



HANSEN REAL ESTATE COACHING

RESIDENTIAL • COMMERCIAL • MANAGEMENT

Systems for Realtors® that Produce Measurable Results

MISSION STATEMENT

"The goal is to build a systemized real estate business focused on delivering premium customer service. This focus will produce results which will increase wealth and improve quality of life."

REALTOR® FRAMEWORK

- 01) Set a true annual goal - GCI, dollar volume, sides.
- 02) Set a true quarterly goal.
- 03) Quarterly Review - what actions need to added?
- 04) Focus on "balance" between real estate and life.
- 05) Establish the perfect prospecting week.
- 06) Establish the weekly minimum prospecting standards.
- 07) Create a data base and use a CRM.
- 08) Begin to systematize the business.
- 09) Run the business like a business by understanding your financials and focus on "net" income.
- 10) Focus on high dollar per hour activities.
- 11) Establish and maintain a morning routine.
- 12) Focus on "proactive" vs. "reactive" activities.
- 13) Establish the perfect daily routine.
- 14) Use a Seller questionnaire 100% of the time.
- 15) Use a Buyer questionnaire 100% of the time.
- 16) Create a pre-listing packet.
- 17) Establish your commission structure - flexible fees?
- 18) The perfect marketing plan - what would you do to get your home sold?
- 19) Seller communication plan.
- 20) Master the listing presentation.
- 21) Establish a list of vendors who can help with your listings - photographer, staging, cleaning.....
- 22) Master the art of presenting the offer to your Seller.
- 23) Prepare and use a Buyer's Handbook 100% of the time.
- 24) Set clear expectations for your Buyer based on market conditions.
- 25) How to communicate with your Buyer so they don't call you.
- 26) Understand clauses that can "win" your Buyer the home in a competitive situation.
- 27) Communication plan after the closing?
- 28) How to treat each closing as a relationship for life vs. a transaction.
- 28) Staying in the flow with your sphere of influence (SOI) and past clients (PC).
- 29) Annual Client Appreciation Event.
- 30) Annual Vendor Appreciation Event
- 31) Practice and master real estate objections.
- 32) How to turn a FSBO into a listing.
- 33) How to turn an expired listing into a listing.
- 34) Scripts to get the "overpriced" listing to reduce their price.
- 35) How can I land a potential probate listing?
- 36) How do I use Facebook to be a positive in my business vs. a negative?
- 37) Should I buy leads?
- 38) What are the signals that tell me I need an Assistant?
- 39) How do I find the "right" Assistant?
- 40) What tasks should the Assistant do for me?
- 41) What are the signs I need a Buyer's Agent?
- 42) How do I utilize a Buyer's Agent and still show loyalty to the Customer?
- 43) Why and how you should survey your customers.
- 44) Should I build a team?
- 45) How to build a team and still focus on "net."
- 46) Establish a financial plan to retire.
- 47) How much "mail box" money will you need.
- 48) How to build your real estate business to sell.
- 49) What does your personal brand represent and is it consistent?
- 50) Are you striving to achieve "mastery" in real estate?

MANAGEMENT FRAMEWORK



- 1) Why your brand, company or office?
- 2) Establish a productive culture.
- 3) Establish expectations for Support Staff.
- 4) Understand the annual goal of every Realtor® and hold them accountable.
- 5) How can I hold a Realtor® to be accountable on a weekly basis?
- 6) Establish a quarterly review for all Realtors® and staff.
- 7) Educate to increase the level of professionalism.
- 8) Focus on delivering the highest level of customer service. Who is your customer?
- 9) Support your Realtor® to reach their highest level of productivity.
- 10) Provide company materials that all Realtors® can use for differentiation of the brand.
- 11) Should we have a weekly, bi-weekly, monthly office meeting?
- 12) How to run a productive office meeting?
- 13) Who should you recruit and how?
- 14) How to utilize your current Realtors® and Staff to help recruit.
- 15) When is it time to let someone go?
- 16) How can I as a Manager generate leads for my Realtors®?
- 17) Establish new construction relationships for your Realtor®.
- 18) How to become the “local expert” in real estate.
- 19) How to get your Realtors® and Staff involved in the community.
- 20) How to survey every Customer.
- 21) What seminars can you provide to generate more leads?
- 22) How to retain Top Producers and amazing staff.
- 23) How to make a profit running a real estate company or managing an office?
- 24) Why host an Annual Appreciation event for Buyers/Sellers.
- 25) Why you should host an annual Thank You party for those Realtors® that SOLD your listings?.



TESTIMONIAL & FEE STRUCTURE

"To anyone who's debating coaching I can't say enough about Nick Hansen. He's been my personal coach and his extensive understanding of high level coaching along with the real estate industry has had a phenomenal impact in my personal life along with my business growth while maintaining a good balance. Without his help I don't believe I would be where I am in my career, closing over 100 deals a year while raising two young children and making the most of life."

- Brent Flewelling, Ann Arbor MI

"I have been a Realtor for 11 years, and during that time I have used many coaches and coaching systems. Some were good, but some of the activities and philosophies were not a good match for me. I knew I needed systems and accountability. I became a client of Nick Hansen's in December 2015, and by March 2016 I had improved my mindset and created daily activities that felt right and were sustainable. Nick took the time to get to know me and we developed a plan that was not a "cookie cutter" plan, but one that would work for me and help me achieve my goals. He took the time to understand my "why" regarding my goal's, and at each call reviewed all of my numbers with me. Nick is great at keeping me accountable while at the same time addressing any concerns that have come up between calls. Nick is easy to talk to and understands the real estate business extremely well. He is a true "coach" in every sense of the word." Patrice Horvath, Los Altos, Ca

"Nick Hansen is one of the finest real estate coaches we've had the pleasure to work with over the past 15 years. He's both a teacher and a trainer who cares about his clients. As an accomplished and active real estate professional, he brings a practical 'hands on' approach in guiding and advising on the everyday issues we are faced with in real estate. Having worked with him for the past six months, we've seen a dramatic increase in our business due to a great extent to his coaching and mentoring efforts. We would highly recommend him to anyone interested in improving their business bottom line results."

- Lucille & Phil Del Vecchio, Broker/Owners of Academy Realty of DFW

FEE STRUCTURE

COST

1) 2 -45 min. calls a month	\$600
2) 3-30 min. calls a month	\$600



* One free month for every referral that enrolls into the program for a minimum of two months.

** NO CONTRACTS. ***Payment must be received prior to the first call.

NICK HANSEN 970-219-4133 hansenrecoaching@gmail.com

PROFESSIONAL EXPERIENCE



NICK HANSEN

970-219-4133 hansenrecoaching@gmail.com



Nick began his real estate career in 1999 along with his wife Debbie. They joined The Group Inc. and immediately instilled Ninja Selling systems and had immediate success. In 2004, Nick was asked to join the Management Team and began coaching agents. The Group Inc. is consistently one of the Top 5 real estate companies that produced the highest productive agents based on sides per agent. In 2012, Nick was asked to take on additional duties as President of Group Financial Partners (GFP). GFP consisted of a Title Company, Mortgage Company and Ninja Selling. In 2014, GFP had a net profit of approximately \$1M.

In 2015, Nick joined the Tim and Julie Harris coaching staff. The Harris system brought additional tools to help assist Realtors®, managers and investors. During his two years he had the opportunity to work with Top Producers across the country in many different markets - New York, Los Angeles, San Francisco, Reno and even places like Elk Point, South Dakota. During his tenure he was able to develop newer agents, develop 40-80M Top Producers along with owners and managers of Top Companies around the country.

Prior to real estate, Nick coached swimming at the University of Arizona, the University of Wisconsin and the United States National Team. Nick has been in the coaching field for over 30+ years.

PERSONAL INFORMATION

Debbie and Nick have two children. Alec is a professional baseball player with the Chicago White Sox Organization and Brooke is a student-athlete swimming at the University of Texas. In their spare time Nick and Debbie enjoy, swimming, biking, fishing, tennis and almost anything outdoors.



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