HIGGINS GROUP
PRIVATE BROKERAGE

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Higgins Group
Fall Training 2026

higginsgroup.com

Who's Who at Higgins Group

Rick Higgins: Broker/Owner 203.520.6778
Rich Higgins: Chief Operating Officer 203.520.5356
Julie Vanderblue: President 203.257.6994
Leslie Manowitz: Director of Operations 203.418.7712
Tammi Peterson: Accountant (tammi.higginsgroup@gmail.com)
Holly Brown: Social Media hollybrown.re@gmail.com

Fairfield Office 203.254.9000
1499 Post Road, Fairfield 06824
Diane Fredette, Office Admin

Greenwich Office 203.220.5020
67 Mason Street, Greenwich 06830
- Rich Higgins, COO
- Elizabeth Del Giudice, Office Admin

Southport Office 203.254.9000
251 Main Street, Southport 06890
- Diane Fredette, Office Admin
- Victoria Fingelly, Managing Partner

Westport Office 203.226.0300
30 Elm Street, Westport 06880
- Amy Brennan, Office Admin
- Matt Murray, Training

Stamford Office 203.658.8282
1055 Washington Blvd, Stamford 06901
- Rich Higgins, COO
- Eileen Finegan, Office Admin

Trumbull Office 203.452.5500
5767 Main Street, Trumbull 06611
- Rick Higgins, Manager
- Adrianna Ohradan, Office Admin

Fairfield Office - Vanderblue 203.404.4288
1499 Post Road, Fairfield 06824
- Julie Vanderblue, President

Milford Office 203.301.4844
146 S. Broad Street, Milford 06460
- Adriana Morrell, Managing Partner
- Barbara, Transaction Coordinator

West Hartford 860.810.2325
968 Farmington Avenue, West Hartford 06107
- Lisa Fagan, Managing Partner

Wilton Office 203.762.2020
73 Old Ridgefield Road, Wilton 06897
- Carol McMorris, Managing Partner

Westport Office Door 1499*
Elevator from Garage Office is Floor 2
Weekends use 2R & enter thru office door w/code.
Wifi PW: basicskates731
Office: 203.226.0300
Bedford Square 30 Elm Street | Westport

Stamford Office Keybox Code 1055
Wifi PW: 51943363
Office: 203.658-8282
1055 Washington Blvd 6th floor | Stamford
Street level access on Weekends: use key card (or buzzer for security to let you in) and always enter through side door on weekends and after 7 pm. Do Not use the revolving door on weekends or after

Trumbull Office Door 6838
Wifi PW: higgins1
Office: 203.452.5500
5767 Main Street | Trumbull

Fairfield Office Door 1189
Parking Lot Door 9742
Wifi PW: 2032549000
Office: 203.254.9000
1499 Post Road | Fairfield

Southport Office Keybox Back Door
Wifi PW: 2039551484
Office: 203.955.1484
251 Main St | Southport

Greenwich Office Door 1651#
Wifi PW: 67M@s0nStreet
Office: 203.220.5020
67 Mason St | Greenwich

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Your Roadmap to Excellence

Congratulations on joining the Higgins Group. Whether you are a newly licensed agent or a seasoned professional looking to refine your craft, this training manual is designed to be your definitive guide to building a thriving, sustainable real estate career in today's competitive market.

At the Higgins Group, we believe that success is not a matter of luck; it is a result of mastering the fundamentals, leveraging the right tools, and maintaining a disciplined schedule.

The Higgins Group Difference is founded on the principles of integrity, innovation, and local expertise, Higgins Group is more than just a brokerage; we are a premier real estate brand with a legacy of excellence across Connecticut. We pride ourselves on being "big enough to lead, yet small enough to care."

As a Higgins agent, you have the backing of a firm that understands the nuances of the local landscape, from the coastal luxury of Fairfield County to the historic charm of New Haven County. Our brand is built on a "people-first" philosophy, ensuring that our agents have direct access to leadership and the most cutting-edge marketing resources in the industry.

The Three Pillars of Excellence

This program is structured into three strategic phases to take you from your first day in the office to consistently closing deals and building a thriving practice.

Phase 1: The Foundation

- Master the Higgins Ecosystem. Focus on office culture, compliance, calendar management, and internal software like Dotloop and the Design Center to build a stable operational base.

Phase 2: The Growth Engine

- Drive active business. Learn lead generation, buyer and seller workflows, pricing strategies, and top-producer habits to generate consistent pipeline momentum.

Phase 3: Advanced Practice & Mindset

- Elevate your career. Focus on listing presentations, expired leads, high-level market positioning, and cultivating the daily discipline and winning mindset needed to finish strong.

Higgins Group Training: Fall 2026 Schedule

All Sessions are held live in Westport & Zoom

Monday*, Wednesday & Friday from 11:00 am - 12:30 pm

Phase 1: The Foundation

01 | Launchpad: Navigating the HG Dashboard and training.	09/21/2026*
02 | Office Procedures: Meet the team guide to workflows.	09/23/2026
03 | Advertising Laws: Compliance and social media.	09/25/2026
04 | Market Assist: Design Center and custom templates	10/02/2026
05 | Success Structure: Mastering your calendar.	09/30/2026

Phase 2: The Growth Engine

06 | Building Your Business: SOI, lead generation & Open Houses	10/07/2026
07 | Dotloop: Full digital transaction management. (zoom only)	10/14/2026
08 | Mastering Your Profession(live only)	10/16/2026
09 | Buyers (Part 1): Forms, MLS, and tour etiquette.	10/28/2026*moved
10 | Mortgage Team: Financing and pre-approvals.	10/23/2026
11 | Buyers (Part 1 & 2): Forms, Offers & Negotiations.	10/28/2026
12 | Rentals & Credit: Leases, apps, and income	10/30/2026

Phase 3: Advanced Practice & Mindset

13 | CMA Mastery: Pricing using the Agent Toolkit.	11/04/2026
14 | The Higgins Sizzle: Brand and listing presentations.	11/06/2026
15 | Sellers (Part 1): Appointments, walkthroughs & Forms.	11/09/2026*
16 | Expired Listings: Sourcing leads and scripts.	11/13/2026
17 | Sellers (Part 2): SmartMLS, signs, and offer management.	11/18/2026
18 | Unstoppable Momentum: Mindset, Motivation & Winning Big	11/20/2026

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Phase 1: The Foundation Sequence

Establishing your infrastructure, compliance, and professional mindset.

01 | Launchpad: The Higgins Group Integration & Training Guidelines

Igniting Your Career Welcome to the team! This high-energy orientation is designed to get you "Higgins Ready." You will receive a tour of Higginsgroup.com, Agent Dashboard, explore our exclusive internal programs. We will also review training, where to start, and what to take on the Smartmls and Dotloop. This is where your transition from "agent" to "Higgins Group Professional" begins.

02 | Mission Control: Office Procedures & Admin Mastery

Supporting Your Operations Real estate success requires seamless operational support. Led by our expert administrative staff, this session covers how our office admins keep your transactions moving smoothly behind the scenes. Learn how to work effectively with your admin team for office management, SmartMLS assistance, document workflow, handling office inquiries, and ensuring your files stay fully compliant and audit-ready.

03 | Compliance & Reputation: Advertising Laws Review

In a digital world, a single non-compliant post can lead to heavy fines. This session is an essential deep dive into the legalities of real estate advertising. We will review how to build impactful, compliant profiles, websites, and email campaigns. Learn the "Safety Zone" for social media practices so you can market boldly without the fear of penalties.

04 | The Design Center & Market Assist Program

Elevate your brand with the Higgins Group Design Center. We will walk you through our template management platform, featuring exclusive, high-end designs ready for your customization. You will also learn how to tap into our in-house Market Assist Program—our secret weapon for crafting flawless marketing materials that capture attention and win listings.

05 | Chaos, Calm & Calendars: Architecting Your Success

Architecting Your Success As an independent contractor, you are the CEO of your life. Inspired by modern time-management philosophy, this class helps you bridge the gap between "busy" and "productive." You will build a personalized daily schedule that balances high-yield business activities (lead gen and AI tools) with essential personal obligations like health and family.

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Phase 2: The Growth Engine

Turning market knowledge into active leads and commission.

06 | Building Your Business & Open House Mastery

Generating Leads & Converting Clients Launch your brand and build a consistent pipeline. Learn to turn your Sphere of Influence (SOI) into business through targeted lead generation and social media strategies. You'll also master open house success—from strategic prep and hosting techniques to high-converting follow-ups and key buyer questions.

07 | Dotloop: The Paperless Professional

Your All-In-One Transaction Hub Master the platform that centralizes your entire business. This session covers document editing, secure eSignatures, and real-time task management. Learn to manage your deals entirely in the cloud, ensuring total compliance while eliminating the need for printing or faxing.

08 | Mastering Your Profession (NEW)

Taught by our own Fredda Takacs, this new course shows you how to build a high-performing real estate career. Fredda will review the 50/50 importance of your pipeline covering your Sphere Of Influence (friends, family, and past clients) and your prospecting for new business through prospecting, buying leads, mailers, and open houses. She will discuss the importance of professionalism in your time allocation for work and communication with clients. Finally, she will discuss utilizing AI tools for efficiency and exceptional communication from the initial lead to the day of closing.

09 | Working with Buyers (Part 1)

Discovery & Showings Master the technical essentials of the buyer journey. This session covers completing Representation Forms, decoding MLS jargon, keybox proficiency, and the "dos and don’ts" of professional property tours.

10 | The Mortgage Partnership-How they can help YOU!

Led by: Colleen Polson To lead your buyers, you must understand their financing. Join our in-house partner to demystify the mortgage process, from the power of the pre-approval to supporting your clients through the underwriting phase.

11 | Working with Buyers (Part 2)

Offers & Negotiations Learn the strategy behind the sale. We’ll walk through crafting winning offers, presenting with poise, and negotiating terms. Gain the confidence to guide your clients from the initial offer to an accepted contract.

12 | Rentals & Credit Reporting

Master the fast-paced rental market. Learn to handle applications, conduct credit checks, and prepare leases correctly. Matt covers the nuances of credit reports and how to turn rental transactions into a steady income stream.

13 | CMA Mastery: Pricing for Profit

The Science of Valuation Master the fundamentals of crafting a Comparative Market Analysis (CMA). Learn to use our branded Toolkit Program to create data-driven reports and professional buyer presentations that build immediate client trust.

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Phase 3: Listings, Lead Sources & Performance

Turning market knowledge into active leads and commission.

14 | Selling the Higgins Group "Sizzle"

Led by: Mr. Higgins Ignite your brand with insights from leadership. Mr. Higgins guides you through his proven listing presentation, helping you refine your talking points and leverage the full power of the Higgins Group identity to win listings.

15 | Working with Sellers (Part 1)

The Listing Appointment Master the seller relationship from initial contact to the home walkthrough. We'll cover strategies for securing the appointment, conducting evaluations, and navigating the legalities of listing forms and regulations.

16 | Hunting Expired Listings

Turning Rejection into Opportunity Learn to identify and capitalize on properties that didn't sell the first time. We'll cover where to find homeowner data and how to master "Cold Call" scripts and objection-handling to turn expired leads into new commissions.

17 | Working with Sellers (Part 2)

The Active Listing Phase You've secured the listing—now it's time to perform. Learn to navigate SmartMLS entry, coordinate signs and keyboxes, execute marketing steps, and manage the high-stakes environment of multiple offers.

18 | Unstoppable Momentum: Mindset, Motivation & Winning Big

End your training journey on a high note! Real estate success is 80% mindset and 20% execution. In this final high-energy session, we explore strategies to overcome rejection, maintain daily enthusiasm, establish sustainable self-discipline, and step confidently into the field ready to close deals and serve your clients at the highest level.

Speciality Session

Who's Who in Luxury Real Estate Monday, October 19th at 1 PM (zoom)

This training is an opportunity to learn about your Board of Regents affiliation with Who's Who in Luxury Real Estate, your exclusive benefits and how to maximize the membership to gain listings, market current listings through the network and build a global referral network. We will talk about:

- Accessing and updating your LuxuryRealEstate.com profile
- How eligible listings are displayed
- Strengthening your professional luxury presence
- Using the platform to increase your visibility with a global audience
- Making the most of your Regent Benefits, including the Board of Regents logo and exclusive use of listing letters

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Let Your Higgins Group Adventure Begin

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