

# New Sutton Agent Check-list

Whether you are just starting your real estate career or you're joining us with many years of experience, new office environments can be overwhelming. The following check-list will help you orientate yourself and give you a helping hand as you start your career with Sutton.

## Before you Start:

### **DID YOU REMEMBER TO...**

- Register and activate your license with your real estate licensing authority
- Register and activate your membership with your local real estate board
- Ensure you are covered by a comprehensive Insurance Plan<sup>1</sup>
- Set-up an RRSP
- Gather your training material
- Obtain your office's policy manual and contract
- Obtain a GST number
- Go through the contents of the Sutton Welcome Package
- Ask your office about a tax deduction program (if applicable)<sup>2</sup>

## Office Orientation:

### **DID YOU REMEMBER TO...**

- Introduce yourself to office staff
- Introduce yourself to other agents in your office
- Obtain photocopy, long distance and fax codes from office admin team
- Find bullpen
- Get office key from admin team
- Locate mailboxes in office
- Ensure you are registered as part of answering service

## Office Administration:

### **DID YOU REMEMBER TO PROVIDE YOUR OFFICE STAFF WITH THE FOLLOWING...**

- Your contact information
- Cell phone number
- S.I.N.
- GST #

## Technology:

### **DID YOU REMEMBER TO...**

- Get your Homebase login and password from the office admin team
- Get a cell phone
- Familiarize yourself with Homebase and Sutton webmail

- Create a personal profile on Homebase
- Explore the Sutton Network on Homebase
- Look into using an answering service
- Obtain your office network username and password for using the office computer
- Create a database of names
- Do your first email campaign

## Getting a Listing:

### **DID YOU REMEMBER TO...**

- Announce to your sphere of influence that you are now practicing real estate
- Get professional photos taken
- Create a free Flexi-Site in Homebase
- Send photo to pictures@sutton.com for your Flexi-Site
- Look into getting your own domain name and website ie) www.yourname.com
- Place an ad in the Sutton Referral Directory.
- Obtain business cards.
- Determine your farming area
- Get a name tag
- Network within your community!  
Go to suttonspirit.com for inspiration
- Get Market Evaluation cards produced
- Work on Listing Presentation (find templates on Homebase)
- Obtain signs
- Buy name decals for signs
- Do your first direct mail campaign.  
Visit the Canada Post link on Homebase

### Once you've got a Listing:

#### **DID YOU REMEMBER TO...**

- Send out Just Listed cards
- Create feature sheets (find templates on Homebase)
- Get key box from your local real estate board
- Purchase sold decals
- Keep in touch with your existing clients for Referrals. Try using the Home Run newsletter available in Homebase
- Stay motivated with presentations from Sutton University
- Purchase thank-you gifts for referrals and sales.  
Visit the Sutton Marketplace website for ideas