**Coach Lisa’s Best Practice Elite Club #44 April 2019**

Class ideas for 2019!

**Set up classes. Have an agenda. Promote it like crazy!**

1. Red Flags on Prelims- what to look out for on prelims and include title officer and customer hand out.
2. Farming with a durable plan- use coach’s outline and bring in customer service peeps to introduce and pitch customer searches.
3. Mastermind- Top agents meet every 6 weeks, I lead the class with a tip on something that is working and everyone shares!
4. 1031 Exchange Class – 1031 Exchange info.
5. Home Warranty – all about warranty and marketing that can be done thru Home Warranty and you both speak.
6. Prospecting – discussing types of prospecting for buyers, sellers, farm, SOI, follow up’s and scripts.
7. Escrow Process – escrow and what helps a smooth process. Have a panel of 1-3 escrow officers.
8. “What’s your Vision” - vision board classes ... these are always great during the first part of the year.  Due to compliance, you might need to charge for these classes. Appx $10, for supplies, have a lender or home warranty rep bring lunch and have a lunch and learn creating vision/goal boards.
9. “In Fidelity we TRUST”- an in-depth look at holding title in a Trust, what to do in the event of the Death of the Trustee, defining the legal signer in the event of death or incapacity.
10. “Married to your FARM”- Teaching the dynamics of farming and the commitment to a geographical area.  The do’s and don’ts. The benefits of using our company tools as a farm management system. “8x8 farm” (8 pieces in 8 weeks).
11. “Stay in your own Lane”- I took the video Coach did and made a class out of it.

Brought the picture of Mike Phelps who spoke about staying focused, setting goals and distractions. Turning leads into deals using the 12 Step program for agents.  Gave stats on past clients using their last realtor and talked about follow up with project book.

1. “Social Media” class with the FB Guide. Discuss commenting, posting, videos and the commitment to being active.
2. ZOOM Meetings:  I send email instructions to download and have the camera ready for video.  Walk through the program and teach how to use it. Do an online class reading title exceptions through good or bad etc.
3. ListAssist: Everyone that has a listing should have a URL. “Single Listing Website for only $19.99” I give examples of how to use it on LinkedIn, Facebook and Instagram.
4. Instagram for business: Set up everyone’s page with a linktree – Audit the profile, Why emoji’s and #Hashtags – Personal branding with a lesson on creating a unique value proposition. (UVP)
5. Corefact and Breakthrough Broker: How they work together. Breakthrough Broker is FREE and key to prospecting and farming with a purpose:  Micro farming and choosing criteria for a unique farm. Breaking it down with 12 different touches using Corefact Elite or I help them come up with ideas that fit the area.
6. LinkedIn for business:  How to get your LinkedIn profile to Star level and create a system to get attention and build a strong referral network.
7. Mastermind – tips, tricks and best practices ranging from nightmare files and resolutions, Q&A, open forum – these are fun!
8. Showstoppers – similar to Red Flags but more to do with BKs, Death, Divorce, foreign sellers.
9. 2019 Market Predictions, Trends and Analysis Cromford Report.
10. What Is Your 'Coming Soon' Strategy for 2019 FB Ad Targeting.
11. Breakthrough Broker- AMP class with sample of all the pieces.
12. Sphere of Influence cultivation/CRM program- How to keep in touch with your SOI, how using a CRM program is so important. Love all your sphere all year. (Ask Coach for this)
13. Title 101: I am not trying to turn agents into escrow officers but I want the agent to feel comfortable in their own skin when they are talking to their clients. A working knowledge of the process and the parts gives them confidence and it shows in their speech and body language. (How to read a commitment, closing disclosure, survey, and the escrow process. What to expect, what to do, what not to do).
14. Getting the most out of your open house: Steps for leveraging PALM ONE to capture buyers and to get their real phone #. Steps for leveraging your market knowledge to get their real email address. Steps for leveraging the Open House to get additional listings.