

Welcome to Century 21 Integra! We are excited to have you join us! The first six months in real estate sets a pattern for every new Realtor. That pattern can lead to becoming one of the top Realtors in the marketplace with right training, mentoring.

Century 21 Integra has a proprietary 26 week training, mentoring, and coaching program called **Step Ahead Boot Camp**. Step Ahead Training Boot Camp will transform a new Realtor from where they are today into having the knowledge, skills, tools, and practical application of these resources to become one of the best real estate agents in their marketplace.

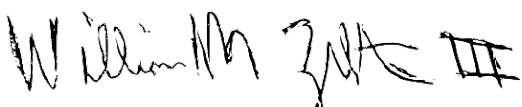
This program is intense and over the next 26 weeks you will be taught many new concepts, have your thinking stretched, and be asked to try new things. This program will create a pattern for success that will last the rest of your career. While Step Ahead Boot Camp is demanding, it is also a lot of fun and will mold you into being the best of the best.

Step Ahead Boot Camp's curriculum has been designed by industry experts led by a curriculum writer with an MBA in Marketing and a PhD in Organizational Leadership. The program uses a proven system to teach real estate agents everything they need to know and do on a daily basis to be successful. Success in the program comes from the agent fully immersing themselves into the training and completing the courses as well as the activities assigned during the program.

Buckle up and let's begin the journey of making you one of the industries top producing agents. You will get out of this program what you put into it. Give us your 100% just as we are committed to giving 100% to you and watch success happen!

Again, we are delighted to welcome you into the Century 21 Integra family! Let's work hard and reach your goals!

To your Success!

A handwritten signature in black ink that reads "William M. Zeltman III". The signature is stylized with a large "W" and "Z".

William M Zeltman III, PhD, MBA
Director of Business Development and Talent Acquisition

Step Ahead Boot Camp Syllabus

Week 1:

Date Completed

Monday:

Welcome to Century 21 Integra

Agent Mindset Training

Writing a Winning Biography

Tuesday:

Conversation Mastery

Prospecting Power Hour

Digital Mastery

Video Creation Workshop

Thursday:

Conversation Mastery

Prospecting Power Hour

The Morning Grind

Week 2:

Monday:

Make ____ prospecting contacts

Conversation Mastery

Prospecting Power Hour

Business Planning Success 101

Tuesday:

Make ____ prospecting contacts

Conversation Mastery

Prospecting Power Hour

Digital Mastery

Video Creation Workshop

Wednesday:

Make _____ prospecting contacts

Thursday:

Make _____ prospecting contacts

Conversation Mastery

Prospecting Power Hour

The Morning Grind

Friday:

Make _____ prospecting contacts

Week 3:

Monday:

Make _____ prospecting contacts

Conversation Mastery

Prospecting Power Hour

Business Planning Success 102

Tuesday:

Make _____ prospecting contacts

Conversation Mastery

Prospecting Power Hour

Digital Mastery

Video Creation Workshop

Wednesday:

Make _____ prospecting contacts

Thursday:

Make ____ prospecting contacts

Conversation Mastery

Prospecting Power Hour

The Morning Grind

Friday:

Make ____ prospecting contacts

Week 4:

Monday:

Make ____ prospecting contacts

Conversation Mastery

Prospecting Power Hour

Business Planning Success 103

Tuesday:

Make ____ prospecting contacts

Conversation Mastery

Prospecting Power Hour

Digital Mastery

Video Creation Workshop

Wednesday:

Make ____ prospecting contacts

Thursday:

Make ____ prospecting contacts

Conversation Mastery

Prospecting Power Hour

The Morning Grind

Friday:

Make ____ prospecting contacts

Week 5:

Monday:

Make ____ prospecting contacts

Conversation Mastery

Prospecting Power Hour

Business Planning Success 104

Tuesday:

Make ____ prospecting contacts

Conversation Mastery

Prospecting Power Hour

Digital Mastery

Video Creation Workshop

Wednesday:

Make ____ prospecting contacts

Thursday:

Make ____ prospecting contacts

Conversation Mastery

Prospecting Power Hour

The Morning Grind

Friday:

Make ____ prospecting contacts

Week 6:

Monday:

Make ____ prospecting contacts

Conversation Mastery

Prospecting Power Hour

Step Ahead Boot Camp Training (see last page)

Tuesday:

Make ____ prospecting contacts

Conversation Mastery

Prospecting Power Hour

Digital Mastery

Video Creation Workshop

Wednesday:

Make ____ prospecting contacts

Thursday:

Make ____ prospecting contacts

Conversation Mastery

Prospecting Power Hour

The Morning Grind

Friday:

Make ____ prospecting contacts

Week 7:

Monday:

Make ____ prospecting contacts

Conversation Mastery

Prospecting Power Hour

Step Ahead Boot Camp Training (see last page)

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Make ____ prospecting contacts

Conversation Mastery

Prospecting Power Hour

Digital Mastery

Video Creation Workshop

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Thursday:

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Conversation Mastery

Prospecting Power Hour

The Morning Grind

Friday:

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Week 8:

Monday:

Make _____ prospecting contacts

Conversation Mastery

Prospecting Power Hour

Step Ahead Boot Camp Training (see last page)

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Conversation Mastery

Prospecting Power Hour

Digital Mastery

Video Creation Workshop

Wednesday:

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Thursday:

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Conversation Mastery

Prospecting Power Hour

The Morning Grind

Friday:

Make ____ prospecting contacts

Week 9:

Monday:

Make ____ prospecting contacts

Conversation Mastery

Prospecting Power Hour

Step Ahead Boot Camp Training (see last page)

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Conversation Mastery

Prospecting Power Hour

Digital Mastery

Video Creation Workshop

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Conversation Mastery

Prospecting Power Hour

The Morning Grind

Friday:

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Week 10:

Monday:

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Conversation Mastery

Prospecting Power Hour

Step Ahead Boot Camp Training (see last page)

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Conversation Mastery

Prospecting Power Hour

Digital Mastery

Video Creation Workshop

Wednesday:

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Conversation Mastery

Prospecting Power Hour

The Morning Grind

Friday:

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Week 11:

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Conversation Mastery _____

Prospecting Power Hour _____

Step Ahead Boot Camp Training (see last page) _____

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Digital Mastery _____

Video Creation Workshop _____

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The Morning Grind _____

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Week 12:

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Conversation Mastery _____

Prospecting Power Hour _____

Step Ahead Boot Camp Training (see last page) _____

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Week 13:

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Step Ahead Boot Camp Training (see last page) _____

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Prospecting Power Hour _____
Digital Mastery _____
Video Creation Workshop _____

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Conversation Mastery

Prospecting Power Hour

The Morning Grind

Friday:

Make ____ prospecting contacts

Week 14:

Monday:

Make ____ prospecting contacts

Conversation Mastery

Prospecting Power Hour

Step Ahead Boot Camp Training (see last page)

Tuesday:

Make ____ prospecting contacts

Conversation Mastery

Prospecting Power Hour

Digital Mastery

Video Creation Workshop

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Conversation Mastery

Prospecting Power Hour

The Morning Grind

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Week 15:

Monday:

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Conversation Mastery

Prospecting Power Hour

Step Ahead Boot Camp Training (see last page)

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Video Creation Workshop

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Conversation Mastery

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The Morning Grind

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Week 16:

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Conversation Mastery

Prospecting Power Hour

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Conversation Mastery

Prospecting Power Hour

The Morning Grind

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Week 17:

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Conversation Mastery

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Conversation Mastery

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The Morning Grind

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Week 18:

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Conversation Mastery

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The Morning Grind

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Week 19:

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Step Ahead Boot Camp Training (see last page)

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Conversation Mastery

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The Morning Grind

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Week 20:

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Conversation Mastery

Prospecting Power Hour

Step Ahead Boot Camp Training (see last page)

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Conversation Mastery

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The Morning Grind

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Week 21:

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Conversation Mastery

Prospecting Power Hour

Step Ahead Boot Camp Training (see last page)

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Prospecting Power Hour

Digital Mastery

Video Creation Workshop

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Conversation Mastery

Prospecting Power Hour

The Morning Grind

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Week 22:

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Week 23:

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Conversation Mastery

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Week 26:

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Step Ahead Boot Camp Specialty Training Classes

Prospecting for Success 101	_____
Prospecting for Success 102 Working with FSBO's	_____
Prospecting for Success 103 The Art of Prospecting	_____
Prospecting for Success 104 Sphere of Influence Success	_____
Powerful Listing Conversations 101 Getting the Appointment	_____
Powerful Listing Conversations 102 The Listing Conversation	_____
Powerful Listing Conversations 103 Advanced Listing Concepts	_____
Powerful Listing Conversations 104 Mastering Listing Conversation	_____
Working with Buyers for Success 101	_____
Working with Buyers for Success 102	_____
Working with Buyers for Success 103	_____
Real Estate Marketing 101 Farming for Realtors	_____
Real Estate Marketing 102 Advertising for Agents	_____
Real Estate Marketing 103 Advanced Farming	_____
Real Estate Marketing 105 The Art of Self Promotion	_____
Objection Handling Success 101 Overcoming Objections	_____
Objection Handling Success 102 Advanced Objection Handling	_____
Objection Handling Success 103 The Pricing Conversation	_____
Client Service Success 101 Servicing Listings to Sell	_____
Client Service Success 104 The Art of Negotiation	_____
Agent Mindset Training 103 Understanding Personality Traits	_____