TOP TRAINER

Training & Mentoring Program

(MOST TRAINING IS DONE VIA CLASSROOM/INTERACTIVE WORKSHOP STYLE)

N.E.S.S.

NEURO EMOTIONAL SALES SYSTEM

HOME ALLIANCE REALTY GROUP

BY ARMANDO FRANCO

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HOME ALLIANCE
REALTY GROUP

Boarding and Office introduction

Onboarding Process and first one-on-one session

A seamless onboarding process, introduction to our office, culture, and expectations, setting the stage for success.

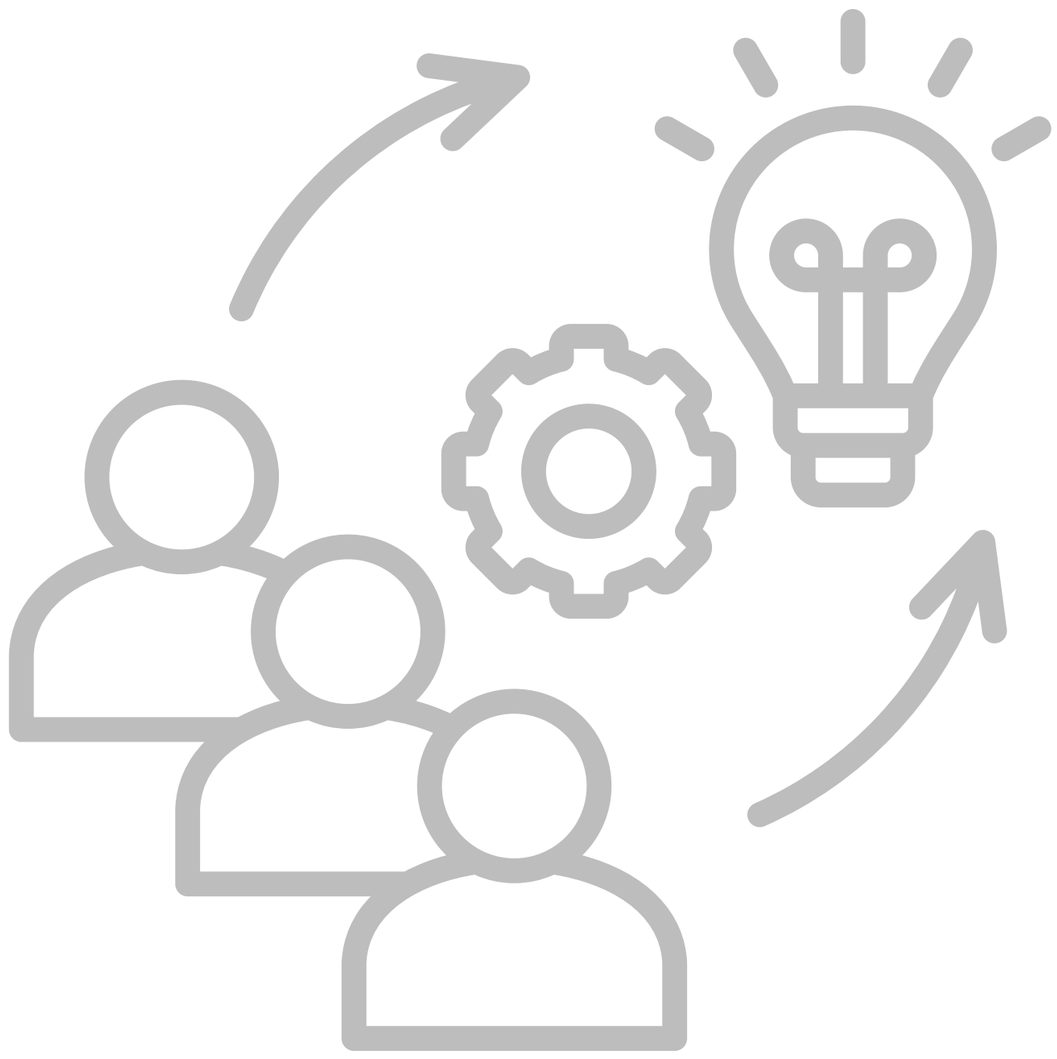
Office and Business Essentials.

Set up and optimize your business tools: CRM, business email, personal website, and other essentials.

Defining Your “Why”

Unearth the deeper motivations driving your real estate career, laying a strong foundation for success. Complete your goal setting exercise.

Monthly Virtual Mentoring Sessions (Second Monday of the month at 10 am)
Consistent guidance to ensure steady progress, and compliance during the entire phase of your real estate journey and beyond.



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Core Foundation: Essential Courses

The Home Alliance Group Handbook:
A deep dive into the real estate industry, covering its key fundamentals. What real estate is and what is not.

Compliance, forms and TransactionDesk
A complete guidance on compliance, required forms and where to access templates for your transactions .

Sales Principles:
Understanding of what sales are all about.

Goal Setting:
Learn how to set clear, measurable goals that drive consistent growth.

Script Mastery:
Perfect your dialogue skills for more effective client interactions.

Company Structure & Team Formation:
Gain insight into the operational framework of your real estate business.



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Lead Generation Workshop Series
(Proactiveness, the key to success)

Mastering the Prospecting Fundamentals The NESS Approach:
Fundamental Skills for effective lead generation.

Four Simple Steps to a Successful Open House:
A step-by-step guide to hosting engaging and productive open houses.

FSBO Workshop:
Strategies for working with For Sale By Owner properties and turning them into opportunities.

Expired Listings Workshop:
Proven techniques & Skills for re-engaging sellers whose listings have expired.

Buyers' Seminars Coordination:
How to effectively organize and host seminars for potential buyers.

Sellers Seminars Coordination:
Best practices for planning and executing successful seminars for sellers.

Follow-Up Systems for B & C Leads:
Creating effective follow-up strategies to engage with prospects who will be ready in the future.

Face-to-Face Lead Generation:
Building relationships and generating leads through direct interactions.

Farming: How to Dominate Any Neighborhood:
Strategies for establishing yourself as the go-to realtor in specific areas.

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Lead Conversion and Effectiveness Series

(Because nothing really happens until your prospect says, yes, I do).

Introduction to Listing Properties

An essential guide of the step-by step process to work with sellers.This session covers the fundamental principles you must apply for a successful listing conversation.

Listing Pro.

Delving deeper into the psychology behind listing conversations.In this workshop you will learn how to connect with clients on a psychological level, addressing their motivations, fears, and objections, resulting in the discovery of whether or not a business relationship can be created.

You Took a Listing Now What

A practical roadmap on the critical next steps following a successful listing. This class focuses on effective communication strategies, proactive marketing techniques, and the importance of follow-up to ensure the listing remains a priority.

The Art of Working with Home Buyers

This workshop equips our associates with the skills needed to guide home buyers through their purchasing journey. Topics include understanding buyer needs, creating personalized experiences, and overcoming common challenges in the buying process.



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Buyers Systems

A systematic approach to managing the buyer transaction process, this session provides step-by-step strategies to keep transactions organized and moving smoothly.You will learn about effective communication and problem-solving techniques to address buyer concerns after they go under contract.

Incoming Callers Conversion Scripts

To maximize lead generation on your listings



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Optional add Ons

Strategic Pricing Workshop (Optional)

An in-depth exploration of our proprietary 7-step pricing strategy. This workshop empowers you with unique tools to properly pricing homes and ensuring you position your listings effectively to attract buyers while maximizing seller profits.

Personal growth and leadership series

Based on the John Maxwell Certified Leadership Team

The 15 invaluable laws of personal growth.
(15 session course)

Personal growth is not automatic; it must be intentional.

In this course you will learn why personal growth is important and what stops you from growing.

A dip dive into what it takes to grow daily.

Put your dream to the test.
(10 session course).

Is your dream really yours or is it someone else's?
Find out is what you are shooting for, is what you want.
You will put your dream to the test.

Everyone Communicates; few connect.
(4 session course).

Most people don't give any thought whatsoever to developing their ability to connect with people. Either because they don't see it as a skill... or they don't see it as important.

Leadership Gold.
(26 session course)

If it's lonely at the top, you're not doing something right.

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