

RED offers two programs:

Program (A): New agents to real estate and any agent who have closed two or less transactions in the past twelve months.

Program (B): Any agent who have closed three or more transactions in the past twelve months and have not capped.

Agent commitment:

- Attend Regional New Agent Training (Program A)
- Complete DISC profile (program A,B)
- Complete agent questionnaire (program A,B)
- Complete agent scorecard (program B)
- Complete agent enrollment form (program A,B)
- Sign program agreement (program A)
- Complete all assigned training outlined in the curriculum path (see required training)
(Program A, B)
- Attend CAMP 443 accountability and sessions (program A)
- Attend 36:12:3 accountability and sessions (program B)
- Graduate from CAMP 443,(program A) transition into group coaching
- Graduate from 36:12:3 (program B) transition into group coaching
- Be on all group coaching calls (program A, B)
- Complete & turn in weekly activity reports (program A, B)
- Attend Buyer Mastery (program A)
- Attend Seller Mastery (Program A)
- Contracts (at local board or within the market center) (program A)
- Agent to purchase all training manuals individually or through their market center
- Report contracts written, listings taken and

PART TIME AGENTS: If you are an agent with a dual career, you will be required to:

- Enroll in Program (A) of the Regional Education Development Program
- Complete CAMP 443 online within 60 days
- Complete the KW Connect courses (Mindset, Agents in action, Your Business Is Your Database)
- Shadow and Host open houses regularly
- Agent will not be enrolled in group coaching until agent becomes a full time agent

- Once agent is full time RED Program to coach agent until capped.
- Region to be compensated (20%) of agents first three closings (see enrollment form for complete details).

RED Program expectations:

The Regional Education Development program is a service that consists of specific training and coaching for a period of time.

Training services provided: New Agent Training, CAMP 4:4:3, 36:12:3, Buyer Mastery, Seller Mastery, Contracts, and Regional Masterminds.

Coaching services: Upon graduating from either CAMP 4:4:3 or 36:12:3 agents will be enrolled in group coaching. Group coaching will be conducted over the phone every two weeks. The group size will be no more than (10) agents per group in Program A and no more than (5) agents per group in Program B.

Accountability coaching to the agent through activity reports and written goals

Business planning assistance and accountability

Time management

Time period of program: The program is designed to support agent to capping status. Agent will remain in the program for a minimum of four months whether agent caps in that amount of time or not. If agent does not cap within four months the program will continue until agent achieves capping status.

Compensation to the region:

All compensation to the region is paid upon agent having a successful closed transaction within the guidelines of the program.

Program (A) agents: After agent split with market center the region will be compensated 20% of the agent portion for their first three closed transactions (agent is obligated to pay for the first three transactions even if agent caps in less than three closings). The agent’s market center will contribute an additional 7.5% from the collected company dollar for the first three transactions. If agent does not cap in three transactions market center will pay 15% of company dollar until agent caps and agent pays nothing. (see example in welcome packet).

Program (B) agents: No cost to the agent (market center pays 15% of company dollar until agent caps)

Additional services provided and hours of operation:

Contract questions, strategies, by appointment one on one coaching.

Hours:

Monday through Friday 8:00 am-7:00 PM

Training, coaching, contract questions, contract strategies

Saturday 8:00 am – 12:00 noon

Contract questions, contract strategies, one on one coaching appointments

Call back times will be indicated on voice mail every day within service hours.

E-mails will be checked on a regular basis and responded to within service hours.

If agent has a questions after hours agent to contact their market center ALC or assigned person.