

30 Things to Do While You're in Pre-License School to Hit the Ground *Running*

What if you were organized, prepared, and educated BEFORE your first day in the business? Wouldn't you make your first sale faster? Here are 30 things you can do NOW to hit the ground running once you're licensed.

These suggestions are excerpted from my new eBook, [What They Don't Teach You in Pre-License School](#).

	Check when completed
Planning and Time Management	
1. Using the business budget in What They Don't Teach You in Pre-License School , figure out your own business budget. How will you finance your first few months in real estate?	<input type="checkbox"/>
2. Take the analytical evaluation in the book to see if you're a 'fit' with real estate.	<input type="checkbox"/>
3. Write down the weekly schedule you believe you should keep in real estate to be successful fast—what you're going to do and when you'll do it. See my schedule in the book; compare it to yours.	<input type="checkbox"/>
4. Make a job description for yourself. Compare it to the one in the book. Ask 5 real estate agents for their job descriptions and compare them to my job description. What do the disparities tell you?	<input type="checkbox"/>
5. Write your monetary and revenue unit goals for your first year in the business (sales and listings sold). Write exactly how you will reach those goals. Compare that with the description of a 'day in the life' of a successful real estate agent as described in the book.	<input type="checkbox"/>
6. Using the prototype figures in the book, figure out your start-up costs. Are you sufficiently 'covered' to start in a professional manner?	<input type="checkbox"/>
Financial Management	
7. Get Quicken, Money, or QuickBooks for your financial record-keeping.	<input type="checkbox"/>
8. Get an accountant. Meet with your accountant to set up your financial software and discuss how you're going to keep detailed records and receipts.	<input type="checkbox"/>
9. Make a personal budget so you'll know the expenses you'll have each month, using the guide in the book.	<input type="checkbox"/>
Lead Generation and Making Money Fast	
10. Make a list of at least 200+ people you can use as your 'circle of influence' to launch your real estate career.	<input type="checkbox"/>
11. Put those people in a database (Outlook, Cross Coaching Toolbox , and Top Producer are examples). Consider investing in a contact management program now.	<input type="checkbox"/>
12. Make a letter (to send snail mail AND email after you're licensed) to introduce yourself and tell your 'circle of influence' you're in real estate. (a prototype letter is in <i>Up and Running in Real Estate</i>).	<input type="checkbox"/>
13. Decide on 5 methods/sources of finding clients. Decide how many 'leads' you will get from these sources (In Up and Running in Real Estate , the new online training/coaching business start-up program, we recommend 50-100 per week to assure you get paid fast).	<input type="checkbox"/>
Working with Clients	
14. Gather at least 20 articles/blogs/news releases/statistics on why it's a great time to buy and sell a home. Find articles on market conditions; find research companies that provide data. Gather these resources to show buyers and sellers and educate them about market conditions. You need third party verification and substantiation!	<input type="checkbox"/>

Sales and Marketing	
15. Check out real estate agent marketing sites such as Cross Coaching Toolbox . Put together a sample marketing plan using various resources so you can hit the ground running.	<input type="checkbox"/>
16. Take a sales communication course so you'll have the sales communication skills necessary to find and work with clients in real estate (such as Dale Carnegie).	<input type="checkbox"/>
17. Check out how real estate agents are using social media by visiting various sites such as Facebook, Twitter, and LinkedIn. See agents' blogs in your area. Effective? Not effective?	<input type="checkbox"/>
18. Make a social media plan using what you learned from your research of how other agents use social media.	<input type="checkbox"/>
19. Which segments of the population will you work with? (first time buyers, move-up buyers, retirees, etc.) Why? Choose your population segments and decide how to contact them.	<input type="checkbox"/>
20. Which geographical areas appeal to you? Why? Choose your desired areas.	<input type="checkbox"/>
Technology	
21. Make a list of the technology you believe you need, with a budget and time frame to purchase/lease it. Interview 3-5 newer agents to get their input.	<input type="checkbox"/>
Researching Real Estate Companies	
22. Go to at least 3 career nights, 'open houses' sponsored by various real estate companies. Use the interview guide in the book.	<input type="checkbox"/>
23. Go to various agent evaluation websites mentioned in the book. What do you see? What do you want your testimonials to say about you?	<input type="checkbox"/>
24. Gather your research about real estate companies and real estate agents by checking out the Web, affiliates, agents, and consumers.	<input type="checkbox"/>
25. Attend brokers' open houses and public open houses. Observe the agent's actions and the properties marketed by that firm. Make a list of dos and don'ts so you'll be ready for your first open house.	<input type="checkbox"/>
Interviewing	
26. Using the list in the book, customize the 5 most important questions you want to ask each interviewer	<input type="checkbox"/>
27. Decide which categories and questions are important to you from the list of 76 questions in the book. Organize them to ask those questions in the interview.	<input type="checkbox"/>
28. Decide the 3-5 most important qualities you want in a manager. Design questions to reflect those qualities.	<input type="checkbox"/>
29. If you're considering peer coaching or joining a team, interview the key players first.	<input type="checkbox"/>
Getting Educated about the Business	
30. Contact at least 3 affiliates (a mortgage person, a title person—if you have title insurance in your area, and an escrow person) and find out the basics of their businesses as it pertains to working with them.	<input type="checkbox"/>

[What They Don't Teach You in Pre-License School](#), a new eBook from Carla Cross, literally covers everything else *besides* what you need to know to pass the real estate licensing exam. Carla Cross, CRB, MA, has interviewed and hired hundreds of agents and helped them create six figure careers their first year in the business.

[Up and Running in Real Estate](#) is the 'hit the ground running' training/coaching business start-up plan for career-focused agents. See www.carlacross.com for more information on additional programs, training, and resources.