



LAFFEY
TRAINING ACADEMY



GET STARTED TODAY!
CALL BETTIE M. MEINEL
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OR E-MAIL HER AT
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The Laffey Academy Training Program

The Laffey Academy training program is a 6 to 9 weeks, 2 days a week TRAINING program. You will not just learn how to become a Realtor, you will be TRAINED to become the most professional Realtor possible.

Every new agent joining Century 21 Laffey Associates will be required to attend the Laffey Training Academy.

Company Overview
Revenue Sharing
Getting Started
90 Day Performance Review (Weekly)
Behavior Pattern Questionnaire
Self Discovery Checklist
Listing Presentation Book & Computer Power Point Presentation
Business Opportunities/Sphere of Influence
Time Management
Buyer Interview – Qualifying
Handling the Advertising Call
MLS Stratus Introduction/eProspecting programs
Telephone Scripts – For Sale By Owner's, and Expired Listings
Anatomy of a Home
Telephone Scripts – Cold Calling
Open House Preparation/Buyer Follow-up
Internet/Email Protocol
FORMS – Multiple Listing Service and Exclusives
Company – MLS – Binder Deal Folders
Condos and Co-ops – Forms and the guidelines
Objection Handling
Closing Techniques
Taking and Presenting Offers/Negotiations
C21 Laffey Associates Company Rules
Buyer Brokerage Training – Work with Buyer Client's
Relocation
HUD
Servicing the Listing
Listing Presentation Role Playing
Websites for Realtors and Consumers
First Allied Mortgage – Mortgage process
Engineer – The Inspection Process
Fine Homes International Luxury Properties
Attorney – The Contract and what could go wrong
eRealty Title Company
21Online Virtual Library Training
Home Warranty Program
Panel of Experienced Agents share their Successes!