

Jim Mort Training



Consulting
In-House & On-Line Sales Training
Contract Training
Personal Coaching
Business Development
Recruiting

"We Gauge Our Success By Our Clients Results"



Experience at work for you

CONNECTING YOUR BUSINESS TO THE TRAINING RESOURCES YOU NEED

OBJECTIVE—A strategic position to be obtained; Your company's vision—the "as it should be" as opposed to the "as it is now".

EXPLORE — To investigate, study, analyze; A strategic discussion with you to identify your company's present position, where you would like to take your business and what needs to change to get it to where you want it to be.

ENGAGE— Through assessment, analysis and a exclusive Business Development Conversation, we will discuss your company's vision, the competency gaps that need to be closed and the mind-sets that may challenge change.

Flexible solutions for your company's needs

IF YOU WANT TO BUILD A CULTURE WHERE AGENTS ARE PASSIONATE ABOUT THEIR WORK YOU NEED THE RIGHT TOOLS

The **REALTRAC Sales Advantage®** program is the foundation of your real estate career and the set of selling skills that will guarantee your success in any market—despite the conditions. Here you will learn everything you need to know about real estate to give yourself what you need to succeed in our business. From Sales strategies, Scripts, Dialogues, Negotiation Skills, Transaction Strategies, to Community Involvement Activities that will help you to quickly build your business.

The investment needed to take your business to the next level is your investment in *knowledge and skills*. It's important to be knowledgeable in all facets of real estate sales. The money you earn will be in direct relationship to the skills you possess. If we are simply average in the skills we possess, then we can only expect an average income. The money we earn is amazing if we are an amazingly skilled agent.

When considering the investment in training—we need to consider the cost of one lost listing or one lost sale. There is a cost either way. In real estate, we either get paid or—we don't. The decisions we make lead us to the results we seek.

Your agents are your most valuable assets.

LIVE ON-SITE & ON-LINE TRAINING SOLUTIONS

REALTRAC Sales Advantage®

Topic Discussions Include

- How to Handle The **DO NOT CALL**
- Lead Generation
- For Sale by Owners & Expired Listings
- Listing Presentations
- Listing & Personal Marketing
- Successful Open House
- Effective Listing Farm
- Incoming Call Conversion
- Buyer Pre-qualification
- Exclusive Buyer Representation
- Showing & Demonstrating Property
- Contract Offer, Negotiation & Contracts
- Contract to Closing
- Developing Clients for Life
- Skills for Negotiating Higher Commissions
- **SOCIAL MEDIA MARKETING**

"I have excelled in this field and am now a broker and owner of my own company with 25 agents. I attest much of this success to Jim Mort. After one week of training everyone was pumped and anxious to put their new knowledge to work... we finished the month with 19 new listings with a combined value of just under 7 million dollars. I attribute this to the one week they spent with Jim."

Victor DeFrisco

EXIT Realty Premier Properties

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AGENT PRODUCTIVITY SCHOOL

The "TOP GUN AGENT" training is designed to give real estate agents specific instructions on how to duplicate top-producing agent's distinctive strategies in their own local market. The sessions include in-depth instruction on how to implement simple and effective money-making strategies. This course will give you the competitive edge. Each session is delivered in an easy to understand, step-by-step manner—all you have to do is add your own personality. There is no need to reinvent the wheel. Use proven ideas from proven professionals!

You will learn the essential skills that are necessary to achieve peak performance in real estate sales.

Presented in large group meetings or to individual offices

Previous Sponsors/Participants

Nationsbank • Suntrust • Rock Barn Golf & Spa • Office Depot • Arthur Rutenberg Homes (David Allen Properties) • Glendale Federal • Suarez Housing • Sunstate Homes • Cendant Mortgage • Chase Home Finance • Barclays Mortgage • Chelsea Title Insurance • Brinks Home Security • ADT Home Security • Coldwell Banker (NRT) • EXIT Realty Premier Properties • Housemaster Home Inspections • Fidelity Title Insurance • Mayflower Van Lines • REALTOR® Association of Greater Ft. Lauderdale • Royal Palm Realty

Thank you, Jim Mort



"TOP GUN" PRODUCTIVITY SCHOOL TRAINING

The "TOP GUN" Productivity Training is a vigorous sales training experience. This two day program is intended to help you focus your energies on learning the successful scripts and dialogues used by the nation's top agents—the Mega-Producers!

"DISTANCE LEARNING"

- "ON-LINE TRAINING" You can now access the same training 1,000's have attended without leaving the comfort of your own home or office!
- **ONE-ON-ONE WITH JIM MORT**
- Improve your lead generation skills
- Learn how to improve your seller and buyer pre-qualifying skills
- Enhance the quality of your seller and buyer presentations
- Gain self-assurance and skills to multiply your production
- Internalize the time-tested and proven scripts and dialogues which we provide for you, make them yours and deliver better presentations
- Learn the Five Fatal Flaws of most agents & companies



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James R. Mort, Director

“...My first full year ..I had a GCI of \$58,000 in year 2010...part-time, the following year 2011, \$112,000 GCI, Rookie of the Year. I am my firm’s Top Producer, Multi-Million Dollar Producer and as of August this past year I had 50+ listings. I have ranked in the Top 25 producers nationally on WEICHERT Realtors® Leaderboard numerous times. I can’t give you all the credit...you know the Good Book...He has a mighty hand in all this and if it wasn’t for my wife ...with you as her instructor, we could have not achieved this level of success!

Marty Pennell, Realtor, Broker/Owner Hickory, NC

“I am ending my first year with 14 sales, 4 listings, 8 rentals and 1 six year commercial lease. My manager just named me “Rookie of the Year”,... Jim’s tapes and books are great and Jim Mort is my hero”.

Linda Petrakis—Arvida Realty—Boca Raton, FL

I liked the scripts/tips you shared in order to get appointments. I listed 3 FSBOs and 1 Expired within 3 months of attending...I have seen the results...the listings have ranged from \$174,000 to \$950,000 - a person could learn a lot from someone like you...I'm excited & feel I have the tools & knowledge to be Top Producer of my company - Thank you so much for coming”

Amanda West Century 21—Morganton, NC

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