



**HIGGINS GROUP**  
PRIVATE BROKERAGE

**Forbes**  
GLOBAL PROPERTIES

# **Educational Business Acceleration Sessions Spring 2024**

**Make sure you are following Higgins Group on Social Media!**





## Spring Training February 2024

### **Let's Get Started at Higgins Group—Leslie, Amy**

**January 31st 10:00 am**

Now that you are an agent we will review everything Higgins Group! The Agent Dashboard, overview of programs available to you as agents, meet some of the team and who's who to help you in the company. The importance of in person training and what you should do next!

### **Understanding Your Real Estate Board—Elizabeth Tardif**

**February 2nd 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.

### **MAXA presents the Higgins Group Design Center**

**February 7th 10:00 am**

Maxa will demo how to use the Higgins Group Design center which offers a template management platform that lets you build the perfect marketing pieces anywhere online. We have custom templates that have been designed by their team just for Higgins Group. Each agent will have access to the system to create, download or order products.

### **Rules of Social Media in Real Estate—Kristen**

**February 9th 11:30 am**

**Jessica Hastings from Total Mortgage** will teach a session on the rules of social media in real estate and how you should build your profiles.

### **Direct Mail—EDDM**

**February 14th 10:00 am**

How to use the EDDM SYSTEM at the USPS. How to order cards for mailing and ideas on what to send and how often to have a direct mail campaign through the Higgins Market Assist Program and Maxa.

### **Ways to Build Your Business—Rich**

**February 14th 11:30 am**

How to start building your business –creating and working on your Sphere of Influence, how to get the word out that you are now in Real Estate. New ways to generate leads and ideas to build your business using social media.

### **Working an Open House—Rich**

**February 28th 10:00 am**

Working an open house is a great way to get your real estate career started. In this session we will talk about why do an open house. We will cover steps to get ready, what to do while hosting an open house and following up with potential clients. Questions to ask to enlist business and how to respond.



## Spring Training March 2024

### **Working with Buyers Part 1—Matt Murray**

**March 1st 11:30 am**

This session will take you through working with buyers as they start their journey. Correctly filling out Representative Forms. MLS jargon/selecting listings to show/making appointments. What to do and not to do. Make sure you know how to use a keybox. What to bring with you.

### **Understanding Mortgage**

**March 6th 10:00 am**

Understanding Pre-approvals, mortgage process for your buyers—how you can help your clients. Connecting with mortgage companies. **Colleen Polson from CrossCountry Mortgage**

### **Working with Buyers Part 2—Matt Murray**

**March 8th 11:30 am**

This session will walk you through the buying process now that you have found the house. Talking to your client on what to offer? Making the offer, how to present it and negotiating. How to follow up. Once the offer is accepted now what?

### **Home Inspection—What to expect?**

**March 13th 10:00 am**

Understanding the home inspection so you can help your clients know what to expect. What they need to have tested and what they should schedule. **Tiger Home Inspection**

### **Negotiating Tactics Business Acceleration**

**March 15th 11:30 am**

How to win every real estate negotiation! Our own **Lisa Jones** will discuss the ins and outs of negotiation, when it begins, how to be prepared and power and pitfall of contingencies.

### **Rentals—Matt Murray**

**March 20th 10:00 am**

All aspects of handling rentals-a great source of income; but tricky! Filling out the application; submitting an offer, credit checks/preparing a lease. What you are allowed and not allowed to do! Important Rental Listings/Filling out forms.

### **Credit Reporting**

**March 22nd 11:30 am**

Understanding credit reports. How they should be done, check the listing. Can your clients provide. How does it effect your clients. **Colleen Polson from CrossCountry Mortgage**

### **Selling the Higgins Group Sizzle—Rick Higgins**

**March 27th 10:00 am**

Come discuss how to talk about Higgins Group, marketing and getting a listing. Rick will take you through the Listing presentation and help you fine tune your talking points when meeting with clients.

### **Working with Sellers Part 1 - Matt Murray**

**March 29th 10:00 am**

This session will cover working with a potential seller. Getting the appointment, Doing the 'walk-thru. Discuss thoughts of creating a Comparative Market Analysis. How to present your plan for them. Filling out the listing forms correctly, understanding the listing rules



**HIGGINS GROUP**  
PRIVATE BROKERAGE

**Forbes**  
GLOBAL PROPERTIES

## Spring Training April 2024

### **How to do a CMA? Matt & Leslie**

**April 3rd 10:00 am**

Discuss the basics need to create a CMA and how to price for a CMA. Learn the options for a CMA and how to use our Toolkit Program for Agents that is branded. Learn about —buyers presentations.

### **Working with Sellers Part 2 – Matt & Leslie**

**April 5th 11:30 am**

This session will cover working with a seller. You got the listing now what? Helping sellers understand what to expect after their house is on the market, Filling out the listing forms correctly and entering the listing on Smartmls. How to handle multiple offers. Company processes, key boxes and signs

### **How to Cold Call Expired Listings—Rich Higgins**

**April 10th 10:00 am**

In this progressive class we will be covering EVERYTHING there is to know about Expired Listings. If you are unfamiliar with what an expired listing is then please pay attention closely- an "expired" is the term that is used on a home when the contract an agent had with their client ( the homeowner) "expires" and the home never sold.

What we will be focusing in the class is the following:

- 1) How To Find Out Homes That Are Expired
- 2) Where You Can Find Homeowners Phone Numbers/Info To Call
- 3) What To Say When On The Phone

### **Q & A Open Session**

**April 12th 11:30 am**

In this meeting we will discuss anything you want, ask questions on things that your are seeing in the market. Discuss ideas for upcoming sessions and needs!

**Sessions are in Westport on Wednesday and Friday. All will be held live!**  
**Classes are subject to change.**