

Onboarding

FOR NEW BROKERS



John L. Scott[®]
REAL ESTATE



THE MADRONA GROUP
REAL ESTATE

Welcome,

New Broker

WELCOME

[*New Broker*]

We're thrilled to have you here with us!

Your

ONBOARDING PLAN



We have personalized a plan to get you started!



Introduction



The Organization & Team



The Process



Your Checklist



Your Tools



About

YOUR REAL ESTATE FIRM



The Madrona Group, Inc Powered by John L. Scott is a Hub & Spoke Real Estate Model serving clients where they are.

1. Virtual First - meeting you where you're at
2. Building Community - through a commitment to events
3. Systems - that grow with you
4. MarTech - SEO / SEM / Website / POD for business development
5. Leads - generation + conversion is the winning formula

MEET THE

Team



Welcome to your support team. We are here for you!



Joe Kiser
Designated
Broker/Owner



Jason Fox
Operational
Manager/Owner



Kelly Nutt
MarTech/Owner



Leslie Ferriel
Vashon Owner



Heidi Grimsley
Vashon Owner



Jen Knox
Managing Broker



Sam Hankin
Office Leader



Chris Fiamengo
Team Leader



Ashley Rodriguez
Recruiting Leader



Livy White
Transaction
Coordinator



Josiah Melton
Marketing
Coordinator



Natalie Trius
Administrative
Coordinator

OUR COMPANY'S

Mission

- Have a **STRONG LOCAL KNOWLEDGE** about the Puget Sound real estate market.
- Integrate the **LATEST MARKETING AND TECHNOLOGY** to be able to provide the ultimate customer experience.
- Study and practice **FIERCE NEGOTIATION TECHNIQUES** to ensure the best possible outcome.
- Take the time and resources that this wonderful career provides to **GIVE BACK TO THE COMMUNITY** that we love.

WHAT WE

Value

Culture

Building the culture to create enjoyable experiences and grow our businesses together.



Technology

Having access and being able to utilize the best technology helps maintain strong relationships with our clients and helps build a successful business.




Transactional Excellence

To create a competence to give the skill and care needed. We strive to provide our clients an experience no less than excellent.




Contract & Transactional Excellence




In our industry, we are held to the standard and care of a lawyer. Our goal is to prepare you for contract excellence which not only shows competency but also gives your clients the confidence that they have hired the best of the best.

Training and Events




Education and training are the backbone of a successful real estate career. At The Madrona Group, we prioritize your growth by offering a range of classes and training sessions. From mastering real estate contracts to harnessing the power of marketing and technology, we've got you covered. Our commitment is to empower you with the knowledge and skills to thrive in this industry.

Listing Coordination



Supports & manages listings from the moment they are received to the time they go live on the MLS. Acts as a second set of eyes to ensure documentation is filled out correctly and creates all marketing pieces to showcase property.

Transaction Coordination



Facilitates and simplifies transaction process for brokers through proactive and professional communication. Our focus on time management and detail-oriented nature will give you your time back so you can focus on supporting your clients.

Areas

OF IMPORTANCE



Tech

Website

**Back Office
System - Brokermint/
Transaction Desk**

Social Media



Growth

Training

Leads

Meetings



Support

**Transaction
Coordinator**

**Marketing
Coordinator**

**Administrative
Coordinator**

On-boarding



This on-boarding work flow will give you an overview of the process



1 - Welcome

2 - Compliance

3 - Admin

4 - MarTech

5 - Training



Welcome to the family!
Meet the team and your support staff.

Required steps needed for DOL compliance and access to the NWMLS.

Getting ready to do business. We will help you prepare with these steps.

Marketing and Technology tools.

Let's start your contract training now.

***DOL Requirement for the first two years - ALL contracts must be reviewed prior to sending to clients for the first 2 years of licensing**

Training Calendar



Schedule	Monday	Tuesday	Wednesday	Thursday	Friday
Class	Contracts Excellence With Jen Knox 10am	All Attend Sales and Marketing Meeting 9:30am		Role Playing Workshop With Chris Fiamengo 10am	Foundation Fridays Special Guests 10am

Keep Your Eyes Open For Additional Training

Your Role

AS A NEWLY
LICENSED BROKER



Show up
everyday for
your Business



**Attending Forms Class and Weekly
Sales and Marketing Meeting**



**Create your Brand & Digital
Footprint**



**Client Connection / Daily Activity
Tracker**



**Learn Your Listing and Buyer
Presentations**



**Know your Responsibility to Ethics
and Core Fundamentals**



***DOL Requirement for the first two years - ALL contracts must be reviewed prior to sending to clients for the first 2 years of licensing**

Facilitated by:



Joe Kiser

<p>DOL Application, online fingerprinting, License grabbed by JLSBM</p>	<p>W-9 Set Up with Gusto</p>	<p>Auto Insurance Filled out and turned in</p>	<p>Direct Deposit Set up with Gusto</p>
<p>NWMLS & Associations App and set-up</p>	<p>Brokermint set up MLS integration</p>	<p>JLS Polices Reviewed and signed</p>	<p>Supra eKey Sign up Account setup and training</p>
<p>ICA - Scheduled with Leadership Reviewed and signed</p>	<p>Realtor Get Signed Up</p>	<p>JLS Email Requested from Broker Care & Given access to broker</p>	<p>Welcome Email & Social Media Links Send out and invite</p>

Facilitated by:



Josiah & Natalie

Email Signature	Add Broker to Private FB Page	Welcome Photo	Get to know me video
Business Cards	Mailbox	Training / Classes / Sales Meeting / Calendar Invite	Required Apps Download - list provided
Required Systems Training - list provided	Calendar set up	Floor Calendar invite	Add New Broker Data to roster and provide to Admin

Facilitated by:



Jason Fox

Zillow Profile

create Agent profile on Zillow.com

Realtor Profile

create Agent profile on realtor.com

Facebook Business Page

create FB Business page

Google My Business

register and create a Google business page

Custom Website

learn to edit and add content to website

Custom APP

customize and learn how to send App

DOL Marketing and Advertising Policies

review

LinkedIn

create LinkedIn profile

CRM Setup

add database and setup campaigns

Top 50 Identified

identify your top people in database

Introduce Yourself to World

social media

How to Share your Get to Know me Video

learn to share your content

Marketing + Technology
CHECKLIST

Facilitated by:



Jen Knox

Transaction Desk

**Listing and Buyer
Presentation
Packages**

Mentorship

**Career Launch Digital
Workbook**

Weekly Check-in

**Preparing for an Open
House**

**Agency Law
Ethics
NWMLS/ DOL compliance**
Weekly Check-in

Daily Activity Tracker

Events Calendar

**Set Up Printer / Phone
Apps**

Managing Broker/Trainer
CHECKLIST

Your

ONBOARDING GOALS



Jump start your onboarding journey by completing your weekly checklists

Week One

Welcome to the team! Receive your welcome packet, sign your compliance documents, and complete your compliance checklist

Week Two

Complete your Admin checklist

Week Three

Complete your MarTech checklist

Week Four

Complete your Training checklist

Resources

Websites that you will need to reference often as you begin your real estate Career!

mydesk.johnlscott.com

my.brokermint.com

app.gusto.com

nwmls.com

themadronagroup.com/agent-resources

themadronagroup.com/events-calendar

canva.com

TIME TO MAKE A DIFFERENCE IN
THE LIVES OF YOUR CLIENTS!

[New Broker]