



## BERKSHIRE HATHAWAY UNIVERSITY

### 2024 BHU Training Schedule

#### Class #1 Topic: Who We Are

- Company Culture and Offices
- Foundations For Success Program
- Resource Center Agent Profile
- KvCore Agent Profile
- Agent BIO & Questionnaire Form
- The Flow of Real Estate Transactions
- Ninja Philosophy

#### Class #3 Topic: Technology Tools

- MLS, Remine, IMAPP, Showing Time
- KvCore Website Overview
- Social Media Marketing
- MADI, Realmailers
- SOCi, Videocast and Social Media
- Utility Helpers, QuickBuy App

#### Class #5 Topic: Working with Buyers

- 6 Key Steps to a Successful Purchase
- Home Buyers Wishlist and Script
- Exclusive Buyer Brokerage Agreement
- Buyer Checklist & Service Protocol
- KvCore Contacts, Search Alerts, Smart Campaign
- KvCore Squeeze & Landing Pages

#### Guest: Preferred Lending Services

#### Class #7 Topic: Contracts and Addenda Review

- AS-IS Residential Contract
- Standard Residential Contract
- Foreign Buyer Notice (Buyers & Sellers)
- Executed Contract Buyer Email Sample
- Common Addenda
- Critical Dates Form

#### Class #2 Topic: Getting Your Business Started

- KvCore CRM and Open House App
- Marketing strategy and your Secret Sauce
- SOI Prospecting, Scripts, Roll Play
- Testimonial Tree, SOI Character Testimonials
- Open House System
- 10-10-20 Open House Marketing

#### Class #4 Topic: Deal Processing & Systems

- Dot Loop & Process Flow
- Deal Processing and Compliance
- Transaction Management Fee
- Realtor Prep Kit
- Lead Generation, 8 x 8 Prospecting
- Expired & FSBO Scripts

#### Class #6 Topic: Working with Sellers

- 6 Key Steps to a Successful Sale
- Exclusive Right of Sale Agreement
- Listing Process, Marketing & Exclusion Form
- One Step vs Two Step Listing Approach
- Cloud CMA and RPR
- KvCore Present, Market and Seller Reports

#### Guest: 2-10 Home Warranty

#### Class #8 Topic: Pulling It All Together

- Appraisal Practice & Sample Package
- Home Inspection Process
- Homestead Exemption
- Title Commitment Basics
- Contract to Closing Statement
- Seller's Net Form

#### Guest: Capstone Title

#### Guest: Waypoint Property Inspections & HomeTeam Inspections

➡ **Classes are held at:** Brandon Office  
3228 Lithia Pinecrest Rd, Valrico, FL 33594

➡ **Color:** Ideal topic for experienced agents.