



***i-FASTTRAC*[®] 101**

AGENT REAL ESTATE BUSINESS DEVELOPMENT STRATEGIES & TECHNIQUES

(ALL **101** SESSIONS WERE DESIGNED TO BE 'STAND-ALONE' SESSIONS AND CAN BE TRAINED INDEPENDENT OF EACH OTHER ALLOWING AGENTS TO START AT ANY POINT IN THE *TRAINING CYCLE!*)

Kevin Ahearn (PART 1)

SESSION #1: (Structuring & Growing A Viable Real Estate Business)

- Understanding Real Estate As An *Agent-Entrepreneur*
- *Goal Setting* Tools & Techniques
- Daily, Weekly and Annual *Planning*

SESSION #2: (Time Management)

- How To' Structure An Effective *Time Management Plan*
- The Four 'Kinds' Of Time
- The Four (4) *Quadrants* of Real Estate Time
- *Time Management Tools & Techniques*

SESSION #3: (Part 1: Prioritized/Proactive Prospecting)

- Easy/Effective Script Building
- *Warm Canvassing* Techniques
- Promoting and Hosting *Open Houses*
- *Farming* and *Target Marketing* Strategies

SESSION #4: (Part 2: Prioritized/Proactive Prospecting)

- 'How To' Effectively Work *For Sale By Owners* (FSBOs)
- 'How To' Expedite *Just Listed/Just Sold* Promotions

SESSION #5: (Part 3: Prioritized/Proactive Prospecting)

- 'How To' Effectively Work *Expired Listings*
- 'How To' Build and Grow A *Referral-Based Business*

SESSION #6: (Working With Buyers)

- Buyer '*Pre-Screening*'
- Buyer *Evaluation and Qualification*
- Buyer *Counseling Process*
- Buyer *Counseling Session*
- Buyer *Tools*

EMAIL: info@LiveInteractiveTraining.com CALL: 407-331-5738



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Kevin Ahearn (PART 2)

SESSION #7: (Part 1: Working With Sellers)

- Four (4) Phases Of A *Marketing (Listing) Presentation*
- *Marketing Presentation: Phases 1 and 2*

SESSION #8: (Part 2: Working With Sellers)

- *Marketing Presentation: Phases 3 and 4*
- The Highly Effective '*Upgrade*' *Marketing Strategy (Listing) Presentation*

SESSION #9: (Part 3: Working With Sellers)

- '*How To*' Control The *Pricing Strategy*
- Pricing Strategies Tools and Techniques

SESSION #10: (Objection Handling)

- Distinguishing *Conditions, Stalls* and *Real Objections*
- Seven (7) Step Techniques For Handling *Stalls* and *Real Objections*
- Objection Handling Scripts and Visuals

SESSION #11: (Professional Closing Strategies & Techniques)

- Distinguishing 'Trial' Closes Versus 'Final' Closes
- Four (4) Highly Effective/Easily Mastered 'Final' Closes
- 10 Additional 'Final' Closing Techniques

SESSION #12: (Presenting Offers And Effective Negotiating)

- '*How To*' Prepare To Present The Offer
- '*How To*' Present The Offer
- '*How To*' Prepare To Negotiate
- High Risk And Low Risk Negotiation Tactics
- Highly Effective Problem-Solving Phases

***i-FASTTRAC*[®] 201**
**REAL ESTATE INTERNET MARKETING &
LEAD GENERATION**



Key Yessaad
(PART 1)

SESSION #1: (The Fundamentals of Internet Marketing in Real Estate)

- Understanding Inbound Marketing and The Internet;
- The Psychology of Buyers and Sellers when using Search Engines;
- How to Build an Internet Profile Signature?

SESSION #2: (Web Crawlers, Indexing, and The Role of Search Marketing)

- Understanding the Language of the Internet – HTML;
- What is the Role of Internet Spiders in Crawling the Web?
- How to extract Keywords for your Real Estate Website?
- What are the Fundamentals of Search Engine Optimization (SEO)?

SESSION #3: (Internet Marketing Bio, Visibility, and Inbound Validation)

- How do you build your name and expertise online?
- What are the main ingredients of a Proper Internet Bio?
- What are the Channels of Visibility and Validation?

SESSION #4: (Real Estate Web Platforms, Tools, and Web Marketing)

- What are the various types of Website Platforms for Real Estate?
- What are the ingredients of Hands' On Websites?
- How to use Lead Generation Websites?
- How do you put together proper Hyperlinks using anchor text?

SESSION #5: (Lead Management Systems & Successful Leads Conversion)

- How do Lead Management Systems (LMS) work?
- How do Lead Management Websites utilize PPC Campaigns?
- What are the Habits, Scripts, and Follow Up Systems to convert Leads?

SESSION #6: (Email Marketing, Email Scripts, and Weekly Success Habits)

- How do you Build a proper Database of Real Estate Clients?
- What the Proper Emails and the Frequency that create the highest conversion?
- How do you build Weekly Success Habits as an Entrepreneur?

***i-FASTTRAC*[®] 201**
**AGENT REAL ESTATE INTERNET MARKETING &
LEAD GENERATION**



Key Yessaad
(PART 2)

SESSION #7: (Landing Pages for Lead Conversion and Local Markets)

- What are the proper Landing Pages in Real Estate Websites?
- What makes a Webpage on the internet Sticky?
- How do you carve a Local Market with proper Navigation?

SESSION #8: (Real Estate Blogging for Long Term SEO Visibility)

- What is Blog Marketing and How can agents use it properly?
- How do blogs affect SEO and Keywords Visibility?
- What are the Topics and steps to blogging for Real Estate Agents?
- What are Blog Tags, Categories, and How to use them properly?

SESSION #9: (Direct Response Marketing & Real Estate Internet Farming)

- How to Integrate your Postcards, Newsletters, Mailers with Web Pages?
- What are the Good Hooks that lead to appointments?
- What are Squeeze Pages and How to build them to Generate Leads?

SESSION #10: (Social Media Postings for Lead Generation and Validation)

- What is the proper mindset to engage future clients on Social Media?
- What are the post habits that Agents need to embrace?
- How do agents mix and match the various Social Platforms?
- How do agents become Business Strategists not just order-takers?

SESSION #11: (Real Estate Video Marketing and Narration Visualization)

- How to embrace Video Marketing by learning the fundamentals?
- Best Video Topics and Platforms to use in Real Estate?
- How to extract and embed Videos within your Web Pages?

SESSION #12: (Build Your Own Real Estate Lead Generation System)

- What are Pay per Clicks Campaigns and how to start one?
- How to create Ads, select keywords, and the proper Landing Pages?
- What Budget, frequency, and locations should agents and brokers target?

THE *i-FASTTRAC*® 'LIVE'/INTERACTIVE TRAINERS



Kevin Ahearn
*Real Estate
Business Development
Trainer/Coach*

- Owner/Founder: The Real Estate Training Institute, Inc. in 1986.
- Creator: *Live/Interactive Training and Coaching System*® in 2001.
- Nationally-recognized, award-winning trainer of hundreds-of-thousands of brokers and agents across the United States and Canada.
- Creator of numerous nationally-acclaimed/award-winning programs... most notably *FASTTRAC*® and *i-FASTTRAC*®
- Instrumental in the growth and success of six (6) different multi-office real estate companies...the largest of which grew to over 1600 agents and 31 offices!
- Award-winning 'Master Trainer' and executive for several national franchises including ERA, Better Homes & Gardens, GMAC and EXIT Realty for over 25 years.



Key Yessaad
*Internet Marketing
Strategist*

- Has trained and coached thousands of real estate brokers and agents in real estate internet prospecting and marketing across the United States
- Co-creator of the nationally-acclaimed *i-FASTTRAC*® program
- Holds two (2) Masters Degrees in Mathematics
- Has designed and built thousands of Real Estate Websites
- Has trained programmers on the mathematics of Web Programming
- Has been training in real estate for over 14 years
- Has managed a real estate office with five (5) locations and 200+ agents
- All the websites Key has designed are on Page #1 of Google...organically!

Broker/Agent Testimonials

www.LiveInteractiveTraining.com/Testimonials

EMAIL: info@LiveInteractiveTraining.com CALL: 407-331-5738



Kevin Ahearn

What Brokers And Agents Are Saying About... **i-FASTTRAC®** Real Estate Training



Key Yessaad

- *“You and your team are awesome! I have been in the business for 9 years and have never seen, or participated in, anything like i-FASTTRAC®! The program helps you to develop a structure and strong foundation that helps you grow your business and be extremely efficient and organized in the process. i-FASTTRAC® is well structured with focus and discipline. The sky is the limit where i-FASTTRAC® could help take any Realtor’s business!”*

Debbie Price, Realtor
Culpepper, VA

- *“Most of our 30+ offices offer the i-FASTTRAC® Training & Coaching Program to their agents. Most from when they first opened their doors. Ask any of them and they will tell you they won’t go without it! “*

Nancy and Tom Shaver
Regional Owners/Virginia

- *“We are happy to endorse this program! It provides the structure, components and information professional realtors need to develop satisfied clients.”*

Diane and Michael Grannum, Realtors
Massapequa Park, N.Y.

- *“You and the team are amazing. I am really looking forward to growing my Real Estate Career with The Real Estate Training Institute by my side.”*

Brian K. Bailey, Agent
Bel Air, MD

- *“The "light bulbs" finally become bright. Understanding is the principle thing for me!”*

Carolyn L. Strickland
Jacksonville. FL

- *“Appreciate it all being tied together and the consistent theme in creating good habits of success.”*

Debbie Cloud
Haymarket, VA

- *“This training is critical to every real estate professional no matter what level of expertise you think you are. Kevin and Key thoroughly examine and explain the intricacies of the real estate business. You want to be a successful real estate professional? This training is a must!”*

Keith Weaver, Broker/Owner
Litchfield Park, AZ

TO SUBSCRIBE OR FOR MORE INFORMATION

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