# Culourding FOR NEW BROKERS

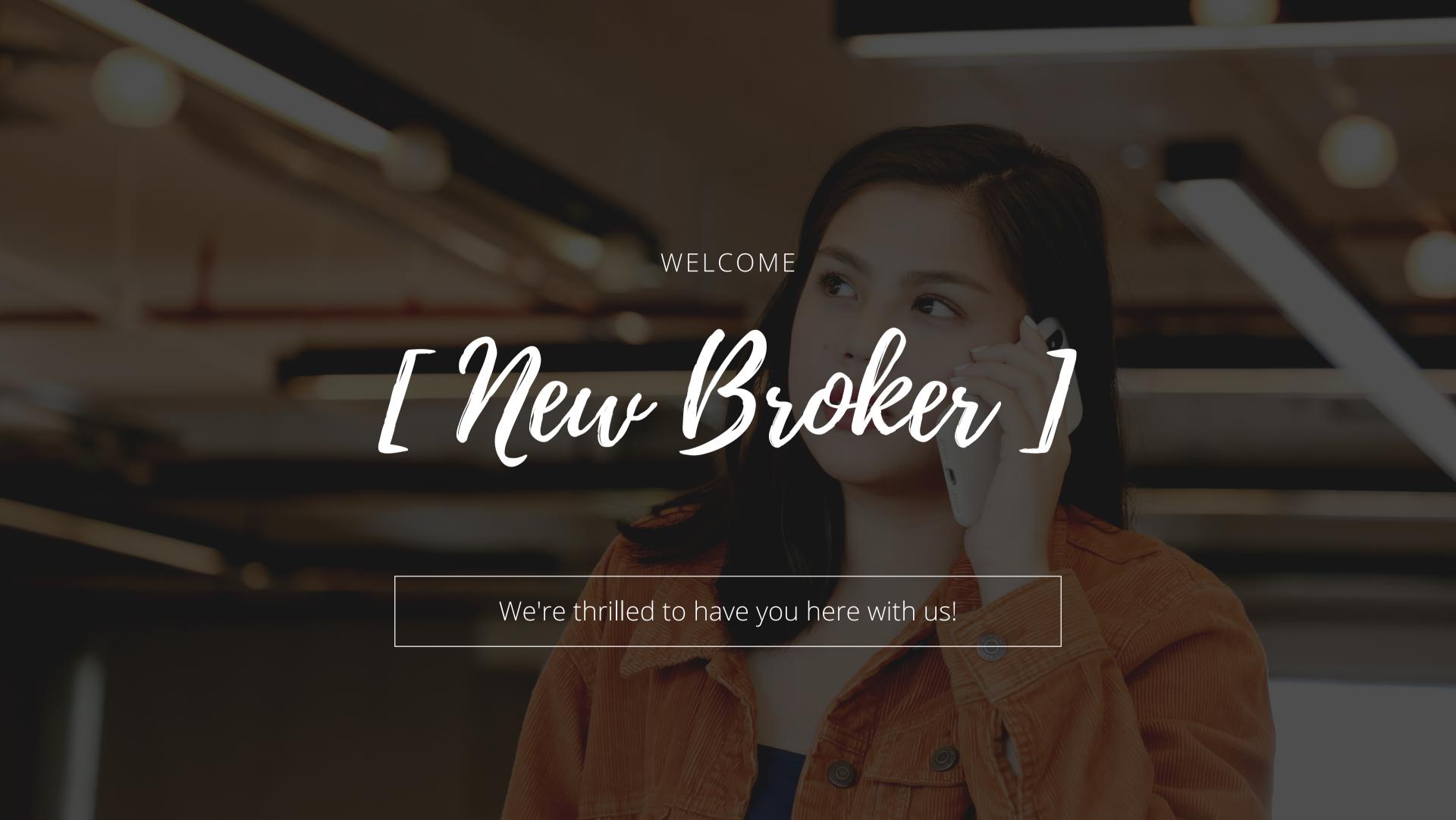






Welcome,

Mew Broker



# ONBOARDING PLAN

We have personalized a plan to get you started!

Introduction

The Organization & Team

The Process

Your Checklist

**Your Tools** 



## Rout

## 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 Jewn











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

Joe Kiser
Designated
Broker/Owner

Jason Fox
Opertional
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



- 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 Jalue

#### **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 competance 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.

### **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.

### **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.

#### **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.







**Tech** 

Website

Back Office System - Brokermint/ Transaction Desk

**Social Media** 



Growth

**Training** 

Leads

Meetings



**Support** 

**Transaction Coordinator** 

Marketing Coordinator

Administrative Coordinator

## Bu-boarding

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

1 - Welcome

2 - Compliance

3 - Admin

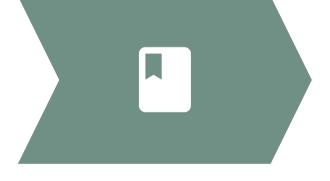
4 - MarTech

5 - Training

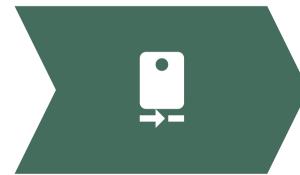
Welcome to the family! Meet the team and your support staff.



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



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

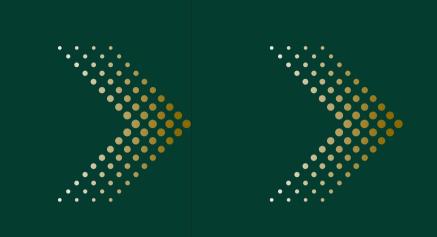


Marketing and Technology tools.



Let's start your contract training now.

## Training Calendar



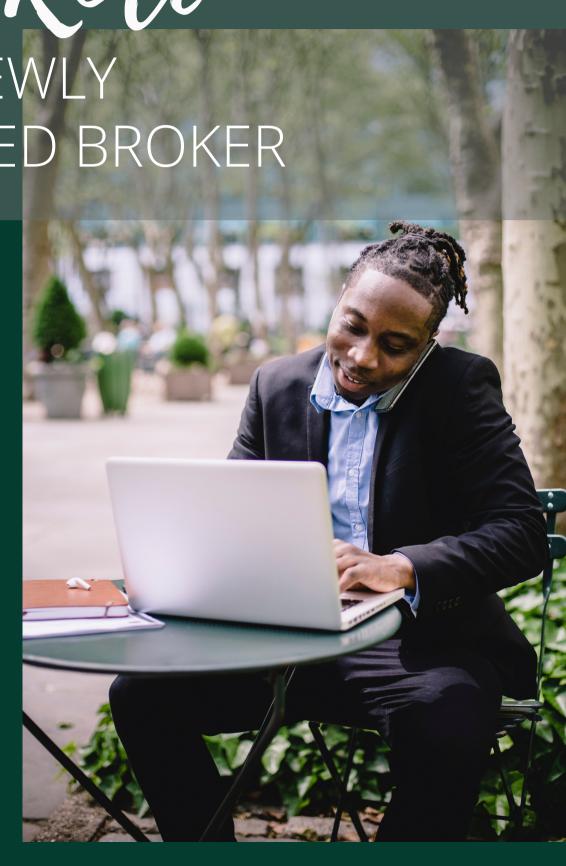
Schedule	Monday	Tuesday	Wednesday	Thursday	Friday
Class	Contracts Excellence With Jen Knox 10am	All Attend Sales and Marketing Meeting 9:30am		Role Playing Workshop With Chris Fiamengo 10am	Foundation Fridays Special Guests 10am

## Keep Your Eyes Open For Additional Training



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 Fundementals



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



## Toe Kiser

#### **DOL**

Application, online fingerprinting, License grabbed by JLSBM

### W-9

Set Up with **Gusto** 

### **Auto Insurance**

Filled out and turned in

## **Direct Deposit**

Set up with Gusto

## NWMLS & Associations

App and set-up

### **Brokermint**

set up MLS integration

## **JLS Polices**

Reviewed and signed

## Supra eKey Sign up

Account setup and training

## ICA - Scheduled with Leadership

Reviewed and signed

## Realtor

Get Signed Up

## JLS Email

Requested from Broker Care & Given access to broker

## Welcome Email & Social Media Links

Send out and invite





## Josiah & Matalie

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





### **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**

**c**ustomize 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



Tou	Kur

Transaction Desk	Listing and Buyer Presentation Packages	Mentorship
Career Lauch 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





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

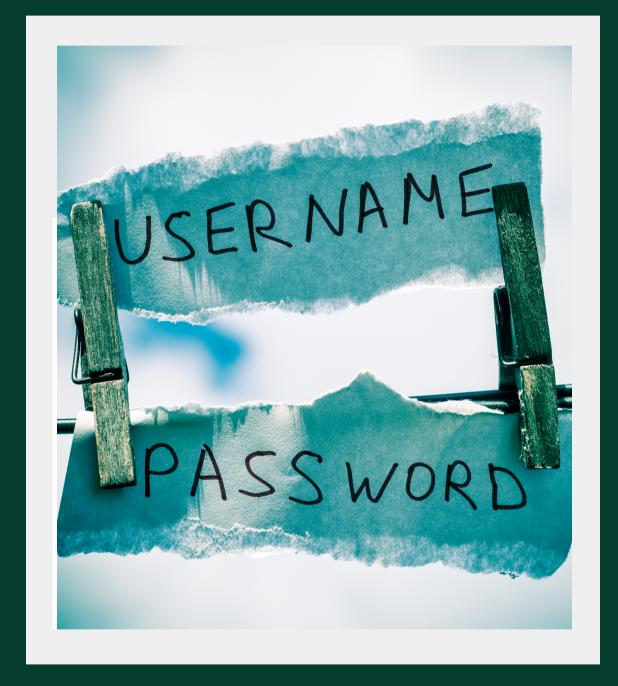
nwmls.com

themadronagroup.com/agent-resources

themadronagroup.com/events-calendar

canva.com

## John L. Scott® REAL ESTATE



Passwords

