

# Fundamentals of Prospecting 101



**MetroTex  
Association  
EDUCATION**

**TREC # 04-00-123-23387  
4 Hrs MCE**

**Fundamentals of Prospecting 101 - "Learn to Fish"** begins to teach real estate licensees how to build, organize and contact/follow up with clients.

**Topics Covered:**

- Build a Successful Career Path
- Identify Your Strengths & Weaknesses
- Write an Executive Summary -Build a Business Plan
- Create a Marketing Strategy
- Time Management
- Wants and Needs of Your Client
  - Client Checklist
  - Client Relationship
  - Client Management
- National "Do Not Call" Rules
- Anti Spam
- Contacting a Potential Lead
- Communication Techniques
- Sphere of Influence

Pricing:

MetroTex Members paying online	\$18.00
MetroTex Members registering by phone	\$20.00
Non Members	\$35.00

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