

ACTIVATE

A Lee Woodward Digital Training program



FAST TRACK YOUR CAREER

IN REAL ESTATE SALES



REAL ESTATE ACADEMY



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ADVANTAGE





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ACTIVATE

A Lee Woodward Digital Training program

A BETTER, SIMPLER WAY TO ONBOARD & UPSKILL YOUR SALESPEOPLE

How many times have you employed someone only to have them leave after discovering the job is not what they thought it would be?

Or you've had to let them go when they're still counter-productive six months down the track?

The number one challenge in the business of real estate is finding and onboarding good people

It takes precious time and resources to select the right person and train them before they are ready to start listing and achieving the numbers you need.

How can you be sure if a career in real estate sales suits the person you employ?

And once you've given them a job, how do you train them to be work ready and dollar-productive so they can hit the ground running on their own?

The answer is training that...

1. Allows the participant to decide if they have what it takes to commit to a career in real estate, and
2. Provides new recruits with the skills to do what you most need them to do from day 1 – generate future business.

ACTIVATE fulfills those objectives while simultaneously catering for existing salespeople as refresher training.

Being self-paced, ACTIVATE will help you with the onboarding process so you can focus on running your business, knowing you are bringing the best people on board.

WHAT IS ACTIVATE?

Proudly supported by realestate.com.au and the REIQ, ACTIVATE is a self-paced digital course designed to kick start a new recruit's career in real estate sales or reinvigorate an existing sales agent's numbers.

Created by Australia's leading real estate trainer and systems designer, Lee Woodward and featuring industry leader, Dane Atherton and other real estate greats, ACTIVATE offers a solid introduction for anyone looking to undertake a successful career in real estate sales.

As a principal, sales manager or team leader, we understand how important it is to have the right people working with you. ACTIVATE will give you peace of mind knowing you have a work ready, fully committed leverage agent on your team, while helping you identify participants who are not suited for the role or your agency.

ACTIVATE can be undertaken at a participant's own pace. The program takes them through the realistic journey of a new starter, providing a comprehensive



“THE FUTURE BELONGS TO THE PREPARED”

insight into what it takes to achieve a sustainable real estate sales career and what is expected of them at a company level.

Focused on the ability to generate future business, the program provides participants with the vital skills and understanding required for successful prospecting, allowing them to hit the ground running with pipeline-generating activity from day one. For existing agents, the lessons learned will refresh their prospecting skills to get them back on track with their numbers.

WHO IS ACTIVATE FOR?

- People considering a career in real estate sales, from school leavers to those seeking a career change
- Existing real estate salespeople who wish to refresh and refine their knowledge and skills to reinvigorate their passion and results.

WHAT DOES ACTIVATE COVER?

ACTIVATE covers all the essentials, including:

- What to expect in the first 12 months (the real story, warts and all)
- How prospecting adds value to the business and to an individual's long-term career
- The role of a professional leverage agent and the 'Getting Professional Checklist'
- How to embrace technology to help build quality relationships within the community

- How to find new leads and why it's important to escalate them to more experienced agents when still learning

WHY ACTIVATE?

There are several benefits of putting your new agents through ACTIVATE. It will...

- Help them decide if a career in real estate is for them before committing to the Certificate of Registration course
- Spark their excitement and enthusiasm about the industry
- Give them a complete picture of their role and responsibilities when they start in your agency
- Fast-track their potential success by demonstrating what they need to know and do
- Get them up-to-speed with recent industry changes (being digital, the program is always current)
- Ensure they appreciate the whole sales process and understand why prospecting is an essential part of the sales role
- Teach them the jargon and practical expertise they will need to be productive from day one
- Guide them on the questions to ask when they start as well as who to go to and what resources to use for answers
- Give you peace of mind knowing you have a work ready leverage agent on your sales team



WHAT ABOUT EXPERIENCED SALES AGENTS?

We all know that lead generation is the number one area in which agents fail, no matter how long they've been working in real estate.

In fact, in many cases, the longer they've been working in the industry the more they neglect their prospecting activities. As a result, their numbers suffer.

Completing ACTIVATE in their own time will remind them why prospecting for future business is the key to meeting their targets and maintaining a fulfilling real estate sales career.

HOW IS ACTIVATE COMPLETED?

As the program is online, all a participant needs is access to the Internet and a login. Being self-paced and flexible, they can complete the program in the office, at home or before they start work with you – whatever works for your business.

Participants can revisit the course (or parts thereof) as many times as they wish.

WHAT'S INCLUDED?

- Lee Woodward's latest book, *How to Prospect for Future Business*

- A series of audio podcasts and videos covering relevant topics and featuring a range of notable industry guest speakers and presenters
- Lee Woodward's 'Working In The Heat' campaign template and multimedia demonstration

These resources combine to offer a comprehensive, practical understanding of the real estate sales process (with a focus on lead generation), while catering to different learning styles.

COURSE DURATION

ACTIVATE includes approximately 10 hours of content and a 10-chapter book to read. It is a self-paced program but, as a guide, could be completed within a few days.

INVESTMENT

ACTIVATE is free of charge for students at high school who are interested in a career in real estate sales.

The investment to purchase ACTIVATE is \$295 per person. This investment will allow your potential new recruits or existing staff full access to the program as you don't have to be a Real Estate Academy member to invest in ACTIVATE.

For any questions or to invest in ACTIVATE for your team today, call **Real Estate Academy** on **1300 367 412**.

"realestate.com.au is excited to support Real Estate Academy's ACTIVATE program via Advantage. Our Advantage program has supported over 30,000 real estate professionals in the past year through exclusive events, professional development opportunities, industry sponsorships and community grants. Advantage is the place for agents to be their best, and we see collaborating with Lee Woodward on ACTIVATE as an exciting start to a successful real estate career."

Steve Carroll, Head of Sales

ABOUT LEE WOODWARD & REAL ESTATE ACADEMY

About Lee Woodward

Lee Woodward has been widely acclaimed for having transformed the real estate industry and profession. His dynamic, cutting edge business systems and career development solutions enable thousands of real estate professionals to excel in their chosen careers and countless businesses to thrive in an increasingly challenging commercial environment.

Vocally passionate about real estate and the people who, like him, have chosen to make it their profession, he set his sights early in his career on enhancing the professionalism within the industry to such an extent that consumer perception of real estate agents would dramatically improve. Through the delivery of strategic training, systems and solutions that specifically targets the needs of real estate agents and enables them to connect more effectively with their customers, Lee Woodward did more than just accomplish his mission. He quite literally changed the game.

Today Lee Woodward is one of Australia and New Zealand's most in-demand real estate sales trainers, leadership coaches and keynote speakers. As founder, CEO and Creative Director of Australia's largest real estate training and systems development company Real Estate Academy, Lee and his team continue to set the bar for training, continual improvement and systems development within the industry.

About REA

Real Estate Academy (REA) is the only training partner of its kind. We offer skills training, software solutions, scripts & dialogues, created by our own in-house specialist team of professionals. Our material is backed by premium visual communications strategies supported with workbooks and follow-through audio and video coaching programs. Being the largest national real estate service centre in Australia and New Zealand, we have the capacity to deliver upon all our products and services.

REA is an innovative training and systems development organisation operated by a group of highly productive people who are dedicated to the design and development of leading-edge business systems and career development programs designed for immediate application by real estate professionals wishing to excel in the industry. The organisation is the consolidation of multiple companies, products and services which have been established and cultivated over a 20 year period by Lee Woodward and his team.



A CHAT WITH THE GREATS

DANE ATHERTON

Real estate is an exciting and rewarding industry, but it also comes with a steep learning curve; one that has to be respected if you want to succeed as an agent. In my experience as a Principal, I understand that orientating new agents can be a difficult journey, which is why I got involved and contributed to the Activate Program to help all future agents.

There is a whole new wave of people with very different personalities and ages who are being attracted to the industry today, and a widespread trend now that we're seeing is experienced business professionals entering the industry with different backgrounds. It's no longer just the rookie or school leavers coming in as cadets; there are undoubtedly many of those, but it's also becoming a second and third career change for business-minded people too.

This presents a unique situation.

The younger generation put great faith in their knack for digital technology, and the more experienced people rely on their business experience to get results.

However, what ends up happening is that they find themselves working on a very ad-hoc basis, trying scattered initiatives like a small letterbox drop and hoping that someone eventually calls. Then, when no one does, they focus on their lack of result and take it personally, wondering "what's wrong with me?"

It's not their fault! It's just that our industry is more complicated than this for someone who doesn't understand the whole picture.

That's why Lee Woodward designed The Activate Program – to help guide people who are new to the real estate industry, so they can learn how the complete vendor business cycle right through to a listing actually works. Once they understand this process, they suddenly go from unproductive

amateur trying random activities, to a comprehensive agent who can coordinate all of the necessary steps required for each sale.

As Principals and Sales Managers in your own agency, I'm sure you'll join me in saying that there has been a lack of any kind of comprehensive real estate preparation program in our industry. Real estate is a very different world today than what it was even only a few years ago, and people who are new don't always understand how to generate the right business.

The Activate Program fills in these essential gaps by covering topics such as breaking the fear barrier, prospecting and campaigning effectively, as well as adapting to the rhythm of the marketplace. Activate was designed to prepare people so that they are set up for a stable career. A long-term job. That's what excites me most about it.

As a Principal, if I had a person who had completed the program, turn up at my office and could explain the lead generation system they've learned, I'd be confident that they were prepared and committed to doing what it takes to be successful.

Many who enter real estate to become an agent are initially attracted to the romanticised image of selling a home and putting up the sold sticker.

These are great moments in our careers, but we know that there's so much more that goes into each sale that they often underestimate.

It's about finding opportunities and securing listings because you offer the most value to a client and earn their business.

The Activate Program is about fostering that mindset and building the skills to be successful right from the start.



ALSO APPEARING ARE:

LEGENDS OF THE REAL ESTATE INDUSTRY WHO SHARE THE SECRETS OF THEIR CONTINUED SUCCESS.

GLEN COUTINHO



The People Collector. One of Australia's top agents, Glen hails from RT Edgar, Boroondara, and has been a household name for decades. A selling agent for a number of series of The Block, his secret is to collect fantastic people. Glen's infamous gifts and cards generate goodwill and great business. Glen shares his fantastic skill of simple connection with people through the people recognition process that has allowed him to build an incredible forever future business.

GREG EARNEY



One of the leaders of Professionals Methven Group - Mooroolbark in Victoria, Greg is adamant that you must get to know your clients. He shares the defining lesson that shaped his career when he was 20 years of age. Taking an interest in your clients and their life is a great skill that Greg learned the hard way. Today has made him one of best real estate agents in the country as shares in this book his effective formula.

DANNY GRANT



Has not only worked with premier brands all over the Lower North Shore, in Sydney, he's also been a trainer and educator for the Real Estate Academy, touring all over Australia. He shares his incredibly powerful and detailed checklist of what he would do now if he were starting out. Danny has trained many great fresh agents and has had great success, in using his depth of knowledge in renovations that boost property profit.

ROBERT SHEAHAN



From Fletchers, Robert is a leading agent in Melbourne and has come to learn the value of data and the importance of asking - the where, when and why questions that are a highlight of the course and book. He explains why these three questions will transform your career from good to excellent and the importance of segmented data into smaller more personalised groups.

ADAM JOSKE



One of Victoria's top agents, Adam Joske worked with 30 hot leads at any given time and completed around 100 transactions a year. His commitment to structure and organisation meant that he never let people forget him. He takes us inside his incredible prospecting program and how he built a community-based referral business one street at a time. Adam is one of the best in the industry we have ever seen in the area of generation future business through the delivery of education-based marketing to the community.

MATTHEW SCAFIDI



With 28 years of sales experience, Matthew has an established reputation with clients and buyers alike as a highly regarded and ethical professional in the City of Whitehorse with Noel Jones Real Estate. Matthew shares some brilliant knowledge in the course on the art of progressive follow up and the power of questions. When it comes to converting business, Mathew has mastered the skill of chip & chase. Each phone call, over the many months of follow up allow him to get closer to the client's needs and provide support that leads to the build of trust allowing.

OUR INVOLVEMENT WITH REIQ

ANTONIA MERCORELLA

The REIQ and The Real Estate Academy have partnered to deliver an innovative new training course to prospective and recently trained Queensland real estate professionals that will help them make the leap from the classroom to the workplace.

REIQ CEO Antonia Mercorella and Real Estate Academy CEO Lee Woodward agree there is a gap in the marketplace.

Ms Mercorella said there was nothing that would help those people who were either wondering if a career in real estate is for them or for new graduates of the registration course who are unsure where to start or what to do next.

"We want to make sure we're attracting the right people to a career in real estate and that we are setting them up for success," she said.

Mr Woodward said feedback from principals made it clear there was some additional help needed for new recruits, so he created Activate, a program designed to give new graduates the skills that will help them sail through their first days and weeks in a new career.

Activate is designed to reduce the industry churn of new recruits who drop out in the early days of their new job.

"Activate was developed after we had conversations with a number of principals who indicated that people often spend money on a certificate course, arrive at their office without having an idea what real estate is all about and then leave soon after," he said.

"It has become clear that recruits often have a distorted idea of what a career in real estate is like, especially in the sales sector," Mr Woodward said.

Activate will address those issues, helping those

who are thinking of a career in real estate be better prepared and those who have done their training be more job-ready.

Ms Mercorella said it was an exciting new partnership and she was thrilled that the REIQ was the exclusive partner in Queensland.

"Queenslanders can only sign up to this course through us and we're absolutely delighted to be working closely with Lee again," she said. "We've worked with Lee in the past and have enormous respect for the quality of his training products and his outstanding success rate," she said.

The training course will comprise podcasts, videos and online PDFs. The REIQ is the only REI that is partnering with The Real Estate Academy.

Activate is also designed to help people assess whether a career in real estate is right for them. With that in mind, the course will be available free of charge for school leavers.

"We are proud to be partnering with a modern organisation such as the REIQ that totally understand and supports the objectives of the course," Mr Woodward said.





INDUSTRY COLLABORATION



STEVE CARROLL

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70% OF THE COURSE IS LEE WOODWARD'S INCREDIBLE NEW BOOK

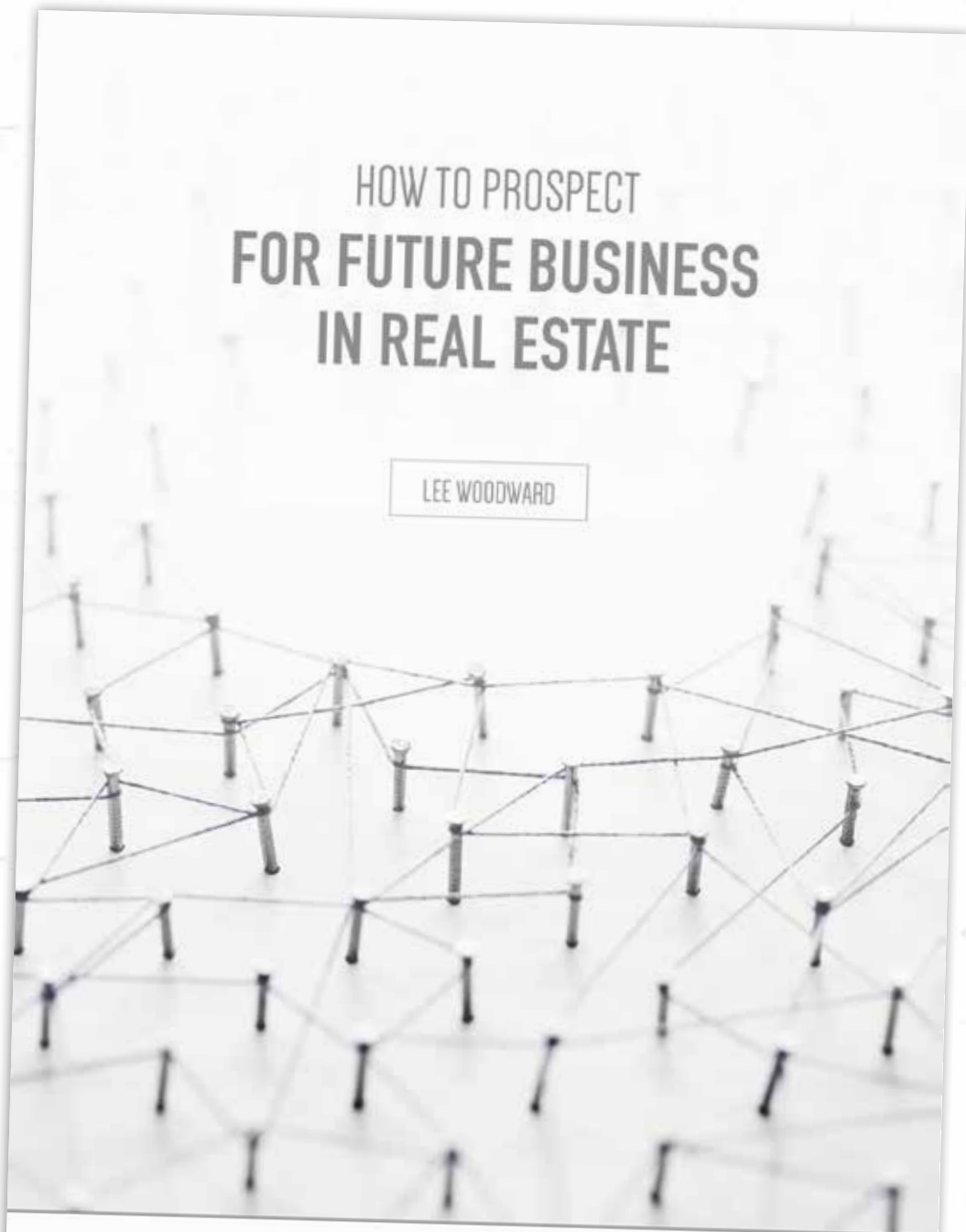
HOW TO PROSPECT FOR FUTURE BUSINESS IN REAL ESTATE

BOOK CHAPTERS

1. What Is Prospecting?
2. Getting Professional - Checklist
3. Understanding The Company Sales Process
4. Breaking Through The Fear Barrier
5. Loading and Managing Your Database
6. Working With Your Community
7. What To Send
8. Making Phone Calls
9. Working In Campaign
10. How to Activate Your Plan

HOW TO PROSPECT FOR FUTURE BUSINESS IN REAL ESTATE

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