



THE SEVEN PROFESSIONAL
COMPETENCIES OF A PLATINUM REALTOR®

Summary
Detail on following pages

Personal Development

Interpersonal Skills

Marketing and Business Development

Technology and Tools

Sales Skills

Legal & Technical

Business Development



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- 1) Personal Development
 - Time Management
 - Vital vs. Urgent
 - Hartman's Goal Achievement System
 - Income goals
 - Professional career goals
 - Award goals
 - Executive Club
 - President's Club
 - Platinum Club
 - Professional designations
 - Personal goals
 - Appearance and Image -
 - Dressing for Success
 - Personal Brand attributes
 - Attitude Determines Altitude
 - Feeding your mind
 - Physical well being
 - Mental toughness
 - The mind/body connection
 - Education & Training
 - Being "coach-able"
 - Neuro-Linguistic Programming

- 2) Interpersonal Skills
 - Relationship building and maintenance
 - Practice "Golden Rule" and "Platinum Rule" at all times
 - Negotiation and rapport building skills

- 3) Marketing and Business Development
 - Sales vs. Personal Branding
 - Creating new business / Prospecting
 - The two major success paths in real estate
 - Public relations / Publicity
 - Advertising
 - Specialization (REO's, farming, investment properties, etc.)
 - Networking
 - Effective open house presentation
 - Community events / charity and volunteer work



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4) Technology and Tools

- Web sites
- Getting visitors
- Offline marketing
- Online marketing
- Content & stickiness
- Lead capture
- Auto-responders
- Computers
- Hardware - Computers, PDA's and gadgets
- Standard software
- Industry specific software
- ASP's
- Multiple Listing Service
- IVR / Voice & fax broadcast / E-mail marketing

5) Sales Skills

- Listing Presentations (written and oral)
- Showmanship
- Closing techniques
- Increasing call conversion rate
- Customer service
- Client follow-up
- Generating referrals

6) Legal & Technical

- Escrow procedure and follow-up, transaction coordination
- Financing options, the loan process; pre-qualification
- Forms & contracts - basic contract law
- Agency law; Buyer's agency
- Disclosure (written and oral)
- Title; Preliminary title reports
- Net sheets (buyer and seller)
- Professional standards; ethics
- Professional designations - GRI, CRS, etc.

7) Business Development

- Managing your business
- Assistants
- Vendors
- Controlling expenses
- Record keeping
- Taxes
- Personal investing, asset protection and wealth building