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Educational Business Acceleration Sessions Fall 2024

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Fall Training September / October 2024

Understanding Your Real Estate Board—Elizabeth Tardif September 20th 11:30 am

One of the biggest questions we get is What Does My Real Estate Board do for me. In this session you will get an overview of RE Boards and how to get involved. Fees associated with the board. How grievances are handled.

Let's Get Started at Higgins Group—Leslie September 27th 11:30 am

Welcome aboard as a Higgins Group agent! Here's a quick overview: Get familiar with the Agent Dashboard, explore available programs, meet some members of our team, and dive into in-person training. Ready to take the next step? Let's make it happen!

Higgins Group Design Center by Maxa - Amy October 2nd 11:00 am

Amy will showcase the Higgins Group Design Center, featuring a template management platform for crafting flawless marketing materials online. Our custom templates, exclusively designed for Higgins Group, await your creative touch. Plus, we'll explore our in-house Market Assist Program and how to request and leverage its benefits. Ready to elevate your marketing game?

Rules of Social Media in Real Estate—Kristen October 4th 11:30 am

In this session, you'll learn the essential rules of social media for real estate and strategies for building impactful profiles. We'll explore examples of effective social media practices to inspire and guide you. Get ready to elevate your online presence!

Ways to Build Your Business—Rich October 9th 11:00 am

Learn how to kickstart your business by crafting and nurturing your Sphere of Influence. Discover effective methods for spreading the word about your venture in real estate. Explore innovative approaches to generating leads and leveraging social media to grow your business. Get ready to unlock new opportunities and expand your reach!

Direct Mail—EDDM October 11th 11:30 am

In this class, you'll learn how to leverage the USPS Every Door Direct Mail (EDDM) system, a cost-effective solution for targeting specific neighborhoods without the need for a mailing list. We'll explore options for postcards, guide you through the process of ordering cards for mailing, and share ideas on what to send and how often. Additionally, we'll cover how to create and manage direct mail campaigns using the Higgins Market Assist Program and Maxa, helping you streamline your marketing efforts for maximum impact.

Working an Open House—Rich October 16th 11:00 am

Engaging in an open house is an excellent launchpad for your real estate career. Join us in this session as we delve into the importance of hosting open houses. We'll discuss preparation steps, effective hosting strategies, and best practices for following up with potential clients. Learn how to ask compelling questions to attract business and master the art of responsive communication. Get ready to elevate your open house game and propel your career forward!

Sessions are in live in Westport on Wednesday and Friday. Classes are mandatory for new agents
Classes are subject to change.



Fall Training October / November 2024

Working with Buyers Part 1—Matt Murray October 18th 11:30 am

Join us for an insightful session on working with buyers as they embark on their real estate journey. We'll guide you through the proper completion of Representative Forms, navigating MLS jargon, and selecting listings to showcase. Learn the dos and don'ts of making appointments and ensure proficiency in using a keybox. Discover essential items to bring along for successful client meetings. Get ready to enhance your buyer interactions and set the stage for successful transactions!

Meet the Mortgage Team—Colleen October 23rd 11:00 am

Gain clarity on the mortgage process to better assist your buyers. Explore the significance of pre-approvals and discover how you can support your clients throughout. Meet our in-house mortgage team and learn how they can enhance your services. We're pleased to introduce Colleen Polson from CrossCountry Mortgage, who will share insights to empower your client interactions.

Working with Buyers Part 2—Matt October 25th 11:30 am

Join us for a comprehensive walkthrough of the buying process, now that you've found the perfect house. Learn how to effectively communicate with your clients about making an offer, including crafting and presenting it, as well as negotiating terms. Discover best practices for following up and navigating the next steps once an offer is accepted. Gain confidence in guiding your clients through every stage of their home purchase journey.

Rentals & Credit Reporting —Matt October 30th 11:00 am

Explore all facets of handling rentals—a lucrative but nuanced endeavor. From navigating application procedures and submitting offers to conducting credit checks and preparing leases, we'll cover it all. Learn the dos and don'ts of rental transactions, including crucial insights into rental listings and form completion. Gain a comprehensive understanding of credit reports, including their significance, proper handling, and implications for your clients. Join us to master the intricacies of rental management and maximize your income potential.

How to do a CMA? Matt & Leslie November 1st 11:30 am

Let's delve into the fundamentals required to craft a Comparative Market Analysis (CMA) and effectively price properties. Discover various CMA options and harness the power of our branded Toolkit Program for Agents. Additionally, gain insights into creating compelling buyer presentations. Join us to equip yourself with essential skills for success in real estate pricing and presentation strategies.

Selling the Higgins Group Sizzle—Rick Higgins November 6th 11:00 am

Let's ignite the Higgins Group spark! Join us for a dynamic session where we'll delve into effectively promoting the Higgins Group brand. Explore various marketing options and strategies for securing listings. Mr. Higgins will personally guide you through his proven listing presentation, helping you refine your talking points for client meetings. Don't miss this opportunity to elevate your selling game and unleash the full potential of the Higgins Group brand.

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Fall Training November 2024

Working with Sellers Part 1 - Matt

November 8th 11:30 am

Let's dive into the art of working with sellers. This session will guide you through the process of engaging with potential sellers, from securing appointments to conducting thorough walk-throughs. We'll explore strategies for creating comprehensive Comparative Market Analyses and effectively presenting your plans to clients. Additionally, we'll ensure you're well-versed in correctly filling out listing forms and understanding listing regulations. Join us to master the seller-client relationship and excel in the real estate market.

Working with Sellers Part 2 – Matt & Kristen

November 13th 11:00 am

This session delves into the seller's journey. You've secured the listing—now what? We'll guide you through supporting sellers in understanding what to anticipate once their house hits the market. From accurately completing listing forms to efficiently entering listings on SmartMLS, we'll ensure you're equipped for success. Learn effective strategies for managing multiple offers and gain insight into company processes, including key box, sign procedures and marketing steps. Join us to streamline your seller transactions and elevate your real estate game.

How to Cold Call Expired Listings—Rich

November 15th 11:30 am

Unlock the secrets to successfully cold calling expired listings in this comprehensive class. If you're new to the concept, an expired listing refers to a property where the contract between an agent and the homeowner has lapsed without a sale. Here's what we'll cover:

1. Discover effective methods for identifying expired listings.
2. Learn where to access homeowner phone numbers and contact information.
3. Master the art of engaging phone conversations, including what to say and how to navigate objections.

Join us as we equip you with the tools and techniques needed to capitalize on expired listings and propel your real estate career forward.

Q & A Session/Graduation Celebration

November 20th 11:00 am

Congratulations on completing our training program! Now, let's have a Q&A session. Whether you want to revisit past topics, discuss market trends, or suggest ideas for future sessions, this is your chance. Your input is key to shaping our program. Let's make this session productive and engaging!