

CENTURY 21[®]

Row

Expectation Letter

Dear _____,

Welcome to CENTURY 21 ROW. As a real estate professional with CENTURY 21 ROW, you should be aware that we strive for excellence every day. We realize that goals cannot be achieved without guidance, mentorship & quality training and development. Our goal is to cultivate a work-environment that fosters property trained, highly motivated and goal oriented real estate professionals. To reach our company goals, we constantly recruit, coach and train highly motivated individuals. We pride ourselves on being part of the most recognized brand in the industry, affording system members access to national and local marketing programs.

We are very excited that you have decided to join our team, as you are someone who has the drive and desire to succeed. The commitment you have made however, comes with responsibilities. The purpose of this letter is to communicate and clarify expectations. We have already discussed many of the areas outlined in this letter, but it is always helpful to commit expectations in writing to eliminate the possibility for confusion and ambiguity in the future.

The letter will focus on the following:

- A. Your personal goals: production and professional development
- B. Required training available from CENTURY 21 and the CENTURY 21 System
- C. The rewards available from CENTURY 21 and the CENTURY 21 System

Section A: Personal Production Goals:

Your personal production goals should be realistic and not taken lightly. The approach we take at CENTURY 21 ROW is similar to planning a trip, going from one destination to another. You will need to plan a schedule of activities that will help you achieve your production goals. These goals will be outlined in your business plan. Your Broker In Charge will discuss these goals and your activities on a regular basis and provide you with constructive feedback for achieving success. Business planning tools can be found on 21Online.com under Agent Financial Tools.

Section B: Portraying a CENTURY 21 ROW Professional Image:

Your DISPOSITION, APPEARANCE, ATTIRE, WORK AREA AND VEHICLE should represent you as a professional as well as reflect your work habits, service level and organizational habits. What people see initially will help them form a decision on whether or not they want to do business with you in the future, as well as give you their referrals.

Every interaction you have impacts customer and prospective client perceptions. You represent yourself and CENTURY 21 ROW, and collectively we all form the impression of the CENTURY 21 brand. We all have a stake in how we are represented.

- Attire: Business dress, business casual, logo apparel, and dress jeans are appropriate when working in the office or with a client. Under no circumstances should anyone be in the office dressed unprofessionally.
- Name badge to be worn in the presence of customers/clients. This is a personal choice, but it is recommended as it will help advertise you as a realtor.
- Workspace must be neat and conducive to a professional work environment
 - Consideration for others/quiet zone
 - Avoid speaker phone or loud cell phone conversations when around others
 - Conference rooms reserved through the front desk
 - Beverage bar/kitchen and bathrooms – please leave as you found it
 - Workspace and communal table spaces are available on a first come/first serve basis
- Vehicle: Must have current Michigan license with valid insurance. Car must be clean and in working condition.

- Business cards must be company approved with current photo, (if you choose to have a photo)
- Advertising approved by broker
 - Web site/email/internet use/bloggging, etc.
 - Social Networking communication must represent the brand and brokerage in a professional and positive way
- Smoking is prohibited in all areas of the building. Smoking at CENTURY 21 ROW is not encouraged; however, there is a designated smoking area outside the building. Dispose of cigarette butts appropriately and respect the needs of customers, clients and co-workers.

Section C: Life-Long Commitment to Agent Success and Professional Development:

Lifelong learning is necessary to achieve professional success; it helps you stay abreast of industry updates and technology. Most importantly, frequent training and development efforts keep real estate professionals compliant with local laws and regulations. You will need to partake in training prescribed by your Broker In Charge. Much of the success this company has enjoyed has been due to established operating systems and procedures.

- C21 University
- CREATE 21, Business Planning, ZAP and other CENTURY 21 sponsored training programs
- Monthly lead generation and conversion training
- Group or individual coaching is strongly encouraged
- Success Meetings – every Tuesday at 9:30am (alternating weeks between offices)
- Vendor training

Section D: Customer Service, Development and Follow-up:

Company generated business is earned based on agent commitment, performance and willingness to work the leads given to them. Company generated business allows you access to non-specific call-in, walk-in, internet generated leads and referrals within the CENTURY 21 network. These leads will be managed and tracked by our management team. These customer leads can only be given to real estate sales associates in good-standing, having completed their required training and demonstrated exceptional customer service delivery. Thousands of dollars are spent on advertising and promotional efforts to generate leads.

- Equipment and supplies: it is assumed you own a mobile phone that allows the office and customers to reach you as well as providing voicemail when you are unavailable. You are expected to have access to a personal computer or laptop to interact with today's consumers.
- ToolKit CMA: CENTURY 21 ROW supplies all agents with a comprehensive listing presentation template. It is highly recommended that you personalize it to suit your style and to highlight why they want to choose you as their listing agent.
- Listing Photos submitted: A minimum of six (6) is required to have a listing website and other listing enhancements. They system will not generate the standard enhancements with anything less than six (6) photos. It is highly recommended you use a professional photographer as it will help market the listing better and increase chances of selling faster and at a higher price.
- Quality Service & Zillow Surveys: It is good practice to have every successful buyer and seller receive a Quality Service & Zillow Survey. CENTURY 21 ROW strives to have a 95% customer service satisfaction rate or higher each year. Customer service is a top priority for our firm.
- Preferred Client Club: Past client follow-up is integral to every business. Ignoring follow-up obligations allows leads to be passed along to your competition. The Preferred Client has many formats that can be utilized by our agents to stay at the front of their clients', or potential clients', minds. Only 11% of customers use the previous real estate agent from their last transaction. Staying in touch with past clients is important to maintaining and growing your business.

Section E: Company Culture and Group Cohesion:

Fostering a positive work environment and strong sense of community allows us to attract and retain a high-performing workforce. We strive to provide a sense of pride and enjoyment in coming to work every day. Event participation is appreciated and encouraged. It's a great way to improve work relationships, bond with co-workers, learn new skills and information, and most of all make new friends.

- Company team participation and cooperation
- Success meetings
- Sales contests
- Recognition
- Regional sales rallies
- Annual awards banquets
- One21
- Top Agent
- Parties
- Charity events

The orientation process: Brand new agents to the industry will go through the Create 21 program as well as new agent training with the Broker In Charge. All new agents to CENTURY 21 ROW will receive training on CENTURY 21 tools and office systems. Agents will receive office policy and procedure manual, opportunity time rules and anything else pertinent to help make you successful transitioning to CENTURY 21 ROW.

Assistance and Questions: Day to day questions concerning the office, CENTURY 21 tools and systems will be directed to the Office Manager or Office Administrator. Questions concerning real estate rules, law, marketing, issues with contracts, clients and other brokers, will be directed to Broker In Charge.

CENTURY 21 ROW strives for excellence in servicing home buyers and sellers, as well as providing fair and ethical, quality service to consumers. Our goal is to make every one of our transactions smooth, worry-free and successful. We strive to make our real estate sales associates successful and profitable while aiming to be the preferred CENTURY 21 office in our market, as well as being a philanthropic partner with charities in our community. We strive to establish empathy, understanding and support for those less fortunate. We look forward to having you join us on our journey to success, prosperity and fulfillment.

Sincerely,

Century 21 Row

Received by:

Sales Associate Name
Sales Associate

Date
