



SUGGESTIONS FOR ORGANIZING A CONSTRUCTION CREW™

The term “*Construction Crew™*” refers to a group of associates working together through the *CNHS™ Eight-Week Training and Preparation Program*. Top brokers throughout the country have organized *Construction Crew™* programs successfully with groups sized from two associates to almost one hundred. A major benefit is that a teamwork approach provides additional peer support and motivation while building stronger relationships between like-minded associates. The work involved in collecting market information, evaluating builders and developments and identifying market opportunities can be shared by a number of people. Larger marketing campaigns can be more easily funded and implemented by a group of associates cooperatively working together.

A broker, training director or trainer, office manager, new homes division director or the participating group of associates can coordinate the *Construction Crew™* program. Administering the program requires very little preparation or time commitment. Weekly meeting agendas are outlined in the *Eight-Week Training and Preparation Program* along with individual learning and research assignments. Everyone in the group, including the group leader, can participate in the program and training for the first time. Some steps that will help you organize a successful *Construction Crew™* are as follows:

STEP ONE: Make Initial Management Decisions

Prior to launching your *Construction Crew™* program, it’s advisable for management to make some fundamental decisions. These include:

- Types of associates or specific individuals you would like to involve in the program.
- The number of associates that will participate.
- Any levels of funding that will be provided for support and marketing of the program.
- The level of management involvement in coordination and decision making related to *Construction Crew™* activities.

STEP TWO: Recruit *Construction Crew™* Participants

Many brokers introduce the *Construction Crew™* program at a company meeting or sales rally. Others distribute flyers or rely on managers to identify associates interested in participation. Still others selectively invite individuals they feel are the appropriate candidates for the program.

Ideally, successful participants include those who have demonstrated the patience and communication skills essential to dealing successfully with builders

and new home buyers. Many of the individuals who perform the best in new home sales are those who bring some first-hand experience in this area. Some have grown up in a family active in the construction industry or have experienced the concerns of buyers through the process of having their own new home built. Of course, many thousands of associates without any previous new home experience at all have built highly successful real estate careers around the new homes business.

Keep in mind also that associates interested in representing builders can work effectively together in a *Construction Crew*[™] with others interested in working exclusively as buyers' representatives. The training information, various sales tools and forms, along with the market information gathered by the group are important to both areas of interest. The shared experience and networking can only enhance both individual and company success.

STEP THREE: Organize an Introductory Meeting

Schedule a meeting with prospective members of the *Construction Crew*[™] to discuss details of the program. Some possible agenda items:

- Discuss the opportunities in new home sales and the goals of the program.
- Distribute product brochures and demonstrate the features and operation of the *Certified New Home Specialist*[™] and *Residential Construction Certified*[™] *Interactive CD-ROM Training Programs*, the *CNHS ToolBox*[™], *CNHS Presentation Builder*[™] and *RCC OnSite Media Collection*[™] (You may want to schedule a conference call with Teresa Walsh to assist in this area. You can also download a PowerPoint presentation designed for this purpose from www.sellnewhomes.com/downloads)
- Briefly explain and review the *Eight-Week Training and Preparation Program*.
- Discuss any potential conflicts or concerns about commitments and cooperation important to the success of the program.
- Discuss the role of management, company support of the program, and accountability of the associates as applicable.
- Finalize dates and locations for *Construction Crew*[™] meetings.
- Secure final commitments from participants.
- Finalize orders for *Certified New Homes Specialist*[™] (and *RCC*) materials. Each participant will need to purchase a *Certified New Home Specialist*[™] *Interactive CD-ROM Training Program* (which includes the *RCC* course), and a *CNHS ToolBox*[™]. Purchase of *CNHS Presentation Builder*[™] and *RCC OnSite Media Collection*[™] is recommended, but not required for participation in the *Construction Crew*[™] program. (Please remember: Due to copyright laws, no components of the system can be shared or duplicated for use by others. Participants must use materials that are purchased and registered for their individual use.)

STEP FOUR: Begin Training and Preparation

From this point, follow the meeting schedules and guidelines described in the following *Eight-Week Training and Preparation Program* or the modified program you have designed.

THE CONSTRUCTION CREW **EIGHT -WEEK TRAINING AND PREPARATION PROGRAM**

To assist you in organizing your time and energies as you prepare yourself to begin working with builders and new home buyers, the following outline provides suggestions for an eight-week period of training and preparation. This program has been carefully designed on a “spaced learning” basis to integrate your training, market research, and promotional planning. If you choose, you may also decide to modify the program to better meet your needs relative to goals, timing, responsibilities, and other considerations. Many participants have followed the suggested guidelines but have accelerated the schedule, completing the entire training and preparation in a matter of only one or two weeks. Others, of course, have spaced meetings over a greater period of time to eliminate conflicts with other responsibilities.

When finished, you will have completed your certification training, entitling you to market yourself as *Residential Construction Certified*[™] and a *Certified New Home Specialist*[™]. You will also have gathered a great deal of important information about builders, developments, and new homes activities in your market area. Finally, you will have created a marketing plan enabling you to begin pursuing the areas of new home sales that most interest you.

The schedule provided here begins each week with a planning meeting of 1 to 1½ hours. Although it is written in the context of a group meeting, this outline can be adapted for your use on an individual basis. Following each meeting outline is a list of individual activities to be completed at some time during the week.

Remember: Your success will depend on your completion of the training and the effectiveness of your preparation and planning. Firmly schedule the necessary time, fully commit yourself to your plan, and join the many thousands of associates who have applied this program to realize greater success in their real estate careers.

WEEK ONE

Meeting Agenda

- Introduction of group members - each briefly describe experience and individual reasons for participation in the *Construction Crew™* program.
- Discuss overall goals for the group ... the best you can anticipate at this point in the program.
- Exchange business cards and phone numbers.
- Choose Crew Leader and/or Secretary for the training and preparation period. Crew Leader acts as the liaison with management as necessary. Secretary keeps notes of decisions, assignments, attendance, etc.
- Discuss and determine the physical parameters of the market area you will focus on in your pursuit of new home sales activities.
- Review the proposed individual activities for the week - accept or modify.
- Schedule the next meeting.

Individual Activities

- Complete your *Residential Construction Certified™ Training Program* through page 30 of the *Certification Workbook*.
- Review in depth the complete *Eight-Week Training and Preparation Program*.
- Consider planning or adjustments required in your schedule to allow for successful completion of the training and participation in the *Construction Crew™*.
- Subscribe to *Professional Builder* and *Builder* magazines (can be done online).

WEEK TWO

Meeting Agenda

- Review any concerns or unfinished business from the previous meeting.
- Review and record the progress of each of the members in the training.
- Review and discuss the agenda and activities outlined in the *Eight-Week Training and Preparation Program* - accept or modify.
- Discuss strategies and assign responsibilities to group members to begin research on active subdivisions in the market area.
- Review proposed individual activities for the week - accept or modify.
- Schedule the next meeting.

Individual Activities

- Complete your *Residential Construction Certified™ Training Program* through page 65 of the *Certification Workbook*.

- Complete your research assignment from the meeting relative to active subdivisions in your market area.
- Review *Suggestions and Action Plans for Working With Builders* in the *CNHS ToolBox™* to prepare for the next meeting.

WEEK THREE

Meeting Agenda

- Review any concerns or unfinished business from the previous meeting.
- Review and record the progress of each of the members in the training.
- Review the progress and information gathered from your research on active subdivisions in the market area.
- Review *Suggestions and Action Plans for Working With Builders* in the *CNHS ToolBox™*.
- Discuss strategies and assign responsibilities for beginning research on builders in your market area.
- Review the proposed individual activities for the week - accept or modify.
- Schedule the next meeting.

Individual Activities

- Complete your *Residential Construction Certified™ Training Program* through the end of the *Certification Workbook*.
- Complete the RCC online certification test. (Don't worry ... it's easy and it's open book ... all the answers should be found in your notes.)
- Complete your research assignments from the meeting relative to both subdivisions and builders in your market area.

WEEK FOUR

Meeting Agenda

- Review any concerns or unfinished business from the previous meeting.
- Review and record the progress of each of the members in the training.
- Review the progress and information gathered from the research assignments.
- Discuss strategies and assign responsibilities for continued research.
- Review the *Registered Builder Agreement* and *Prospect Registration Form* found in *CNHS ToolBox™*. Discuss the terms of the agreements relative to your market customs and the standards of your company. Review with management if necessary.

- Accept or modify the above forms and submit for management approval.
- Assign member to secure information relative to establishing membership in your local Builders Association and Sales and Marketing Council.
- Review the proposed individual activities for the week - accept or modify.
- Schedule the next meeting.

Individual Activities

- Complete your *Certified New Home Specialist™ Training Program* through page 31 of the *Certification Workbook*.
- Complete your research assignments from the meeting.
- Review the *Marketing Yourself as a Certified New Home Specialist™* in the *CNHS ToolBox™* to prepare for the next meeting.

WEEK FIVE

Meeting Agenda

- Review any concerns or unfinished business from the previous meeting.
- Review and record the progress of each of the members in the training.
- Review the progress and information gathered from the research assignments.
- Discuss strategies and assign responsibilities for continued research.
- Review the concepts presented in *Marketing Yourself as a Certified New Home Specialist™* in the *CNHS ToolBox™*. Discuss promotional ideas for individual or cooperative marketing of your expertise in new home sales.
- Discuss the possibilities of working as teams or structural policies for sharing leads between members of the *Construction Crew™ Program*.
- Discuss and apply for membership to the local Builders Association and the local Sales and Marketing Council.
- Review the proposed individual activities for the week - accept or modify.
- Schedule the next meeting.

Individual Activities

- Complete your *Certified New Home Specialist™ Training Program* through page 56 of the *Certification Workbook*.
- Complete your research assignments from the meeting.
- Review the *Suggestions and Action Plans for Working With Buyers* in the *CNHS ToolBox™* to prepare for the next meeting.

WEEK SIX

Meeting Agenda

- Review any concerns or unfinished business from the previous meeting.
- Review and record the progress of each of the members in the training.
- Review the progress and information gathered from the research assignments.
- Discuss strategies and assign responsibilities for continued research.
- Review the *Suggestions and Action Plans for Working With Buyers* in the *CNHS ToolBox™* and discuss your strategies relative to working with buyers.
- Continue your discussions relative to marketing plans, advertising, promotional ideas and budgets.
- Assign responsibilities for researching the advertising possibilities, promotional ideas and related expenses. Pursue management approval as required.
- Review the proposed individual activities for the week - accept or modify.
- Schedule the next meeting.

Individual Activities

- Complete your *Certified New Home Specialist™ Training Program* through page 104 of the *Certification Workbook*.
- Complete as much as possible the gathering of information on builders you have been researching to prepare for the next meeting.

WEEK SEVEN

Meeting Agenda

- Review any concerns or unfinished business from the previous meeting.
- Review and record the progress of each of the members in the training.
- Review the progress and information gathered from the research assignments.
- Using information gathered on the various builders in your market area, discuss and fill out *Builder Evaluation Summary Forms* for each.
- Determine those builders you would like to work with on a buyer representation basis, and assign interested members to pursue *Registered Builder* relationships with them. Secure management approval if required.
- Determine those builders you would like to pursue to establish a builder marketing services relationship, and assign interested members to pursue them. Secure management approval if required.

- Finalize and assign responsibilities for scheduling advertising, press releases, and other promotional efforts.
- Discuss the possibility of scheduling office presentations to other associates introducing your expertise in new home sales and interest in working with them on either a consulting or referral basis.
- Review the proposed individual activities for the week - accept or modify.
- Schedule the next meeting.

Individual Activities

- Complete your *Certified New Home Specialist™ Training Program* through the end of the *Certification Workbook*. When you're finished ... **CONGRATULATIONS!** (You probably thought Dennis was going to keep talking forever.)
- Complete the CNHS online certification test ... and your *Certified New Home Specialist™* certification will soon be on its way to you!
- Complete your assignments from the meeting.
- Review Sample Letters and Organizational Forms and Checklists in the *CNHS ToolBox™* to prepare for the next meeting.
- For those who have purchased *CNHS Presentation Builder™*, review the *User Guide* and open the builder and buyer directed slides on your computer to familiarize yourself with the materials included.

WEEK EIGHT

Meeting Agenda

- Review any concerns or unfinished business from the previous meeting.
- Confirm the completion of the training by each of the members and the mailing of the certification tests.
- Review the progress and information gathered from previous assignments.
- Discuss policies on continued research and updating of information for the future. This can continue on a cooperative group basis or individually, as you feel most appropriate.
- Review the builder contacts and registrations made, discuss strategies and assign responsibilities for future follow-up with them.
- Discuss any current and future issues and ideas regarding advertising and promotion on a cooperative group or company basis.
- Review the use of all of the forms and checklists in *CNHS ToolBox™*.
- Showing the slides on a computer, discuss the benefits and use of *CNHS Presentation Builder™* in your new homes business.
- Discuss frequency, scheduling, and agendas for any future group meetings.

Individual Activities

- Review your personal marketing plan and consider various ways to incorporate the *Certified New Homes Specialist*[™] concepts and marketing materials into your personal promotion efforts.
- Prepare your plans for using your *Certified New Homes Specialist*[™] materials to most effectively work with buyers shopping for new homes.
- Plan your strategies for the on-going development of positive professional relationships with builders and developers in your market area.
- Set goals for continuing your education in the area of new home sales, staying on top of market information and identifying business opportunities.
- *Continue to believe in yourself, your professionalism and your ability to bring quality service and value to builders, developers and new home buyers. GOOD LUCK!*