



Up and Running in 30 Days:

5th Edition

From Carla Cross, CRB, MA

UP and Running in 30 Days is the widely used new agent's business start-up plan. This book includes a detailed 4-week action plan, along with dialogues, how-tos, and motivation to succeed.

Included in this latest update (2017):

Updated list of technology and marketing resources so new agents have dozens of resources at their fingertips

Updated list of technology trainers, so agents have additional resources to call upon

Updated real estate trends so the new real estate agent will understand his new profession and its opportunities and challenges

Advice from successful newer agents who are working in these markets

Advice from coaches/industry experts working in these markets to help new agents succeed in this competitive market

Information from new studies (from the National Association of Realtors' Profile of Members and Survey of Buyers and Sellers) and Inman Select, for example, on the onboarding process (too many times onboarding is not given enough emphasis in real estate offices and new agents fail to 'hit the ground' running)

Advice on working the market you're given—whether it's a buyers' or sellers' market

At the end of your four weeks, **an evaluation** for you to complete. What are you proud of? What do you want to keep working on? Evaluate yourself on your activities and attitude, and plan your next 6 months in the business. See the end-of-program evaluator in Unit 7.

At the end of your four weeks, a template to create a **60-day plan** to extend your success with the *Up and Running* principles. See Unit 7. This is a great value to coaches who are supporting their new agents' success, so they can extend their start-up plans until they are 'unconsciously competent'.

\$32.95 plus shipping. See more at www.carlacross.com.