

First Time Home Buyer Specialist: A Blueprint for Success
Timed Outline for Continuing Education

LEARNING OBJECTIVES (in order, by lesson)	CONTENT BUILDER/DESCRIPTION	COURSE TIMING (in minutes)	CLASSROOM TIMING (in minutes)
INTRODUCTION ACTIVITY: An icebreaker activity	Instructor and group introduction – getting to know your learning community	15	8:30 – 8:45
INTRODUCTION COURSE	Kicking off the course – logistics, designation overview, and course learning objectives	15	8:45 – 9:00
LESSON 1: Who are THEY: Identifying the first time home buyers?			
Analyze demographics to better understand the FTHBs needs in the marketplace	FTHB Profile Activity: Learners will analyze data charts with demographic statistics about FTHBs and construct group summaries about who the FTHBs really are in the market. Debrief: 1 group spokesperson will share their group’s findings with everyone else.	30	9:00 – 9:30
Establish a statistical framework for working more effectively with FTHBs	Instructor defines the analytical approach and framework needed to gain a deep understand of the FTHB’s market and to work more effectively FTHBs: <ul style="list-style-type: none"> • Define demographics and psychographics 	5	9:30 – 9:35
Determine the generational outlook of the FTHB market, eliminating misconceptions about FTHBs	Instructor will apply the analytical approach for working with FTHBs and scaffold the learning experience by taking a deeper dive into the behavior of FTHBs to uncover what they really need in the marketplace: <ul style="list-style-type: none"> • Explain the 4 Viable Generations of FTHBs 	10	9:35 – 9:45
Reach the largest population of FTHBs (the millennials) and work for efficiently with them	Millennials are the most misunderstood generation of people, getting a bad rap most of the time. This market of FTHBs is different and this lesson explains how to reach them and work better with them.	10	9:45 – 9:55

BREAK	15 minute morning breaks for learners	15	9:55 – 10:10
LESSON 2: Who are WE: Leading the first time home buyer by becoming more self-aware awareness?			
Use emotional intelligence as a tool to improve your leadership and client interactions	<p>Explain the critical role emotional intelligence plays in becoming aware of self and others, fueling positive interactions with clients.</p> <ul style="list-style-type: none"> • Define Emotional Intelligence • Define the 5 domains of EI • Social Skills Activity 	10	10:10 – 10:20
Utilize a client identification tool to promote positive client interactions	<p>Use a client identification tool to become more aware of client personality traits and identify appropriate ways to overcome difficult interactions that result from encountering FTHBs with diverse personalities:</p> <ul style="list-style-type: none"> • Difficult Interaction Activity • FTHBs Experience Activity • Client Identification Tool • Difficult Interaction Activity Debrief 	30	10:20 – 10:50
Focus on critical real estate leadership skills that matter most in client relationship-building with FTHBs	<p>Support FTHBs by discovering and leveraging your strengths to effectively move clients through the home buying process:</p> <ul style="list-style-type: none"> • Critical Leadership Skills Activity 	20	10:50 – 11:10
Leverage your leadership strengths to lead FTHBs in their path to home ownership	<p>In this activity, learners will identify their 3 top strengths and leverage these strengths to support FTHBs during the transactional process.</p> <ul style="list-style-type: none"> • Leverage Strengths Activity 	10	11:10 – 11:20
LESSON 3: Where are THEY: Mapping out a strategic plan to bridge the agent/client relationship?			
Find and accommodate FTHBs based on home buying trends	<p>This learning piece looks at the buying trends of FTHBs and seeks to get learners off to a good start of finding them, getting into the FTHB's space and process:</p> <ul style="list-style-type: none"> • Home Buying Trends 	5	11:20 – 11:25

Put the FTHB's needs first by understanding the difference between prospecting and marketing	Be in the right position and making the correct proposition to FTHBs. Don't be caught prospecting/selling when you should be reinforcing your marketing and branding with FTHBs: <ul style="list-style-type: none"> • Defining prospecting / selling • Defining marketing / branding 	5	11:25 – 11:30
Meet FTHB needs during all the stages of client interaction	Being in the right place, at the right time, and with the correct proposition means organizing your sales and marketing initiatives <ul style="list-style-type: none"> • Sales and Marketing Process • Pipeline Process Planning Activity 	15	11:30 – 11:45
Simplify the buying process for FTHBs by implementing clear marketing and prospecting strategies	This learning outlines, simplifies, and organizes the marketing and prospecting processes, breaking them into pipeline <ul style="list-style-type: none"> • Marketing Process • FTHBS Content Activity • Prospecting Process • I'm Not Your 2nd Opinion Activity • Prospecting Styles • Sales Styles Activity 	60	11:45 – 12:45
LUNCH BREAK	1 hour lunch break for the learners	60	12:45 – 1:45
LESSON 4: What do FTHBs want: The Art of Delivering a Concise and Expert Consultation?			
Provide the FTHB a professional experience by adopting the specialist consultation model	This learning will help agents understand the importance of developing professional and concise consultations that are simple, efficient, and welcoming to the FTHB: <ul style="list-style-type: none"> • Why do a consultation • The consultation – the big picture • The Fats Waller Consultation 	10	1:45 – 1:55
Develop questions to promote client engagement, qualification, commitment, and lead generation	This learning will help agents develop effective questions that will help to build dynamic and helpful discussions around client needs: <ul style="list-style-type: none"> • 4 Questions Activity • Effectively delivering open and closed questions • Open- and Closed-Ended Activity • 3 Great Questions 	20	1:55 – 2:15

Build virtual-powered, slim line consultations tailored for FTHBs	<p>This learning piece expresses the benefit of developing a short-form and long-form, something informative that will attract the FTHB and bring them deeper into your virtual business space and making them viable lead candidates and clients:</p> <ul style="list-style-type: none"> • Short Form Lead Generation • Long Form Consultation 	10	2:15 – 2:25
Service FTHBs more effectively by performing active listening	<p>Active listening is a critical skill to have and use when carrying out the consultation process, the interview. This learning will reinforce the need to not only collect information but to use active listening to understand the unique needs of FTHBs.</p>	5	2:25 – 2:30
LESSON 5: How can we help FTHBs: Creating a Seamless Buying Experience?			
Get the FTHBs ready for their buying experience – Fantasy VS. Reality	<p>Most FTHBs come with grand expectations about the home buying process. It is the agents job to bring the FTHBs fantasy into some semblance of reality. Extended fantasy leads to indecision, inaction, and limited success</p> <ul style="list-style-type: none"> • Fantasy to Reality (explain the client process) 	10	2:30 – 2:40
Build relationship-driven systems to help explain the agent/client process	<p>Working with FTHBs should be effective and efficient and it's important for the agent to be able to explain the home-buying process and define the agent and client roles in this process</p> <ul style="list-style-type: none"> • Explain the agent process 	5	2:40 – 2:45
Set client expectations, pre-position the FTHB for the transactional experience	<p>Pre-position the FTHB's experience and prepare them for the process transitions:</p> <ul style="list-style-type: none"> • Setting FTHBs Expectations • FTHBs Welcome Packet Activity • FTHBs Welcome Packet Content • FTHBs Step-By-Step Process Map • FTHBs Task Checklist 	35	2:45 – 3:20
BREAK	15 minute afternoon break for learners	15	3:20 – 3:35

Select the perfect property; implement successful tips for working with FTHBs	<p>Buyer engagement is critical to building relationships with your clients. This learning shows how to engage FTHBs in the home selection process:</p> <ul style="list-style-type: none"> • The home selection process • 9 full-proof tips for showing FTHBs properties • Fair housing concerns • Making an offer • Contract to Close 	30	3:35 – 4:05
LESSON 6: How to dazzle them: Delivering Top-Notch Customer Services			
Bridge the gap in customer satisfaction with FTHBs	Explain the importance of delivering GASP-worthy customer service to bridge the customer satisfaction gap with FTHBs.	5	4:05 – 4:10
Master follow-up and follow-through, utilizing simple systems that work	<p>Learners will understand the components of customer service and how great follow-up leads to happy FTHBs and future business</p> <ul style="list-style-type: none"> • The 3’s Rule 	5	4:10 – 4:15
Put systems in place for delivering GASP-Worthy customer service for FTHBs	<p>Providing the “who you need to know” to close the deal; putting the strength of your network to work for the FTHB – before, during, and after the sale</p> <ul style="list-style-type: none"> • Develop a resources network • GASP Worthy Acticity 	15	4:15 – 4:30
LESSON 7: How do we keep them: Staying Top of Mind with FTHBs?			
Identify the importance of supporting FTHBs post-closing	<p>This learning emphasizes staying “Top of Mind” with clients, creating a 360-Experiene for them and making them lifetime clients and a hub for lead generation:</p> <ul style="list-style-type: none"> • Refreshing Numbers • Depressing Numbers 	5	4:30 – 4:35
Creating effective “Top of Mind” marketing campaigns to support the FTHB, post-closing	<p>Learners will explore methods of staying in touch with FTHBs after the sale for future business and referrals</p> <ul style="list-style-type: none"> • Top of Mind Awareness 	5	4:35 – 4:40

COURSE WRAP-UP	Closing remarks, final exam, and course evaluation – this typically doesn't exceed 30 minutes.	30	4:40 – 5:00
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