

HOW TO SUCCEED

IN YOUR FIRST YEAR

Essential Tools of the Trade: **Getting Started Checklist**

BASICS

- Car
- Phone (with unlimited data plan)
- Computer (Laptop that is 1 - 3 yrs. old)

SYSTEMS

- CRM
- Transaction Management System (Skyslope, Dotloop, DocuSign, etc.)
- MLS

MARKETING MATERIALS

- Professional Headshot
- Business Cards
- Yard Signs (Listings)
- Yard Signs (Directionals, Open House)
- Email Signature
- Listing Presentation
- Buyer Presentation
- Agent Website
- _____
- _____
- _____
- _____
- _____

SOCIAL MEDIA

- Facebook Business Page
- Instagram Profile
- LinkedIn
- Twitter
- Youtube Channel
- Snapchat
- Pinterest
- TikTok
- Content Calendar
- Listing Marketing Plan
- Ad Calendar