



Rick Rosen's Real Estate Boot-Camp
Course Schedule & Syllabus
Spring-Summer 2005

Note: 20 week commitment with 18 scheduled classes and 2 holiday weeks off. Boot Campers may schedule a "one on one with Rick on any subject completed or future class subject. All assignments must be completed or strike leader will issue a strike. 3 strikes and you are out. You may invite a friend who is considering a Real Estate Carrier to attend a boot camp session at any time. All course material is the property of Rick Rosen's Real Estate Boot-Camp and may not be reproduced without expressed permission.

- Week 1 "by appointment with Suzanne"
 - Phone and workstation setup
 - Intro to the floor desk and general office procedures
- Week 1 "by appointment with Rick"
 - "Creating a unique marketing identity"
 - Creating a "Slogo"
 - Creating your Business card and ordering via colorcardsdirect.com
 - Creating your Web URL and page one of Web site
 - Professional photograph
- Week 1 "Boot Camp"
 - "The Formula"
 - "Mastering the Skill of Prospecting-123 Prospecting Track"
 - Assignment "Sphere of influence List".
 - Assignment "Goal in plastic folder. Punch a hole in upper, left hand corner and attach to key chain."
 - Assignment "Roll play prospecting track with accountability partner."
- Week 2 "by appointment with Rick"
 - Creating an introduction Letter
 - Introduction to Top Producer data base program
- Week 2 "Boot Camp"
 - "Telephone prospecting".
 - "Techniques for handling obstacles-one-two punch & OHT"
 - "Possible drawbacks to waiting".
 - "Fair Trade Concept".
 - "Magic in closing 3 times".
 - "Bona Fide One-Stop Appointments"
 - Assignment "Introduction letter to sphere of influence".
 - Assignment "Telephone prospecting."
- Week 3 "by appointment with Rick"

- Digital Photography
 - Uploading photos to MLS
 - Enhancing photos with Adobe Photo shop
- Week 3 “by appointment with Suzanne”
 - Forms training using Zip Forms online.com
- Week 3 “Boot Camp”
 - “Psychology of the listing appointment”
 - “Listing appointment Process **LIST.**”
 - “Process for the **Lead In Step.**”
 - “Taking your client on a **safe island.**”
 - “The **Diamond of salesmanship.**”
 - “The **Investigation Step.**”
 - “The **Client Qualifier.**”
 - “Six keys to Expired Listings.”
 - Assignment “Working Expired Listings”.
 - Assignment “Mail merge Sphere of influence letters.”
- Week 4 “by appointment with Rick”
 - Into to Realtor.com
- Week 4
 - “**4 Part Listing Flip Chart**” The Showing and Selling Step “S”.
 - Fact, Bridge, Benefit, & Tie Down “**FBBT**”
 - Working with “FSBO”
 - Assignment “Organize Your **Flip Chart**”
 - Assignment “Call 3 FSBO’s”
 - Assignment “Call 6 Sphere of Influence and fill out **Contact Sheets**”.
- Week 5
 - “Review, Regroup and Recommit part one”
 - Roll Play Scripts
 - Assignment “One live listing appointment with Rick” One agent each week the next 4 weeks.
 - Assignment weekly “**Boot Camp Work Plan**”.
- Week 6
 - “Review, Regroup and Recommit part 2”
 - “Controlling your Attitude”
 - “Completing your circles”
 - Professional time vs. Personal time.
 - Assignment “One live listing appointment with Rick” One agent each week the next 4 weeks.
 - Assignment weekly “**Boot Camp Work Plan**”.
- Week 7
 - Objection Handling
 - Objection Handling track – 5 steps
 - Determining the Real Objection
 - “**What is it is it technique**”
 - “**The choice of three technique**”
 - “**Let’s pretend you say no technique**”

- Assignment “Call 3 FSBO’s”
 - Assignment “Call 6 Sphere of Influence and fill out [Contact Sheets](#)”
 - Assignment “Call 3 Expireds”
 - Week 8
 - Objection Handling Warehouse
 - “[Possible drawbacks to waiting](#)”
 - “[Expired List](#)”
 - “[Twenty two other techniques](#)”
 - Assignment “Call 3 FSBO’s”
 - Assignment “Call 6 Sphere of Influence and fill out [Contact Sheets](#)”
 - Assignment “Call 3 Expireds”
 - Week 9
 - Turning Inquiries into appointments
 - “[CITO](#)”
 - “Truths about floor time”
 - “Getting Ready for Floor time”
 - [AD Track](#)
 - Part 1 Gaining Control
 - Greeting
 - “[Gratiscribe](#)”
 - Offer-Hold
 - Three Secrets to Getting Name and Telephone Number Early
 - Trade Names
 - After thought
 - Make it Personable
 - Part 2 Qualify (lookers/Buyers)
 - “[Six Stock questions](#)”
 - 1-“*What was it about that particular _____ that caught your eye?*”** Acknowledge response**
 - 2-“*How long have you been looking for a _____?*”
 - 3-“*Are you working with other brokers to find a _____? “Do you have a buyers agent?”*”
 - 4-“*How many houses with _____ have you actually looked at?*”
 - 5-“*Why didn’t you buy one of those?*”
 - 6-“*Do you own your home or are you renting?*”
“*What i.e. a home like yours worth?*”
- CLOSE FOR A “CITO” OR A LIST APT**
- Part 3 Trade Information
 - Until you eliminate the home
 - “[Offer answer/question](#)”
 - Offer-What can I tell you about the house?
 - Answer-Straight Line
 - Question?-ask an Informational Question back
 - [Three Part Process for Never giving out the address](#)

- Commit not to.
- Set it aside Dialog “You may not even want the address after I share the information with you. I recently read a NAR study that 95% of all inquiries about a particular home turns out that it is the wrong home for that particular caller. I have an idea if it turns out that it is the right house we could get together to go see that one. This way I can save you a lot of time. Houses are like people what’s inside that counts!”
- Part 4 Closing for the appointment.
 - Get their Attention Dialog “Something you said earlier bothers me.
 - State the Problem Dialog continued “You said that you were looking for a special home is that right? You know that the way you are going about it will probably never result in finding your dream home. Only 5% of all homes are advertised in the print media and realtor.com has a long lag time from the time the home gets listed to advertised on the net. Special homes even in this market are in great demand and have a shelf life of about 3 days or less. Do you know how buyers like yourself find these special homes? They become direct buyers with me. I have an idea.....CITO
- Assignment “Call 3 FSBO’s”
- Assignment “Call 6 Sphere of Influence and fill out [Contact Sheets](#)
- Assignment “Call 3 Expireds”
- Week 10
 - **Personal Brochure’s**
 - Workshop with Microsoft Publisher
 - Emporio Casa Template
 - [Slogo’s](#)
 - Web site linkage
 - Assignment “Call 3 FSBO’s”
 - Assignment “Call 6 Sphere of Influence and fill out [Contact Sheets](#)
 - Assignment “Call 3 Expireds”
- Week 11
 - Funnel talk
 - Partnering with your lender
 - Selling more homes with fewer showings
 - “CITO” everybody
 - Stay on track

- Safe Island Every Buyer
 - Widen Selection
 - Pre-prepare for the Worst
 - Take nothing on showing
 - Turn negative into positive
 - Watch for buying signs
 - Ignore Objections
 - Close Softly but definitely
 - Walk on egg shells to office or utilize portable office
 - Close for sit down “[Parking lot Bail out](#)”.
 - Setting up a buyer account o MLS
 - Assignment “Call 3 FSBO’s”
 - Assignment “Call 6 Sphere of Influence and fill out [Contact Sheets](#)”
 - Assignment “Call 3 Expireds”
- Week 12
 - Advanced Expired Listings
 - “Track”
 - Identify yourself
 - Identify seller
 - “Still want to sell” Yes - No
 - If yes Approach
 - “Buyers Agent”
 - “Standard expired listing approach”
 - If no “Renew their dreams”.
 - Non published listing technique “[Ugly notes](#)”
 - Fall [snowbirds listing technique](#)
 - “[Salability checklist](#)”
 - Review “[MLS Book commission](#)” OHT
 - Assignment “Call 6 Expireds”
- Week 13
 - Getting more offers accepted
 - Get prepared for the worst
 - Join forces with them
 - Choose your ground
 - Keep them hoping
 - Keep their decision simple
 - “[Two aspirins-buyers remorse](#)”
 - Stay by the phone
 - Have coop set up a face to face with Seller
 - Seven step negotiating track
 - Step 1 at Sellers house
 - Small talk –Remember break the ice step
 - Seller Urgency” “Remember the I stage”
 - Wonderful buyers

- Step 2 Get Permission to explain your job “Remember safe island”
 - Show them the “3 Components”
 - Step 3 Sellers Job
 - Accept
 - Reject
 - Counterproposal
 - Step 4 Hit them with the Highlights “Any questions”
 - Risk
 - Time
 - Net
 - Step 5 Review Expense sheet “Any questions”
 - Step 6 Read Contract Assumptively “Any Questions”
 - Step 7 Close 3 times
 - Assignment “Call 3 FSBO’s”
 - Assignment “Call 6 Sphere of Influence and fill out [Contact Sheets](#)
 - Assignment “Call 3 Expireds”
- Week 14
 - Direct Mail Marketing “Wisely investing \$\$\$ into your business”.
 - “Just Listed-Just Sold”
 - Creating ½ letter size “[Monster Card](#)” with Microsoft Publisher.
 - Design
 - Print
 - Collection of data from Realcomponline.com
 - Importing data into Top Producer
 - “Top Producer data import wizard”
 - Printing address’s directly on card
 - Card cut at Kinkos \$1.52
 - Preparing bulk mail for delivery to USPS business center in Rochester Hills Industrial Drive just north of Hamlin and West of Livernois.
 - “Monthly sphere of influence ½ letter size “[Monster Card](#)” with Microsoft Publisher.
 - “[Double Dip Mania](#)” how to create a direct Mail ½ letter size “[Monster Card](#)” with Microsoft Publisher that markets to sellers of unlisted homes that you can match up with your buyer broker clients.
 - Collection of data from Realcomponline.com
 - Remaining steps the same as with other “[Monster Cards](#)”
 - Measuring your “Hit ratio”.
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 - Assignment “Call 3 FSBO’s”
 - Assignment “Call 6 Sphere of Influence and fill out [Contact Sheets](#)
 - Assignment “Call 3 Expireds”

- Week 15
 - “Creating your Pre-listing kit
 - Qualifications and Credentials
 - The Emporio Casa Real Estate System & Stats
 - Marketing Plan
 - Letters of Recommendation
 - Seller’s Homework
 - Assignment “Call 3 FSBO’s”
 - Assignment “Call 6 Sphere of Influence and fill out [Contact Sheets](#)”
 - Assignment “Call 3 Expireds”
- Week 16
 - Creating your Business Plan
 - Mission Statement
 - Objectives
 - Plan of Action
 - My perfect Day
 - Production Plan
 - Wall charting
 - Assignment “Call 3 FSBO’s”
 - Assignment “Call 6 Sphere of Influence and fill out [Contact Sheets](#)”
 - Assignment “Call 3 Expireds”
 - Bring goal sheet to next class in sealed self addressed envelope
- Week 17
 - Final test. Special Time. All day commitment.
- Week 18
 - Graduation with special guest speaker.