



# Watkins Realty Group

Get Ready for Success!



# Experience You Can Trust

## Background

- 22 years of Real Estate & Finance Experience
- Broker / Company since 2004
- Over \$750 million in transactions
- Extensive Negotiating Experience, including Bank Short Sales and REOs
- Strong Investment Experience
- Extensive Teaching / Coaching Expertise



# Experience You Can Trust

## Real Estate Transactions

- ALL types of SELLER transactions:
  - Traditional, Cash, Short Sales, REO, Trust Sales, Probate, Court approved Sales
- Many types of BUYER transactions:
  - Traditional, Investor, and Foreign Buyers
- Expert Negotiator



# Experience You Can Trust

## Finance

- NMLS Licensed
- Former Wells Fargo Banker
- Mortgage Broker, Loan Officer
- Conventional, FHA, VA Certified,
- Portfolio Lending, Private Money, Hard Money



# Experience You Can Trust

## Real Estate Investment

- Extensive Experience with Short Sales, REOs and Traditional Property Acquisition
- Extensive Investing Experience with:
  - Buy and Hold
  - Property Mgmt.
  - Fix and Flip
  - New Construction
  - MultiUnits
  - Commercial



# WRG Training & Support

## Individual / Group

- One-on-One Broker Consultations
- Phone / Text Support
- Email Support
- Ongoing Group Trainings
- Premier Online and Video Training Content –  
Over 900 pages and 100 videos.



# WRG Training & Support

## Group Topics

- Industry Knowledge
- Sales and Marketing Techniques
- Using Technology
- Real Estate Transactions
- Disclosures / Contracts
- Using the MLS / Lockboxes
- Personal Development
- ZipForm Plus and Digital Signatures.
- Real Estate Investing
- ... and More!



# WRG Training & Support

## Group Format

- Industry Updates
- Agent Speakers – Learn and Grow!
- Agent Roundtable – Share and Learn
- Industry Guest Speakers
  - Escrow / Title
  - Appraisal
  - Mortgage Loans
  - Home Inspection
  - Marketing
  - ... and More!





# WRG Training - Online

Office: 858-622-6262 | [info@WatkinsRealtyGroup.com](mailto:info@WatkinsRealtyGroup.com)

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[BUYING](#) [SELLING](#) [SEARCH HOMES](#) [MAP SEARCH](#) [INVESTORS](#) [BLOG](#)



Your Guide to the [Right Path](#) in Real Estate



## Getting Started



Agent Quick Start

Here is What You Need to get started!



Agent Success Plan

It's Your Business. Let's Build It!

### VIEW THE TRAINING CALENDAR

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Agent Training Calendar

More Knowledge to Help You Succeed!

## Training Menu

Agent Log out

Log Out

TRAINING HOME

- > [Agent Quick Start](#)
- > [Agent Startup Guide](#)
- > [Agent Success Plan](#)
- > [Agent Training Calendar](#)
- > [Marketing](#)
- > [Marketing Online](#)
- > [Technology](#)
- > [MLS Search](#)
- > [zipForm Plus](#)
- > [Digital Ink](#)

# WRG Training - Online

You can accomplish Anything!

Make your goals. Set your mind. Be relentless.  
You will achieve what you are seeking!



Agent Startup 100%

Create your Marketing Plan 95%

Learn about using the MLS and ZipForms Plus 95%

Execute Marketing Plan 90%

Review Results and Make Adjustments 85%

> Write an Offer

> Real Estate Transaction Guide

> Disclosures

## Marketing



Real Estate Marketing

Learn About Marketing



Online Marketing

Learn About Online Marketing



Open Houses

Learn Open House Basics

# WRG Training Online

## Online Marketing



### Killer Online Marketing

10 Great Ideas your Online Marketing



### Creating Facebook Ads

Using Facebook for Advertising



### Creating a Landing Page

Landing Pages Convert Visitors to Leads

## Technology



### Basic MLS Search

Learn the MLS Basics



Creating Transactions

### zipForm Transactions

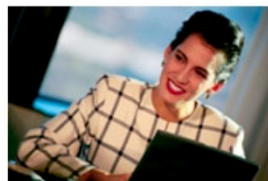
Learn Transaction Basics



### Mobile Device Apps

Become a Road Warrior!

## Writing Contracts



### Purchase Contract Guide

Learn RPA Basics



### Listing Agreement Guide

Learn RLA Basics



### Write an Offer

Learn How to Write an Offer

# WRG Training Online

## Real Estate Transaction Files and Process



**Transactions Guide**  
Guide for Real Estate Transactions!



**The Transaction File**  
Learn How to Assemble a File



**Real Estate Disclosures**  
Learn All About Disclosures

## Working With Buyers



**A-Z of Buyers**  
All Buyer Steps in One Place!



**Search Criteria Form**  
Marketing Handout for your Buyers!



**Buyer Closing Guide**  
Learn the Buyer's Agent Responsibilities

## Working With Sellers



**A-Z of Sellers**  
All Seller Steps in One Place!



**Open Houses**  
Learn Open House Basics



**Seller Closing Guide**  
Learn the Listing Agent Responsibilities

# Company Benefits

- Broker with extensive Coaching and “Personal Growth” Expertise.
- Legal Expertise to Help You Avoid Legal Issues – For You and Your Clients
- Negotiating Expertise to Help Your Clients Get the Best Deals
- In-House Loan Officer
- Transaction Coordinator available



# Company Benefits

- Part Time / Full Time
- No Mandatory Office Time
- FREE from Sales Quotas
- Everything You Need to be Successful!



# Company Fees

- NO New Agent Start-up Fees
- NO 6-8% Franchise Fees
- NO Monthly Desk Fees
- NO Technology Fees
- NO Transaction Fees
- You only pay for E&O insurance on a \$112 per transaction basis to protect against any errors or omissions on your part.



# Commissions/Opportunities

- New agents are on a **60/40 Mentorship** Training split for their first three closed transactions.
- After that, agents move to **70/30 split** (Full 70%)
  - KW starts at a Mentoring split of 54/46/6.
  - Then veteran agents have a **64/30/6% split**.
- At WRG, once you hit 70%, you never go lower than that.
- And with a graduated Cap, you also have the ability to earn 80%, 90% or 100% for the rest of the year.
- Commission splits reset on your Anniversary date to 70/30.



# Other Compensation Opportunities

- Able to do Residential and Commercial transactions!
- Option to Become a Loan Officer as well as a Realtor
- Option to be Involved in Real Estate Investing
- Option for Private Lending (10% return)
- Option to represent Seren Homes as a Buyer
- Option for Equity Investing

# Getting Started



- Notify the Broker you are ready to move your Career forward, and we'll begin your Agent Start-up:
  - Access to 24/7 Online Training website
  - Invitation to Live and Zoom Trainings
  - Agent Start-up Process
  - Assigned Company email for business purposes