



## Spring Training February 2025

### **Understanding Your Real Estate Board—Elizabeth Tardif      February 12th 11:00 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      February 14th 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!

### **Chaos, Calm & Calendars: How to Structure Success—Chadwick      February 19th 11:00 am**

There are activities that create success, and then there is inactivity that also creates success. As independent contractors, no one tells you what to do and when to do it. And that's a problem. In this class we will brainstorm together the best practices of successful real estate agents from the obvious to the innovative - calling expired listings and using AI to generate leads - to the imperative mundane - taking care of family obligations, going to bed on time and exercising. The tangible result will be your daily schedule of business producing activities and life for the rest of the year on your calendar in the palm of your hand. This class is inspired from ancient mythology and philosophy up to Discipline is Destiny by Ryan Holiday and modern time management. Bring your laptop for maximum productivity.

### **Ways to Build Your Business—Rich      February 21st 11:30 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!

### **HG Office Procedures Overview —ADMINS      February 26th 11:00 am**

This hands-on training, led by an experienced real estate admin, will guide agents through essential office procedures to improve efficiency and organization from listing to closing. Topics include streamlining paperwork, working seamlessly with your admin team, submitting compliant documents, managing client communications, and keeping files organized for quick access. Perfect for agents looking to optimize their workflow and reduce stress by mastering behind-the-scenes office processes.

### **Advertising Laws Review —Kristen      February 28th 11:30 am**

In this session, you'll learn the essential laws of "ADVERTISING" for real estate and strategies for building impactful and compliant profiles, websites, print, and emails campaigns that will avoid penalties. We'll explore examples of effective social media practices.. We want you to avoid fines and elevate your marketing presence.

All classes will be held in person in the Westport office at Bedford Square. If a session has to be canceled due to weather an email will be sent out that it will be a zoom session only.