

7 IMPORTANT CONVERSATIONS

TO HAVE WITH A POTENTIAL
REAL ESTATE COACH **BEFORE** YOU HIRE



1. When Did You Last Sell Real Estate, How Long Did You Sell, and What Was Your Peak Production Year?

In general, coaches rarely can coach you past the point of their own success. While it CAN happen Agents may be frustrated being assigned to a coach who has not exceeded what they have. Many successful Real Estate Coaches are still active in the business today, if only to stay sharp.

2. What Formal Training or Accreditation Do You Have?

Many good Real Estate Coaches have no formal training or accreditation relying solely on their own experience for coaching. That said, the best are certified and/or accredited by an ICF approved Coaching Program that often takes 2-4 years of rigorous training to complete. Professional training provides higher-level skills and tools for your Coach to work with you on. If you are interviewing a Coaching Company with an unknown coach to be assigned later, be



By Donna & Mike Stott

sure to ask if all Coaches have the same certifications. Ask how experienced your Coach is in terms of years of Coaching as well as number of clients.

3. What are the Full Details of Your Commitment on Your Coaching Contract?

Knowing in advance what your long term commitment is can greatly alleviate future problems. Ask what happens if your Coach is not working out, or if you have a medical or other emergency. Ask what happens if you go on that month-long tour of Italy. Read and understand all the details of your Contract and at what point it becomes Month to Month.



4. Who is Coaching YOU?

Discover your potential Coach's commitment to Coaching by finding out who is coaching them, how often, and for how long. Ask if they have had other Coaches in the past and how long they've been Coached, in total.

5. What is Included in my Contract?

Find out what services are included in your Coaching Contract. Some contracts may provide only for group calls or recordings. Others may provide 1-5 private calls per month solely, or in addition to group calls. Find out how long the sessions are for and what happens between them. Ask about email support, numbers tracking systems, courses, events and other additional services. Ask if there are other charges for any of these services.

6. May I Speak to some of your Current Clients Before Making a Decision?

The best Coaches will have clients who will gladly agree to talk to new potential clients about their experience, perhaps even one who is at or started at your current production level. Some of the best benefit from Coaching is the peer-to-peer interaction with other Agents who get the same Coaching you



do... without necessarily competing with you in the same office. Ask for a Client to talk with in or near your timezone to be sure timezones are not an issue. An over-eager-to-get-you-to-sign salesperson may indicate you are going into an expensive long term agreement without fully knowing what you are getting.

7. Will There Be Opportunities For Being With Your Coach in Person?

Coaches range from having no Events, all the way up to giant 5000+ Agent Events. If having a chance to be with your Coach in person is important to you (and in an environment you can actually talk), find out if that is possible with your potential Coach first. Be sure to take notes in your Conversations leading to a Coaching Contract. Put those notes in writing to your potential Coach to be sure there are no miscommunications. If you are not able to talk to the Coach you will be working with before signing a contract, ask for a 30 day trial period. In the conversation, look for a good listener who is also taking notes and responding fully to your questions rather than simply using "objection handlers" with you.

Be sure you are clear about what you are looking for from a Coach so you are able to determine if Coaching is "successful". Are you looking for more transactions? More ease in your business? More time off? Less transactions but more profit? Team building coaching?

These answers will tell everything you need to know before investing in your next coach.

Mike and Donna Stott own and operate Your Coaching Matters, a real estate Coaching and Training company founded in 2009, coaching and training over 2000 of the Top Agents in North America. They have personally sold over 3000 homes and continue to operate a Real Estate Brokerage in NW Atlanta. Their average coaching client earned \$422K/year in 2021 with top earners over \$1M GCI per year. You can contact them at Info@YourCoachingMatters.com

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