Training & RE Blueprint

01 What's Covered

Comprehensive training ensures your team can confidently apply processes, streamline operations, and strengthen support across your business.

Onboarding and training for new and existing agents or administrative hires (assistants and transaction coordinators), combined **with a comprehensive Real Estate Blueprint—a roadmap with tools to support every listing and transaction**, designed to fit seamlessly into your workflow:

- **Tech & Systems:** Email, communication, cloud systems, MLS, ShowingTime, Supra; training on workflows and practical application
- **Admin:** Brokerage paperwork, commissions, gifts, testimonials; calendar management; day-to-day operational processes
- **Calendar Hub:** Daily–yearly planning, closings deadlines, and milestone tracking
- **Clients:** CRM, referrals, leads, follow-ups; client presentations; listing prep; showings; best practices for client management
- **Listings & Closings:** Checklists for listing and transaction coordination
- **Third Parties:** Title/escrow, lenders, inspectors, vendor rolodex; strategies for effective collaboration
- **Social Media & Marketing:** Profiles, content, property marketing, templates, branding workflows

02 How We Work Together

- **First-time clients:** **Book a consultation** to confirm availability and fit
- **Returning clients:**
  - **Book your training sessions online.** Sessions available via Zoom or in person (Seattle-based only)
  - **Duration:** Typically 2–8 weeks from the initial consultation, depending on business complexity, team size, learning styles, and workflow needs
  - **Intake:** Assess current systems, workflows, skills, and business priorities to identify focus areas for both the Real Estate Blueprint and onboarding/training
  - **Implementation:** Tailored, interactive sessions focused on practical, actionable steps—giving agents and team members hands-on experience to refine and apply processes directly within their workflow
  - **Final Review:** Evaluate progress, address questions, and ensure your team feels confident and equipped to perform efficiently and independently
  - **Ongoing Support:** Includes 30 days post-completion, up to 30 minutes per week, for follow-up, clarification, and fine-tuning
  - **Tools & Deliverables:** Materials provided in Word, Google Docs, or Canva—flexible, easy to update, and ready to integrate into workflows or task management systems

03 The Investment

Training & Real Estate Blueprint	Investment
Existing Agents/Admin Optimize Workflow	Starting at $1,500 per Person
New Agents/Admin Full Build-Out	Starting at $3,000 per Person

*Custom packages available for brokerages to create or update workflows.

04 Small Print

- **Rates:** Fees are secured once services are booked
- **Agent-paid, not through escrow:** If you have an active or pending transaction, payment can be made through escrow at closing. If you'd like to discuss alternative payment arrangements, just reach out
- **For new hires:** agents handle hiring costs and process. I provide support with job ads, hiring guidance, and hands-on training and real estate blueprint

Call or text to book your consultation today **206.670.5281** www.castillocm.com