



Tools For Maintaining a Business	Information Source
<p>Tips for Agent Retention</p>	<p><a href="https://www.nar.realtor/recruiting-retaining-salespeople">https://www.nar.realtor/recruiting-retaining-salespeople</a></p> <p><a href="https://www.nar.realtor/work/life-balance">https://www.nar.realtor/work/life-balance</a></p> <p><a href="https://www.dotloop.com/blog/2018/04/10-ways-to-recruit-real-estate-agents/">https://www.dotloop.com/blog/2018/04/10-ways-to-recruit-real-estate-agents/</a></p> <p><a href="https://www.ihomefinder.com/strategies-for-brokers-2016/">https://www.ihomefinder.com/strategies-for-brokers-2016/</a></p>
<p>Guidelines for General Agent Etiquette</p>	<p>NAR Pathways to Professionalism - <a href="https://www.nar.realtor/code-of-ethics-and-arbitration-manual/pathways-to-professionalism">https://www.nar.realtor/code-of-ethics-and-arbitration-manual/pathways-to-professionalism</a></p> <p>Code of Ethics - <a href="https://www.nar.realtor/about-nar/governing-documents/code-of-ethics/2019-code-of-ethics-standards-of-practice">https://www.nar.realtor/about-nar/governing-documents/code-of-ethics/2019-code-of-ethics-standards-of-practice</a></p> <p>*Local MLS Requirements</p>
<p>Troubleshooting Guide on the Grievance Process</p>	<p><a href="https://www.nar.realtor/code-of-ethics-and-arbitration-manual/statement-of-professional-standards-policy-applicable-to-ethics-proceedings">https://www.nar.realtor/code-of-ethics-and-arbitration-manual/statement-of-professional-standards-policy-applicable-to-ethics-proceedings</a></p> <p><a href="https://www.nar.realtor/about-nar/governing-documents/code-of-ethics/ethics-complaints-arbitration-requests-and-related-information">https://www.nar.realtor/about-nar/governing-documents/code-of-ethics/ethics-complaints-arbitration-requests-and-related-information</a></p>
<p>Listing Presentation -Something that each agent can customize</p>	<p><a href="https://www.nar.realtor/farming-prospecting">https://www.nar.realtor/farming-prospecting</a></p> <p><a href="http://blog.narrpr.com/tips/21-tips-stellar-listing-presentation/">http://blog.narrpr.com/tips/21-tips-stellar-listing-presentation/</a></p>
<p>IT Protocol -Email setup, purchasing domains, data security</p>	<p><a href="https://www.nar.realtor/data-privacy-security">https://www.nar.realtor/data-privacy-security</a></p> <p><a href="https://www.nar.realtor/data-privacy-security/nars-data-security-and-privacy-toolkit">https://www.nar.realtor/data-privacy-security/nars-data-security-and-privacy-toolkit</a></p>
<p>Broker Goal Setting</p>	<p><a href="https://therealestatetrainer.com/2014/11/23/real-estate-business-plan/">https://therealestatetrainer.com/2014/11/23/real-estate-business-plan/</a></p>
<p>Agent Goal Setting -With process for Agent Accountability</p>	<p><a href="https://www.nar.realtor/starting-your-career">https://www.nar.realtor/starting-your-career</a></p> <p><a href="https://magazine.realtor/toolkit/rookie/article/2018/11/the-rookie-tool-kit">https://magazine.realtor/toolkit/rookie/article/2018/11/the-rookie-tool-kit</a></p>



<p>Free templates for goal setting -</p>	<p><a href="https://www.followupboss.com/blog/how-top-performing-teams-keep-agents-accountable/">https://www.followupboss.com/blog/how-top-performing-teams-keep-agents-accountable/</a></p> <p><a href="https://www.developgoodhabits.com/goal-setting-worksheet/">https://www.developgoodhabits.com/goal-setting-worksheet/</a></p> <p><a href="https://www.rainsalestraining.com/blog/goal-setting-worksheet-a-powerful-tool-for-setting-and-reaching-goals">https://www.rainsalestraining.com/blog/goal-setting-worksheet-a-powerful-tool-for-setting-and-reaching-goals</a></p>
<p>Marketing Plan and Budget          -How to budget based on projected income          -How to select media for greatest ROI or reach to a specific audience</p>	<p><a href="https://www.thebalancesmb.com/new-real-estate-agent-marketing-budget-2866384">https://www.thebalancesmb.com/new-real-estate-agent-marketing-budget-2866384</a></p>
<p>Marketing Best Practices</p>	<p>MREC Rule 3.3          MREC Advertising/Team Rules 7/1/18</p>
<p>Marketing Guidelines for Agents          -Taking into consideration MREC, Franchise, and Local requirements</p>	<p><a href="https://www.becomealocalleader.com/marketing/real-estate-marketing-budget-template/">https://www.becomealocalleader.com/marketing/real-estate-marketing-budget-template/</a></p> <p><a href="https://www.realtorstripeplay.com/wp-content/uploads/2017/07/TwoRivers-v2.pdf">https://www.realtorstripeplay.com/wp-content/uploads/2017/07/TwoRivers-v2.pdf</a></p>
<p>Social Media Best Practices</p>	<p>Overall - <a href="https://www.nar.realtor/social-media">https://www.nar.realtor/social-media</a></p> <p>Facebook - <a href="https://www.nar.realtor/facebook-for-real-estate-professionals">https://www.nar.realtor/facebook-for-real-estate-professionals</a></p> <p>Instagram - <a href="https://www.nar.realtor/instagram-for-real-estate-professionals">https://www.nar.realtor/instagram-for-real-estate-professionals</a></p> <p>Pinterest - <a href="https://www.nar.realtor/pinterest-for-real-estate-professionals">https://www.nar.realtor/pinterest-for-real-estate-professionals</a></p> <p>Snapchat - <a href="https://www.nar.realtor/snapchat-for-real-estate-professionals">https://www.nar.realtor/snapchat-for-real-estate-professionals</a></p> <p>Twitter - <a href="https://www.nar.realtor/twitter">https://www.nar.realtor/twitter</a></p>
<p>Stress the Importance of Community Involvement and its Importance in Professional Life</p>	<p><a href="https://www.nar.realtor/community-outreach">https://www.nar.realtor/community-outreach</a></p>
<p>Stress the Importance of Involvement in the Local and State REALTOR Associations</p>	<p><a href="https://msrealtors.org/leadership-opportunities/">https://msrealtors.org/leadership-opportunities/</a></p> <p>*Speak with local AE about getting involved          *Attend local/state membership functions</p>



<p>Stress the Importance of Political Advocacy /RPAC and its Importance to the Profession</p>	<p>Tools and resources – <a href="http://www.Realtorparty.realtor">www.Realtorparty.realtor</a>  <a href="https://msrealtors.org/marpac/">https://msrealtors.org/marpac/</a></p>
<p>Encourage Good Relationships with MREC, MAR, Local Association, Fellow Brokers/Agents</p>	<p><a href="http://www.mrec.state.ms.us/disciplinary.html">http://www.mrec.state.ms.us/disciplinary.html</a> (real life example of what to try NOT to do in licensing)</p>
<p>Monitor Industry Trends</p>	<p>NAR - <a href="http://www.nar.realtor">www.nar.realtor</a> NAR Economists Outlook - <a href="http://economistsoutlook.blogs.realtor.org/">http://economistsoutlook.blogs.realtor.org/</a> Inman News - <a href="https://www.inman.com/">https://www.inman.com/</a> MS REALTORS - <a href="http://www.msrealtor.org">www.msrealtor.org</a></p>
<p>Monitor Licensing Trends/Changes</p>	<p>MREC - <a href="http://www.mrec.state.ms.us">www.mrec.state.ms.us</a></p>
<p>Certifications through Real Estate Schools</p>	<p>Mississippi REALTOR Institute <a href="http://www.realtorinstitute.com">www.realtorinstitute.com</a>  <a href="https://www.nar.realtor/education/designations-and-certifications">https://www.nar.realtor/education/designations-and-certifications</a></p>
<p>Training Plan/Calendar for the Year *Consider sign in sheets for attendance to prove Broker provided training and agents attended</p>	<p><a href="https://magazine.realtor/tool-kit/rookie/article/2018/11/the-rookie-tool-kit">https://magazine.realtor/tool-kit/rookie/article/2018/11/the-rookie-tool-kit</a>  <a href="https://www.nar.realtor/search-results?qu=c2ex">https://www.nar.realtor/search-results?qu=c2ex</a>  <a href="https://magazine.realtor/for-brokers/network">https://magazine.realtor/for-brokers/network</a></p>
<p>In-Office Training</p>	<p>NAR's Commitment to Excellence Program - <a href="https://www.c2ex.realtor/">https://www.c2ex.realtor/</a>  Explanation of program - <a href="https://www.nar.realtor/commitment-to-excellence">https://www.nar.realtor/commitment-to-excellence</a>  NAR has training videos available  Window to the Law videos with NAR legal counsel available  Links to the Standard Forms videos featuring Ron Farris, MAR Legal Counsel</p>