directed action—a conscious decision, and then, an affirmative action, to make it work. Sales techniques, knowledge of property law and financing are not enough to ensure success.

*Are you willing to make a commitment?*

Once you have made the decision, you must do everything in your power to make it happen. You must give yourself every opportunity for success. This requires getting the best training available. Prudential Preferred Properties is the right place to start. Here, you will receive the most effective real estate marketing training course available: The Journey To Mastery™ Program.







# Why Prudential Preferred Properties?

The secret of success in life is for a man to be  
ready for his opportunity when it comes.  
— Benjamin Disraeli

- Image Advantage
- Marketing Advantage
- Personal Marketing Advantage
- Training Advantage
- Advertising Advantage
- Support Advantage
- Recognition Advantage
- Networking Advantage

# Why Prudential?

## I. Image Advantage

Today the Rock casts its impressive profile over more areas of business than ever before. Along with its position in the areas of insurance, real estate and securities, Prudential manages assets in excess of \$200 billion. It's 200+ subsidiary companies provide a broad range of services to individuals and institutional clients across North America. Each of them is guided by the Company's values: *Trustworthiness, Customer Focus, Mutual Respect and Winning Attitude*. Prudential is a company that represents you well.

**Improve your reflection:  
You win by association, because our image reflects on you.**

When you're with Prudential, people are predisposed to working with you. Nine out of ten consumers know the Prudential name. People trust the rock solid image. You are part of the only international real estate organization that shares the name of our parent company, a company with which one out of four households has done business. Imagine what this kind of consumer familiarity can do to help you build trust and loyalty with both buyers and sellers.

*"The fact that Prudential Real Estate is an international company allows me to compete with the best agents in the industry at the international level. Winning the number one accolade in the program was the thrill of a lifetime, and I'm motivated by this program to stay in the top ten!"*  
—Joyce Rey, Number One Sales Associate, Residential GCI, 1991, The Prudential California Realty, Beverly Hills, California

## II. Marketing Advantage

Our marketing program positions you for success. In today's competitive environment, it helps to have the strength of Prudential Preferred Properties on your side. As part of one of the nation's leading companies, we learned a long time ago that effective marketing often makes the difference between real success and so-so performance. That's why we make available some of the most recognizable and effective marketing tools in the industry.

*"The name Prudential inspires confidence in my clients."*  
—Dottie Walton, Prudential Preferred Properties; Gold Coast, Chicago

# Why Prudential?

## III. Personal Marketing Advantage

We make it easy for you to help yourself to success. The Prudential Real Estate Personal Marketing program is the first and foremost in the industry. This multicomponent program gives you all the ammunition you need to win big in your local market. It's a step-by-step program that teaches you how to be entrepreneurial while still benefiting from your association with The Prudential Real Estate Affiliates.

## IV. Training Advantage

Today it takes more to succeed as an agent than just a winning attitude and perseverance. It takes the kind of in-depth knowledge that has become the hallmark of a marketing representative for Prudential Preferred Properties. That's the kind of knowledge you have available to you through our Journey To Mastery™ Program—the most innovative and revolutionary training and marketing program available.

*"The Journey To Mastery™ Program has given me a level of support that I feel is unbeatable. This is a program that clearly demonstrates Prudential's commitment to each individual agent's success. I found the training to be meaningful, informative, as well as inspirational. By the time you finish the program you will possess techniques, skills, work habits, and a confidence level it takes other agents years to develop."*  
— Charlotte Ruffin, Prudential Preferred Properties

## V. Advertising Advantage

Huge sums of money will be spent this year to promote the Prudential Preferred Properties' name. Millions of potential buyers and sellers will see and hear the Prudential message on network television, radio and in major publications. To further help you capitalize on the strength, continuity and consistency of the national campaign, we provide high-quality merchandising materials. This entire effort is designed with one goal in mind. It's designed to attract potential buyers and sellers and most important of all—to make sure you win when it comes time to get that listing and to close that sale.

# Why Prudential?

## VI. Support Advantage

It's a great feeling to know you're not alone. Real Estate is a very personal business. Real Estate is about relationships—the relationships that you develop with your clients that are mutually beneficial. As Quantum Systems see it, sales are a key product of these relationships. And there's the special business relationship that we're constantly developing between you and Prudential Preferred Properties.

## VII. Recognition Advantage

We'll help you capitalize on your success. People like doing business with a winner. That's why we believe in acknowledging your success. The Prudential Real Estate recognition program offers a wide range of competitive awards and prestigious designations based on both gross commission income and completed transactions ("closed units"). These honors will earn the approval of your peers and the increased confidence of your customers.

### Prestigious Designations

The exclusive group of sales associates who achieve high levels of closed gross commission income or closed units within the calendar year may qualify for these award designations:

- A. Residential
  - Chairman's Circle Diamond:  
\$750,000 or more gross commission income or 150 units
  - Chairman's Circle Platinum:  
\$500,000 or more gross commission income or 100 units
  - Chairman's Circle Gold:  
\$240,000 or more gross commission income or 70 units

## Why Prudential?

- President's Circle:  
\$150,000 gross commission income or 50 units
- Leading Edge Society  
\$110,000 gross commission income or 30 units.

### Annual Awards

As an award winner at Prudential Real Estate, your name will be featured in an annual publication, distributed to every sales agent in the network.

"Top of the Rock": The number one sales agent in each region receives this stunning award for closing the highest residential GCI, commercial GCI (minimum \$200,000), and closed residential units.

### VIII. Networking Advantage

Everyone can profit from a good idea.

Innovative business concepts result from the effective sharing of ideas. That's why we go out of our way to make sure that Prudential Preferred Properties offers you the opportunity to be part of the finest networking events in our industry. These events feature professional speakers whose ideas and insights on matters critical to the real estate industry will help you become more proficient at your business.

- The Prudential Real Estate Convention
- The Summit Conference
- The Commercial & Investment Symposium
- Regional and Local Sales Rallies
- Expert presentations addressing local issues.



# Career Commitment

Find out who and what you are, and  
then try to be that, perfectly.

— Douglas M. Yeaman







# Career Commitment

## Initial Interviews

Your introduction to the program is usually in a group. You may include your spouse or significant other in the interview process. You are going to need his or her support to make the transition to Real Estate as your new career. We tell you about us and you tell us about you. This is the time to ask the questions you or your spouse need answered in order to confirm your commitment to a career in real estate with Prudential Preferred Properties.

Some real estate companies hire only experienced salespeople. Some hire “anybody” and take a “wait-and-see” approach. At Prudential Preferred Properties, we hire only those who want a full-time career in real estate. We expect you to have real estate marketing as your primary source of income.

## Mutuality of Obligation

We are committed to supporting and training new agents! We will pay for the cost of your real estate training, but only if you work with us.

Parts of your training at Prudential Preferred Properties are licensed by Quantum Management Systems. As their contract with us specifies, the training concepts may not be used should you leave us and join our competition.

Prudential Preferred Properties is willing to invest in your future to help you realize your potential. After you obtain your license, we will provide you with the most effective and innovative sales training available. You will enroll in The Journey To Mastery™ Program (at a cost to Prudential Preferred Properties in excess of \$3,500), but only if you agree to work full time for Prudential Preferred Properties for one year after the completion of the Journey To Mastery™ Program (see Promissory Note, page 45).





# The Journey To Mastery™ Program



Today's preparation determines tomorrow's achievement.

# The Journey To Mastery™

## The Road to Results

We help you build client relationships for results. Our new agents consistently outsell other new agents, and where it usually takes new agents six to nine months to begin producing, some of our agents begin opening transactions their first month or two on the job! Prudential Preferred Properties has enjoyed unparalleled success with the training of new agents in The Journey To Mastery™ Program.

*"In less than 30 days I had real clients that turned into real buyers." - Mary Fran McMahon, New Agent October 1999.*

## Getting on Track with The Journey To Mastery™

The Journey To Mastery™ Program has helped hundreds of sales professionals to become top producers. One of the first things you will discover is that real estate marketing is not just about making sales, it is about developing relationships.

As the statistics of the real estate industry demonstrate, the top producers make most of the money, while 80% of all sales professionals in the industry make less than \$35,000 per year. If you're in the underpaid majority, we believe there are better ways to spend your time, and in one year we can prove it to you. Success may be closer than you think. Why not spend a year mastering your career?

## What is Quantum?

Quantum Management Systems is a full-service management consulting firm. We have a proven track record in boosting executive effectiveness, employee performance and corporate profits. Through The Journey To Mastery™ Program, Quantum trains sales associates and professionals to manage time effectively, generate new clients and make the money they want within the targeted time period.

Douglas M. Yeaman, President of Prudential Preferred Properties and founder of Quantum Management Systems, is a nationally renowned management consultant and an inspirational leader. Having worked with more than 140,000 professionals, he is known for his remarkable ability to motivate and train people within an organization, enabling them to achieve peak performance. As the President and CEO of Prudential Preferred Properties, he is now bringing a new vision for real estate the Chicago area.



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# The Journey To Mastery™

## Here's the Secret

In the face of the gloomy statistics surrounding the real estate industry today, a Del Mar based management consulting firm has had a remarkable impact on the success of many real estate organizations. Under its founder and president, Doug Yeaman, Quantum Management Systems offers a unique training program for new agents in real estate. The training is called The Journey To Mastery™ Program. And in a survey of beginning real-estate agents, its graduates outsold other beginning agents four to one.

What is Quantum's secret? A lot of it, according to Yeaman, lies in revealing a little-known truth about the industry. "Most people in real estate think they're selling houses. That's not what they do."

If this sounds unusual, Yeaman explains it in a way that makes sense: "Successful agents are actually engaged in supporting people in making their own decisions around their real estate needs. A successful career in sales is not really about selling. It's about establishing relationships that are mutually beneficial." As Quantum sees it, sales are a by-product of these relationships.

When a person makes a career choice to become an independent real estate agent, a painful fact has to be faced. New business is slow business. Over half of new agents fail within the first two years, and nearly all suffer a long period of no-growth before they start becoming profitable.

Typically brokers expect their new agents to take nine to twelve months to close their first escrow. Shortening the time for a new agent to become productive is one of the ways Journey To Mastery™ helps beginning agents.

Another way is by providing them business consulting services for the entire start-up period of their careers. "Most sales trainings," states Janice Rannick, a trainer with Quantum, "lasts for a week or two and are crammed with facts and techniques. We keep only one fact in mind. That is that the top 20% of sales professionals do 80% of the business. We teach our people everything they need to know to function like the 20% who are making the money."

## The Journey To Mastery™

An established business has a lot of operational support. This includes all its administrative systems, advertising, legal and financial help—as well as an established client base.

### Smooth Selling

The Journey To Mastery™ Program focuses sales professionals in two main areas that maximize professional relationships. These are: setting standards for what is productive, and managing time. In Journey To Mastery™, sales professionals learn exactly what to do to establish a productive client relationship.

Encountering clients from the standpoint of what's productive means letting go of prospective buyers who don't meet the standards. As Yeaman explains, "There are three standards that give agents results: (1) they are getting an agreement to an exclusive agency relationship; (2) assuring that the client is able to buy; and (3) assuring the client is ready to buy. Without these standards, time spent with a client is not income-generating."

Quantum has a similar philosophy in terms of time management. It teaches agents to analyze their work time in terms of what is productive, what is nonproductive, and what is indirectly productive. A specific ratio of time spent in these areas lets agents produce their desired results.

According to Sharon Swanton, "The Journey To Mastery™ Program supplies the resources it takes a successful producer three-to-seven years to acquire on his or her own. And they're available at the most critical part of the business cycle...at the beginning."



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MANAGEMENT  
SYSTEMS

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# 6 Month Timeline

Things may come to those who wait, but  
only the things left by those who hustle.  
— Abraham Lincoln

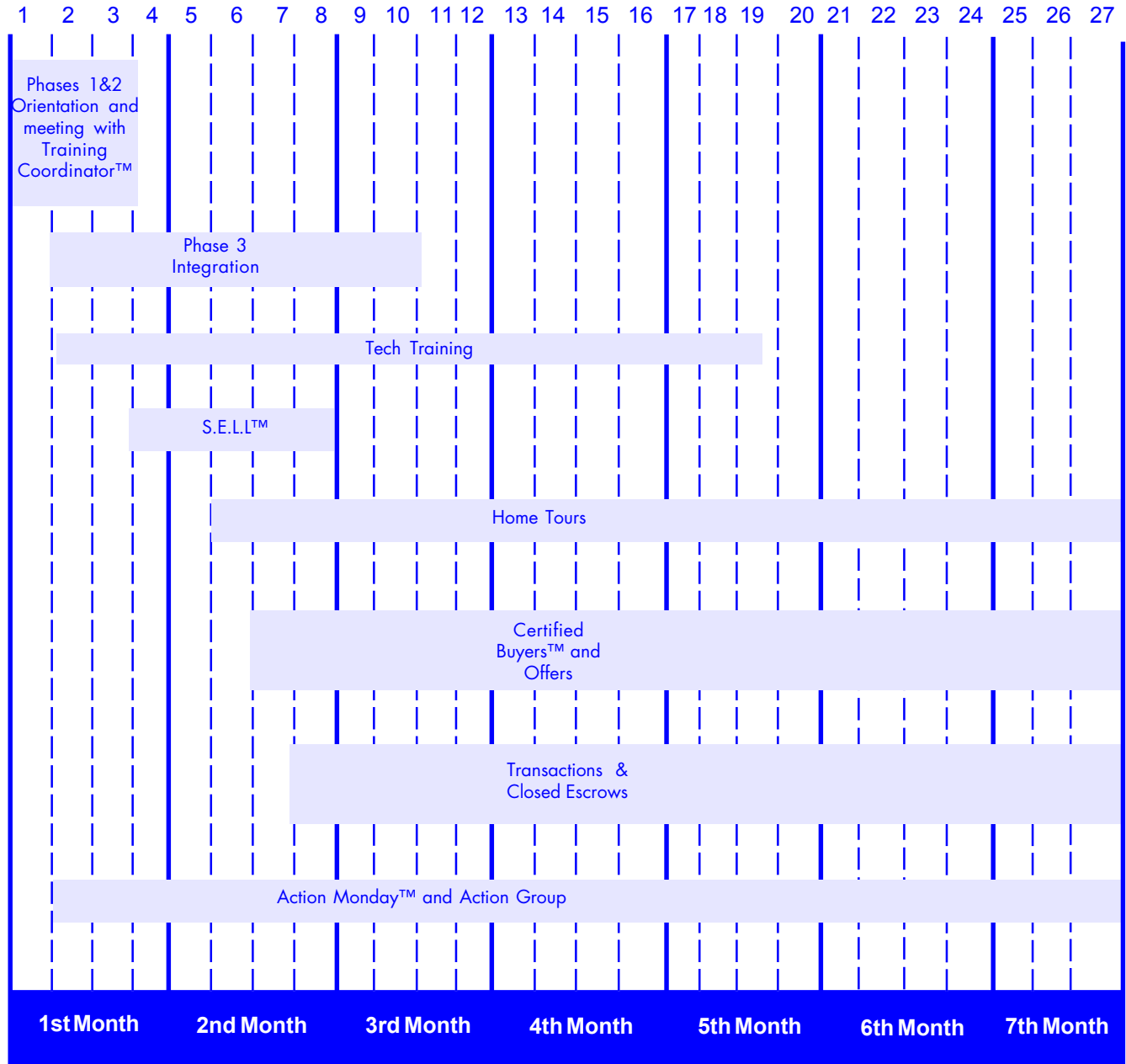




# New Agent Startup Timeline

It takes approximately four to nine months of directed activities for a new agent to become a producing member of the Prudential Team.

Weeks:







# Key to Agent Startup Timeline

Phase One: Initial Orientation and Introduction  
 Phase Two: Meeting between Agent and Director of New Agent Development  
 Phase Three: Integration of Associates with the Journey To Mastery™ Team

S.E.L.L.™ Training: Sales Environment Learning Laboratory (S.E.L.L.™) is an intensive training program that all new Associates are required to attend. It contains three separate segments: Basic S.E.L.L.™ Training, Prestige Home Tour™/Quantum Home Tour™ Certification, and Probing™ Certification.

Begin Prestige/Quantum Home Tour™: The Prestige Home Tour™/Quantum Home Tour™ is the central marketing technique for obtaining buyer and listing leads and establishing clientele.

Associates, in preparing for the Quantum Home Tour™, are required to identify comparative active properties, tour all of the for-sale-by-owner (FSBO) properties and expirations, and prepare a report on the home's location relative to schools, shopping and amenities of the neighborhood.

- Area tour, preview properties and prepare buyer CMA
- Prepare sign maps.
- Obtain permission to place signs.
- Deliver flyers and invitations.
- Phone invitations to any friends, relatives, potential leads or prospects.

Certified Buyers™ and Offers: Working with potential buyers involves what is referred to as Buyer Certification™. See sample of Buyer Checklist on page 59.

- Client time: Probing™, showing properties, writing offers and negotiating.

Transactions & Closed Escrows: Working with committed "certified" buyers pays off. The Program helps to screen out those not genuinely interested in purchasing a home.

Action Monday™ & Action Groups: Weekly meetings where commitments are made, logistics of home tours are planned, statistics are gathered, and progress is reported.



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# Weekly Schedule



The price of success is hard work, dedication to the job at hand, and the determination that whether we win or lose, we have applied the best of ourselves to the task at hand.

—Vince Lombardi

# Weekly Schedule

Week Begins \_\_\_\_\_

Name \_\_\_\_\_ Office \_\_\_\_\_

Date	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
7:00					Day Off		
8:00		Broker Tour <small>verify day for local market</small>		Office Tour <small>optional</small>			
9:00							
10:00	Action Monday (Suburb)		Tech Training (City)			Quantum Home Tour or Client Listings	
11:00							
12:00							
1:00							
2:00	Action Monday (City)		Tech Training (Suburb)				
3:00							
4:00							
5:00	Jelly Bean Jar Workshop						
6:00							
7:00							
8:00							
9:00	Step # 3						

ASSIGNMENTS FOR THE WEEK:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

DETAIL:



QUANTUM  
MANAGEMENT  
SYSTEMS

# Weekly Training Schedule

## Weekly Training Schedule Key

- Phase One: Initial Orientation and Introduction
- Phase Two: Meeting between Agent and Manager
- Phase Three: Integration of Associates with Marketing Team
- S-Time: S-Time is that time spent studying the scripts. S-Time takes priority over “A” Time and “B” Time.
- T-Time: T-Time (not to be confused with “tee-time”) is short for Training Time. T-Time includes both formal and informal training (see “Formal Orientation Class” and “Step Three: Integration”).
- B-Time: Preparation for Quantum Home Tours™ is what is referred to as B-Time. The following activities are included in B-Time.
- Agents, in preparing for the Quantum Home Tour™, are to conduct CMAs, to tour all of the for-sale-by-owner (FSBO) properties and all of the expireds, and to prepare a report on the home's location relative to schools, shopping and amenities of the neighborhood.
  - Doing sign mapping.
  - Getting permission to place signs.
  - Sending out flyers and invitations.
  - Phone invitations to any friends relatives or potential leads or prospects.
  - Client time: Probing™, showing properties, writing offers or going on listing presentations with Mentor.
- A-Time: A-Time typically involves participation during the Quantum Home Tours™ as an assistant or “third-person”. The following list of activities are included in the A-Time category and is in the order of priority:
- Host or hostess or guest at someone’s Quantum Home Tours™
  - Training Quantum Home Tours™
  - Full participation on a team
  - When there are three Certified Buyers™, showing property



# New Agents Initial Orientation



# New Agents Initial Orientation

## “Get Acquainted” Meeting

The Director of Recruiting meets with you initially. Here, the following administrative matters are taken care of:

- A. Review Recruiting Packet
- B. Begin the administrative induction process
  - 1. Provide “vital statistics”
  - 2. Assignment to Journey To Mastery™ Manager
  - 3. Meet with Director of First Impressions
- C. Receive a copy of the telephone scripts. Make sure you memorize the entire script. Memorizing the scripts are prerequisite to certification in the areas of training. Anyone can do it. Here is how:

Begin by reading the scripts and carefully preparing “flashcards,” that is, three-by-five cards listing key words in the script. These are used as “cues” to help recall the content of the scripts.

- D. Many of the documents contained in the Prudential Preferred Properties Independent Contractor file, including the Board of Realtors paperwork, must be reviewed carefully and then signed. The following list includes many of the documents that must be read and signed as part of your "in processing."
  - 1. Commitment Agreement for Journey To Mastery™ Program
  - 2. Independent Contractor Agreement
  - 3. Commission Agreement and Schedule
  - 4. Fair Housing Act & PPP Fair Housing Policy
  - 5. Antitrust Compliance Policies of Prudential Preferred Properties
  - 6. Errors and Omissions Coverage
  - 7. Board of Realtors Application





# New Agents Initial Orientation

## Meet Your JTM Manager

While a participant in the program, you will be working closely and under the direct supervision of the JTM manager.

## Integration

The Planned Integration with The Prudential Team is accomplished by attendance at regularly scheduled meetings and debriefings, including but not limited to the following: Action Mondays™, Action Meetings, Open Houses, Open House Training, and Target Intensive Training. This continues until formal S.E.L.L.™ training program begins.

- A. Planned Visits to a Quantum Home Tour™. You will Assist in putting up signs, passing out flyers, etc. However, primary objective is to observe—you do not share the responsibility for running the Home Tour.
- B. Attendance at special training workshop on Quantum Home Tour™ which will be conducted each month. You will participate and observe.
- C. Schedule yourself to all training programs and create calendar for next 4 months.





# New Agents Initial Orientation

## Training Assignment

A. The procedure for your training assignment is as follows: Your attendance at all meetings and training is required.

1. You will receive a current training schedule.
2. Your name is added to the list of candidates for Quantum training. In order to attend, you must visit the member section of Prudential Preferred Properties web site where you can register online.
3. You must make a commitment to attend all sessions. There is no provision for missing any part of any Sales Environment Learning Laboratory (also known as S.E.L.L.™), Basic, S.E.L.L.™ Training, Prestige Home Tour™, Quantum Home Tour™; and, Probing™ Certification.

B. Sales Environment Learning Laboratory (S.E.L.L.)™ :

Sales Success Training is an intensive training program that all new associates are required to attend. It contains three separate segments: Basic S . E . L . L . ™ Training; Prestige Home Tour™/Quantum Home Tour™; and, Probing™ Certification.

## Memorization of Script

Memorizing the scripts are prerequisite to certification in the areas of training.



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# Sales Environment Learning Laboratory (S.E.L.L.)<sup>TM</sup>



A positive attitude removes the rust from the mind, lubricates our inward machinery, and enables us to do our work with fewer creaks and groans.

—Helen Keller

# Sales Environment Learning Laboratory

## Sales Environment Learning Laboratory (S.E.L.L.)™

Working harder at something that doesn't work, still doesn't work. That is why we emphasize the process through which behavior is modified so the techniques taught in the program will be correctly applied. Merely teaching the theory behind the techniques does not immediately result in productivity gains. However, good techniques, combined with the ability to apply them in the market place, does.

We have identified the key areas that substantially affect an agent's productivity. These include the following: organization and time management; effective telephone and prospecting techniques; and decision shaping in one-on-one situations with clients. The behavior modification process, which is integrated with the learning of techniques, is an essential element.

The training deals specifically with techniques that are critical to success:

- Organization and Time Management (*which give a way of measuring your progress*)
- Effective Prospecting Techniques
- Converting Leads Into Sales
- Probing (*one-on-one sessions with clients*)
- Developing Exclusive Buyer Relationships
- Increasing closing ratios
- Decision Shaping (*structuring problem-free transactions*)

# Sales Environment Learning Laboratory

The Sales Environment Learning Laboratory (S.E.L.L.)™ has been designed for real estate agents. S.E.L.L.™ training teaches these individuals specific techniques that, if correctly utilized, will have a direct impact on productivity. In addition, S.E.L.L.™ training creates an environment in which the participants utilize these techniques and can modify their behavior so that the benefit of these techniques is fully realized.

## Organization and Time Management:

The participants are introduced to an organization and time management system that is designed to allow salespeople to measure very specifically how they spend their time in relation to productive activities and how they can therefore restructure their activities so as to be more productive. This study in time is conceptual, as in reviewing the difference between productive and indirectly productive time and the laws of work expansion and triviality; and it is also practical, in that a system with forms and procedures for its use is introduced to the participants.

The resulting benefits of an implemented organization and time management system are to increase productivity through a redirection of time spent to include more productive and indirectly productive activities and less with nonproductive activities. Just as important a benefit is the control of time, resulting in more high priority activities and tasks being completed and more confidence because the day's events run smoothly.

## Telephone and Prospecting Techniques:

It is Quantum Management Systems' belief that an organization will benefit substantially through proper use of the telephone by the agents. Productivity is increased because less time is spent procuring appointments. More leads are converted into appointments, and if set up properly on the phone, will yield sales.

We work with the participants in the S.E.L.L.™ Program so that they are fully equipped in prospecting techniques; we also emphasize the continual use of these techniques by modifying their perspective towards this type of activity.



# Sales Environment Learning Laboratory

## Decision Shaping:

Through proper understanding and use of communication structures in a one-on-one situation with a client, agents can increase their closing ratios and also structure the transactions to be more problem-free.

We start in this area with a conceptual look at why people buy things, from a behavioral point of view, and then structure a presentation so that the agent is, above all, helping the client to crystallize his needs.

The sales people are brought to an understanding of what benefits are, and of how to convert features to benefits. The selling process matches benefits to needs, getting agreement on points through the presentation and “shaping” the client’s decision, leading into an effective close.

The sales people become more directional in their approach with a client, having objectives in mind for every face-to-face meeting, and are genuinely helping the client to fill his own needs. This is a counselor approach to selling, which results in greater rapport with the client, more referrals, and a higher closing ratio.

The Program employs role-playing as a learning tool, using audiovisual equipment to facilitate change.

It also results in more solid business, because through these techniques associates are taught to weed out clients who do not represent “workable transactions” and spend extra time, by prospecting, to find clients who do represent good business. Once again, productivity is increased, which is the Quantum Management Systems objective.



# Sales Environment Learning Laboratory

## The Behavior Process:

Herein lies the process through which behavior is actually changed. In every module, the agents are asked to make a minimum of three commitments, such as using the organization and time management system diligently and in a very specified manner for the duration of the program, and making an ambitious number of phone calls (they set the number, as long as it is ambitious) using the new structure every working day between the beginning and the end of the program, and using the new structure in every face-to-face selling situation, for a few examples. By the fourth or fifth meeting it is evident which sales people keep commitments and to what degree. It is at this point we discuss what the differences are between a sales person who is in a failure pattern and one who is in a success pattern.

Simply put, an agent who keeps commitments is in a success mode and gets what s/he wants (goals), whereas the degree of failure (not reaching goals) is dependent upon the degree to which commitments are broken. The participants have been set up through this process to see themselves in relation to success/failure modes. Very clearly, they cannot avoid realizing what keeps them from reaching their goals, and through discussion, come to an understanding of exactly and specifically what they must do to establish a success mode.

## Logistics:

The Program is structured over a four day period, and meetings are scheduled for eight hours each. This may seem like a rigorous schedule, but it is essential to the program training. From a behavioral point of view, a minimum of twenty-one days is required in order for a change to occur in behavioral and attitudinal patterns. The learn-by-doing methodology provides a vehicle for reinforcement, and therefore techniques must be practiced before moving on to the next phase in the training.



# Sales Environment Learning Laboratory

## Summary:

To tie it all together into a cohesive experience, participants will be asked to interactively demonstrate and describe the techniques they have learned.

Simulations are conducted to achieve a sense of realism. Successful real estate agents, working with Quantum principles, will act as facilitators. By sharing their experiences, participants will get firsthand exposure in how to deal successfully with the varied situations they are likely to come across in their daily quest for more sales and listings.

Using the principle of commitment, we lead the participants to an extensive time-management-system methodology. Its impact is to give the freedom to set and reach goals, measure progress, and allow agents to fully enjoy the work that they do.





# Standards



Every job is a self-portrait of the person who did it.



## Journey To Mastery™ Standards

By agreeing to participate in the Journey To Mastery™ and its foundation statement, I understand that the following minimum standards of activity must be met during the 90 day period to assure my success and continued affiliation with Prudential Preferred Properties:

- Any member who misses more than 4 meetings may no longer participate as a member in The Journey To Mastery™ Program or Prudential Preferred Properties.
- Every 2 times that a member is late, it shall count as 1 missed meeting.
- Agents agree to hold Quantum Home Tours™ 2 weekends per month until they have/maintain three Certified Buyers, or have completed The Journey To Mastery™ Program.
- All participants in the program shall use a time management system for each work day including but not limited to the weekly schedule.
- All buyers are to be certified and sign an "Exclusive Right to Represent" agreement.
- Associates agree to the following 90 day bench marks:

### **1st 90 days (3 months)**

- 3 Certified Buyers
- 1 Written Offer
- 1 Certified Listing Appointment

### **2nd 90 days (6 months)**

- 1 Buyer Transaction
- 2 Written Offers
- Another 2 Listing Appointments

### **3rd 90 days (9 months)**

- 3 Buyer Transactions in Escrow
- Another 3 Listing Appointments



# Office Standards

Each office has specific standards for production which will be reviewed quarterly. Only agents producing this amount shall be retained by Prudential Preferred Properties ("The Prudential").

The specific standards for production for Prudential Preferred Properties are as follows:

- 10 Transactions
- \$25,000 Gross Commission Income

[Note: Managers select the applicable basis and standard for the office. Each branch manager reserves the right to quarterly reviews.]

Agents not meeting the minimum production standard of the company, but in whom the manager has a fundamental confidence, will be given the opportunity to achieve that amount through participation in a support system called Action Groups. This support system is reserved for agents who have demonstrated a winning attitude, a willingness to produce, the character to achieve, and the integrity consistent with The Prudential.

All inexperienced agents joining our office are expected to (1) maintain three certified buyers per month, (2) open one escrow per month, or (3) hold two Quantum Home Tours™ per month until they have met conditions (1) and (2) above.

\_\_\_\_\_  
(Associate's signature)

\_\_\_\_\_  
(Date)

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# Willingness List

As part of my participation with Prudential Preferred Properties in The Journey To Mastery™ Training, I agree that I am willing to:

1. Be personally responsible for my promissory note which I understand will be forgiven upon producing three closed buyer sales and three sold listings or in the event I am terminated from the program or the company. Additionally, I understand that I will be evaluated by Quantum Management Systems before I can be accepted in the training. I agree that in the event I leave Prudential Preferred Properties prior to completion of Journey To Mastery™ and 12 months continuous affiliation and go to work in any real estate related field my full \$1750.00 note will be immediately due and collectable.
2. Be accountable and receive feedback on my actions.
3. Attend all sessions. This includes:
 

Action Mondays™/Transaction Tuesday	Technical Training
S.E.L.L™ Training	Jelly Bean Jar Workshop
Probing™ Certification	M.L.S. Trainings
Prestige/Quantum Home Tours™	Office Sales Meetings (optional while in JTM)
Target Workshops (as Scheduled)	Broker's Open House
4. Have Real Estate as my primary source of income—FULL TIME—upon being accepted into the Journey to Mastery Program.
5. Participate in prospecting activities that will yield MINIMUM production standards established by Prudential Preferred Properties (up to 20 hours of prospecting activities and two home tours per month).
6. Be flexible around schedule, time and location changes due to the needs of the training. I will be given adequate notice and I am willing to manage my schedule accordingly. (S.E.L.L™ and Probing™ Certification Training dates and times will not change, locations may.)
7. Handle issues as they arise within 48 hours and be willing to talk to the person and not about the person at issue. This means issues with my partners I will handle with my partners, issues with my cluster I will handle with my cluster, issues with Quantum Management Systems I will handle with Quantum Management Systems, and issues with my Manager I will handle with my Manager.
8. Meet my office or branch minimum production standards.
9. Work on issues of production and productivity. These include prospecting, organization and time management, committed clients (buyers only), and transaction management.
10. Participate fully at 100% in The Journey To Mastery™ Training knowing that it is NOT Real Estate training.
11. Use a monthly calendar to define my activities and be held accountable to adhere to this schedule.
12. Be present at ALL Journey To Mastery™ training sessions.
13. Understand that there are costs inherent to doing business in the real estate industry and I am responsible for these costs and fees as well as any other real estate related expenses, except as specifically agreed to otherwise, in writing. (e.g. MLS fees, errors and omissions insurance, business cards, listing fees and listing related advertising, etc.).
14. Understand that I am being licensed to conduct Quantum Home Tours™ and that the system and information is proprietary and may be revoked by Quantum for failure to conduct properly or upon leaving Prudential Preferred Properties.

Signature \_\_\_\_\_ Date \_\_\_\_\_



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# Promissory Note

The undersigned maker, for value received, hereby promises to pay to the order of Prudential Preferred Properties the sum of one thousand seven hundred fifty dollars (\$1750.00).

Further, the undersigned maker, hereby promises to pay interest as specified below on the unpaid principal at a rate of 6% percent per annum. Interest will accrue at the above specified rate beginning on \_\_\_\_\_ (termination date) and continuing until said principal and interest have been fully paid.

Payment in full of the above specified sum (plus any accrued interest) is due and owing on or before four months from date above. Failure to pay the amount due and owing on that date will constitute a default.

The maker will be liable and consents to renewals, replacements and extensions of time for payment hereof before, at or after maturity, and waives presentment, demand and protest and the right to assert any statute of limitations. A married person who signs this note agrees that recourse may be had against his/her separate property for any obligation contained herein. If any action is instituted on this Note, the undersigned promises to pay attorney's fees in the amount determined by court.

The Licensee understands that after continuous affiliation with Prudential Preferred Properties as a licensed real estate agent for twelve consecutive months, after the successful completion of The Journey to Mastery Program, the note will be forgiven and the obligation will be discharged; Prudential Preferred Properties will refrain thereafter from taking any action to enforce the Note, including but not limited to filing a notice of default, instituting suit or claim, or contacting credit reporting agencies.

In addition, this Note shall be forgiven and the obligation shall be discharged under the following circumstances:

1. Upon withdrawal from the real estate field for a period of one year and upon execution of a Covenant Not to Compete for 12 months from date of withdrawal.
2. Upon involuntary termination of affiliation with Prudential Preferred Properties for failure to meet Prudential Preferred Properties' minimum production standards.

I have read and understand the foregoing agreement.

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature of Maker

The Journey To Mastery™ Program is designed to assist me in becoming productive (with 3 closed escrows) quickly. I understand my association with Prudential Preferred Properties and my participation in the program requires my commitment to the following:

- 1. Attendance to each and every Action Monday™ and the associated Action Group Meeting.
- 2. Attendance on time for all meetings and appointments.
- 3. I will hold Quantum Home Tours™ 2 weekends per month on both Saturday and Sunday until completion of the Program or until I have three certified buyers.
- 4. I will distribute a minimum of 100 flyers for each upcoming Quantum Home Tour™ unless stipulated in writing by my manager and I will do this in a timely manner, meeting each person I hand out flyers to.
- 5. I will invite 25 people from my personal network to upcoming Quantum Home Tours™.
- 6. I will ask permission of neighbors, in writing, to place home tour directional signs on their property and have them sign the permission form.
- 7. I will preview, prior to a Quantum Home Tour™ the available active listings in the neighborhood.
- 8. I will obtain as many completed surveys as possible from guests at the Quantum Home Tour™.
- 9. I will attend every company meeting, and will go on caravan of the company's new listings.
- 10. I will follow up on all buyer leads I obtain, ask for and get appointments, and get all the buyers I work with certified. I will reserve Tuesday evenings beginning at 5:00 PM to meet with other Associates in the office to complete follow-up calls to guests from the home tour registers and/or my buyers.
- 11. I will obtain all necessary training and be responsible to know how to operate the phone system and computer equipment before using them or taking floor time.
- 12. Until I have closed 3 buyer side transactions and graduate from The Journey To Mastery™ Program, all listing leads I have access to will be referred (turned over to) my Training Coordinator™, and I will receive my standard commission on any listing that sells. I am to include my training coordinator™ in all listing client meetings, conferences and discussions, under all circumstances and until my first three (3) listings have closed.
- 13. I will be on time for all Quantum Home Tours™, bring all equipment and materials necessary, cleanup and put away all such equipment after the Quantum Home Tour™. I am personally responsible for the signs in my possession.
- 14. I know I will be working up to 48 hours per week but I agree to take one day off during the week for rest or recreation.

Signature \_\_\_\_\_ Date \_\_\_\_\_

# Journey to Mastery™ Agreement

## Reciprocal Duties

Prudential agrees to provide to you (the Agent) the following training:

S.E.L.L.™ training, which is a technical, results-oriented training program; Action Group™ Meetings; and Action Mondays™.

Probing training focuses on communication skills that help determine the needs of buyers and sellers and creates relationships that are key to business success.

Prestige Home Tour™/Quantum Home Tour™ is a proprietary licensed marketing event. Managed by a team of certified agents, this event creates attendance at the weekend Quantum Home Tour™ that far exceeds a typical open house. This marketing event typically results in the sale of a property within 2-3 weeks of the event, as well as providing additional business for the team members.

The Journey To Mastery™ Program, an innovative and intensive advanced individual training which includes a unique mentoring relationship with experienced, top-producing agents.

In exchange, you (the Agent) agree to the following terms and conditions:

You will remain active in the training until it is successfully completed, and you will commit the time and effort necessary to attend and participate fully in The Journey To Mastery™ Program.

You understand that you will graduate from JTM upon the closing of your 3rd buyer sale. The commission of these closings will be at a 45% of the gross commission income on the transaction.\*

You understand that you must co-list your 1st 3 listings with a listing mentor designated by the JTM Manager. This can take place during JTM or after graduation. Your commission for these 1st 3 listings will be at 50% of gross commission income on your share. These listings will be under the name of the listing mentor and the split arrangement is as follows:

	JTM Associate	Listing Mentor
1st listing	30%	70%
2nd listing	40%	60%
3rd listing	50%	50%

You will be paid at the commission level you are at when the listing sale closes.

\* If your 3 buyer transactions close within your 1st 6 months, you will receive a 5% bonus.



# Journey to Mastery™ Agreement

It is understood that the company will capitalize the listing costs which will be deducted from your commission at close of escrow. The company will bear the cost of advertising and the Mentor will pay for the installation of a sign and will furnish the lock box.

You further understand that in the event that you are unable to complete the training because you voluntarily terminate your affiliation with Prudential, subject to the provisions set forth below, Prudential may immediately demand payment of the full amount of any promissory notes or other expenses incurred by you or on your behalf by Prudential. You do hereby authorize Prudential to withhold from any open escrow any amount owed by you at that time.

After continuous affiliation with Prudential as a licensed real estate agent for twelve consecutive months and the close of escrow of your first three real-estate transactions, the promissory note held by Prudential will be forgiven and your obligation to reimburse Prudential for costs of training will be discharged.

In addition, the obligation shall be discharged under the following circumstances:

Upon withdrawal from the real estate field for a period of one year and upon execution of a Covenant Not to Compete;

Upon involuntary termination of affiliation with Prudential for failure to meet Prudential's minimum production standards.

I have read and understand the foregoing provisions and I willingly accept the terms of this agreement.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_



QUANTUM MANAGEMENT SYSTEMS

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# Commission Schedule



# Commission Schedule

## Commission Schedule\*

Commission Level	\$ Net Earnings	Commission Split
JTM	3 Buyer Transactions	45%
1	0 to 30,000	50%
2	30,001 to 50,000	55%
3	50,001 to 70,000	60%
4	70,001 to 95,000	65%
5	95,001 to 125,000	70%
6	125,001 to 175,000	75%
7	175,001 and above	80%

\* Subject to change without notice.

## Commission Agreement

This agreement is made by and between Prudential Preferred Properties and the undersigned independent real estate sales representative (“Sales Agent”).

I. Commissions:

- A. The above commission split will apply on transactions closed by the independent contractor (“Sales Agent”) while affiliated with Prudential Preferred Properties (“The Company”).
- B. The Company’s commission participation provides Agents the ability to reach and maintain a progressive commission level based upon past performance. The Sales Associate’s commission level will be adjusted, if appropriate, in accordance with the attached schedule, quarterly. Sales Associate’s paid earnings for the previous twelve months shall determine the commission level for the following quarter.
- C. Agent's commission will be earned and paid at the close of escrow, based upon the commission level determined pursuant to the Commission Agreement Schedule.

# Commission Schedule

## II. Commission Rate

- A. Although all commission rates are negotiable, the foregoing commission splits are based and computed on a six percent (6%) commission rate on residential properties. Any variance should involve the sales manager approval.

## III. Referrals

- A. Referral fees are paid off the top of the gross commission into the office. The Company's accounting department must be informed, through the Sales Transaction Report (LSL), of all referrals involved in a transaction.
- B. Any exceptions must be pre-approved by the Branch Manager in writing.

## IV. Agent fees

- A. Multiple Listing Service (MLS) input fees shall be paid by the Company. Any and all other MLS service input fees shall be paid by the Agent.
- B. Any monies or marketing costs advanced by the Company to the Sales Agent shall be deducted in full from the sales Agent's next available commission.

## V. Personal transactions

- A. Once the Sales Agent has been with the company at least one year and has attained 55% sales, the Sales Agent is allowed one (1) personal transaction per calendar year. This will apply to residential property of 1-4 units only. Copies of all transaction documents must be in the office file and approved by the manager, prior to the opening of the escrow.
- B. When a Sales Agent sells a property in which she/he has an ownership interest, commissions will be treated normally (the company will charge a full 3% on the listing side with no concessions on the company's portion of the commissions due).
- C. Any legal cost related to personal transactions when the sales agent purchases property incurred by the Company or sales agent shall be the sole responsibility of the sales agent.

# Commission Schedule

## VI. Department of Real Estate Compliance

- A. The Sales Agent acknowledges and confirms his duty to comply with all laws, codes and requirements of the Department of Real Estate.
- B. The Sales Agent acknowledges in particular that the Agent shall:
  - 1. Cause to be reviewed by her/his Manager all material documents within 5 days of preparation.
  - 2. Record immediately the receipt of all deposit monies in the office earnest money log.
  - 3. Cause to be deposited the next working day after receipt, all deposit funds in her/his care unless directed otherwise by the terms of the purchase agreement.
  - 4. Any document prepared by a real estate agent relating to a real estate transaction must be submitted to the Branch Manager and held by the Company for future reference whether or not a transaction is consummated.
  - 5. Maintain a current Illinois Real Estate License.
  - 6. Join the local Board of Realtors and Multiple Listing Service.

## VII. Termination

- A. If a Sales Agent terminates his or her affiliation with the Company or is terminated by the Company, with or without cause prior to close of pending escrow(s), the commissions earned and paid on the close of escrows will be calculated at the JTM Level of the commission schedule.
- B. If termination is prior to the completion of a sales contract, there is no commission due to Sales Agent.
- C. The Managing Principal of Prudential Preferred Properties has the right to cancel, modify, or change this Commission Agreement and Schedule at any time upon thirty days written notice.



# Commission Schedule

D. At the beginning of subsequent calendar years, this Agreement will automatically renew under its current or amended condition. The Sales Associate's continued affiliation with the Company shall deem approval of all terms and conditions.

VIII. I have read in its entirety the above commission schedule. As a Sales Agent with the Company, I agree to accept the Commission Schedule as set forth herein.

IX. Cause for dismissal: an agent who does not comply with OBRE regulations may be immediately terminated by Prudential Preferred Properties.

Commission will commence at JTM level (45%)

Signature: \_\_\_\_\_ Date: \_\_\_\_\_



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# Antitrust Compliance Policy

1. Our firm is committed to abiding by all applicable antitrust laws. These policies are implemented as part of an antitrust prevention program to avoid even borderline activities.
2. The commission rates of our firm are based upon the cost of the services we provide. Our commission rates are NOT determined by agreement with or recommendation or suggestion from any person not a party to a listing agreement with our firm.
3. Salespersons affiliated with this firm shall not participate in any discussion with any person affiliated with or employed by any other real estate firm concerning the commission rates charged by this firm, or any other real estate firm in our community. Commissions should only be discussed with individuals within the office or with the client in the course of discussing or negotiating a listing agreement.
4. When soliciting a listing, or negotiating a listing agreement, no salesperson affiliated with this firm shall make any reference to a “prevailing” commission level in the community, the “going rate”, or any other words or phrases that suggest that commission rates are uniform or “standard” within our marketing area.
5. The amount of compensation offered by this firm to cooperating offices or to cooperating brokers (commonly referred to as the “commission split”) is determined by the level of service we can expect a cooperating office to perform, and the amount of compensation necessary to induce cooperation under prevailing market conditions. Licensees should NOT discuss the total commission of the listing with the competitor, only the amount he or she is to offer or receive. Commission splits are not intended, and may not be used, to induce or compel any other real estate firms in our marketing area to raise or lower the commission they charge to their client.
6. When soliciting or negotiating a listing agreement, no salesperson affiliated with this office shall disparage the business practices of any other real estate firm, nor suggest that this office, or any other office, will not cooperate with any other real estate firm. Listing presentations shall focus exclusively upon the level of service and professionalism provided by this office, the results we have achieved for other clients, and the value the client can expect to receive for the fees we charge. Potential clients should be invited, and encouraged, to compare the value of our services to those of any other real estate firm in our marketing area. Likewise, any salesperson who is invited by a potential client to compare our services with those of any other real estate firm should do so by emphasizing the nature and quality of the services we provide.
7. Whenever a salesperson is unsure about the proper way to respond to the concerns of an actual or potential client or customer, or whenever a salesperson has been present during an unauthorized discussion of fees or commissions, he should contact his principal broker or sales manager immediately. If necessary, the broker or manager will consult our firm’s attorney.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

# A Winning Image For Success



The greatest gift...is to see ourselves as others see us.  
— Scottish Proverb







# The Power of the Professional Image

Clothing is important, and it goes a long way toward making you feel really good about yourself. Dressing right for any occasion will not only influence how you are treated, but how you treat others. You owe it to your audience to dress your best.

## How to Decode the Dress Code.

Consider the purchase of appropriate business clothing to be an investment. Buy the basics that wear well and mix well—classic styles are your best bet.

Clothing has always been an acknowledged communicator. The message matters. Your clothing could classify you before anyone gets to know you or your capabilities. How you dress affects your confidence and credibility.

Although the range of what is acceptable can be wide, the subliminal message your clothes communicate needs to be sober: “I’m serious, respected, and in control.” This is not to say that you cannot be fashionable or even imaginative, as long as you project a professional image.







# Sample Forms

Don't measure yourself by what you have  
accomplished, but by what you could have  
accomplished with your ability.  
—John Wooden



# Sample Weekly Schedule

**Weekly Schedule**

Week Begins 10-25-93

Name ALICE SMITH Office DEL MAR

**SUMMARY OF LAST WEEK** # of Open Houses 2 #Leads 14 #Drop by 7 #Probes 3  
 #Write offer 1 #Open Escrows 2 # Closed Escrows 1

**TIP ANALYSIS** #T \_\_\_\_\_ %P \_\_\_\_\_ %I \_\_\_\_\_ %N \_\_\_\_\_ Avg. Hrs. Day \_\_\_\_\_ Avg. N hrs Day \_\_\_\_\_

Date	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
7:00							
8:00							
9:00		OFFICE MEETING					
10:00		TOUR					
11:00	ACTIVE MONITOR						
12:00							
1:00			ALL DAY SELL TRAINING	DAY OFF			
2:00							
3:00		FLYER / SHOW PERMITS			ALL DAY SELL TRAINING	OPEN HOUSE	
4:00							
5:00							
6:00	PHONE WORK						
7:00					ADAMS		
8:00							
9:00							

Client/Phone	Type	Day	Time	Next Step	Day	Time	Next Step
1. JOE ADAMS	B	10/29	7:30	Drop Cntrl			
2. LISA KING	B	10/30	8:00	Probl			
3. ANN JONES	B	11/2	10:00 <sup>A</sup>	Proh			
4.							
5.							
6.							
7.							
8.							

**SCHEDULED OPEN HOUSES**

ADDRESS	DATE	TIME
1. 2468 CATHER AVE	SAN DIEGO, CA	10-30-93 10-5
2.		
3.		

Prudential Preferred Properties

↳ An Independently Owned and Operated member of  
 ↳ The Prudential Real Estate Affiliates, Inc.

All Data for the week is entered here.

Block out scheduled time using "Z"s or arrows

All prospects and clients go here.

Identify type of prospective client and the date of appointment.

Identify next relevant step





Personal information about perspective client is placed here.

# Certified Buyer Checklist

## Committed Buyer Checklist

Sales Environment Learning Laboratory

For Robert Big Bucks Company LASOLLA  
 Client Ralph & Janice Brown Date acquired 10/10/93  
 Date called 10/11/93 Appointment Date: 10/14/93  
 Open house 1175 HARBOR LANE Address \_\_\_\_\_  
 Work phone: (99) 259-1774 Home phone: (619) 555-4733

SERIES: 1 2 3 4

CLIENT SOURCE  
 Open House 1  
 Floorball 0  
 Sphere of Influence 0  
 Cold Call 0  
 Farm +  
 Mailout 1  
 Community 0

Let me review with you how I work. I don't work with every potential buyer, but the clients I do engage with, MUST be committed to producing results.

### PHASE ONE - BUYER INTERVIEW

YES NO WE HAVE AGREED:

1. To have all decision makers present in person.  
  2. To spend at least 45 minutes in interview.  
  3. To come to an agreement on what you're looking for.  
 (1) Privacy  
 (2) Value  
 (3) Prestige

4. That I am your exclusive agent and I represent you.  
  5. (Buyers agreement attached)  
  6. That you will be pre-qualified by Prud. for \$ 150,000 down payment.  
  7. That you are prepared to buy now.  
  8. Date/time of next appointment. 10/17/93  
  9. That we will be in communication.  
  10. Buyer is prepared to make a decision on property and to make an offer.

### PHASE TWO - SHOWING PROPERTY

Again, I don't work the way most agents do. I only want to show you properties that are meaningful and fit your needs.

1. Pre-write offer and have on clipboard before showing property.  
  2. Show 3 properties.  
  3. Bring back to office for debriefing.  
  4. Write offer.(Go to 3A)  
  5. Re-interview to redefine needs and identify where communication broke down.(Go to 3B)

### PHASE 3A - SHOWING PROPERTY

1. Pre-write offer and have on clipboard.  
  2. Present offer.  
  3. Countered.  
  4. Accepted.  
  5. Set financing appointment and give completed file to escrow specialist.

### PHASE 3B - SHOWING PROPERTY

1. Re-establish needs  
  2. Identify what got in the way \_\_\_\_\_  
  3. Show 3 properties.  
 (1) \_\_\_\_\_  
 (2) \_\_\_\_\_  
 (3) \_\_\_\_\_

4. Bring back to office for debriefing.  
  5. Write offer.  
 (Go to 4A)  
  6. Make appointment with manager (do \_\_\_\_\_ (Go \_\_\_\_\_

### PHASE FOUR 1A - MANAGEMENT SUPPORT

1. Pre-write offer and have on clipboard.  
  2. Present offer.  
  3. Countered.  
  4. Accepted.  
  5. Set financing appointment and give completed file to escrow specialist.

### PHASE 4B - MANAGEMENT SUPPORT

1. Re-establish relationship with manager present.  
  2. Identify what got in the way with managers assistance.  
  3. Show 3 properties.  
 (1) \_\_\_\_\_  
 (2) \_\_\_\_\_  
 (3) \_\_\_\_\_

4. Bring back to office for debriefing.  
  5. Write offer.(Go to 5A)  
  6. Discontinue working with client.(Go to 5B)

1. Present offer.  
  2. Countered.  
  3. Accepted.  
  4. Set financing appointment and give completed file to escrow specialist.

1. Help client understand that he/she is not a buyer now. Establish when they are.  
  2. Put on follow-ups and mailing list.

Complete all steps indicated on checklist.

Indicate what source generated client interest in Prudential.





# Agent Report

Office information is placed here.



**Prudential**

Preferred Properties

## AGENT REPORT

Office: LA JOLLA

Date: 10 / 22 / 93

S.E.L.L. Series: # 4 (July)

Name: Bigbucks, Robert  
Last First

Master: Jenny Bickerson

Weeks with Company: 14

Real Estate Licenced	<u>1</u>
Real Estate Unlicenced	2
Test Date	3
No Result	4
Passed	5
Failed	6
Transfer	7

*If unlicensed, give status above.*

Statistical information is placed here.

### SECTION I ATTENDANCE (Circle one)

Present     Excused     Unexcused

### SECTION II ACTIVITY

- 2 Number of open houses held
- 22 Names & phone numbers collected
- 4 Number of appointments from open houses
- 3 Number of new committed clients this week
- 1 Number of new CERTIFIED BUYERS™ this week
- 2 Number of CERTIFIED BUYERS™ total (list)
  1. R. Smith
  2. J Jones
  - 3.
  - 4.
  - 5.
  - 6.

### SECTION III RESULTS

0 Number of new escrows open this week (list)

Address	Target Close
<u>1743 Harbor</u>	<u>NOV 14</u>
<u>2230 WALTER</u>	<u>DEC 7th</u>



QUANTUM MANAGEMENT SYSTEMS

(3) AGREPORT.PM3 10/88



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