

# TByrd



# Training CENTER



# REAL ESTATE DIVISION

# INFORMATION PACKET

## ★★★ Training Designed For ★★★

- Realtors, Brokers, Real Estate industry support staff
- Anyone aspiring to enter the real estate industry
- Develop an effective business/marketing plan for realtors
- Learn how to streamline your business by using social media and technology while you (realtors) can focus on what matters (servicing your clients)
- Learn tools to effectively build your business that real estate school doesn't teach you.

### Course is 100% Virtual

- Students earn two credentials recognized by the NJ Department of Education and Labor
- Social Media Marketing and Technology
- Business and Project Development
- Includes all course training materials
- Must have an Office 365 subscription during class, strong Internet connection, Laptop or Desktop computer. Please note: Chrome Books can not be used.
- TByrd Center is a State Approved Private Vocational School



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609-484-9356 • [tbyrdcenter.com](http://tbyrdcenter.com)



**TByrd Center Real Estate Division** headed by **Shelby Morgan, Director of the Real Estate Division** offers Real Estate procedures, rules and regs that are industry driven as a 1099 and **Bryan Durnan our Social Media Marketing Specialist** offering all the techniques and procedures to grow your business using social media.

Lastly **Trina Byrd, CEO of the TByrd Center** offers the procedures to tie all of it together to not only grow your business but to become a successful business owner when it comes to the daily operations of running a successful business.

We pride ourselves with working with individuals who have master knowledge, skills, experience, education, and professionalism in the real estate industry to lead this division of the **TByrd Training Center**. The TByrd Center prides itself in being in the forefront of offering skills to this industry that are not recognized by the many approving agencies of this industry but are in demand to create a successful real estate business.

# Social Media Marketing for Realtors

## Should Real Estate Agents use social media?

Social media can be a powerful tool for real estate agents. The wide reach of Facebook and Instagram combined with the quick, simple nature of LinkedIn makes it easy to find new potential clients on these platforms both near you and elsewhere in the world.



## What types of content should be found on a real estate agent's social media?

Open house or new listings coming up, followers will want more after seeing a small peek into a potential future home.

## What social media platform is the best for real estate?

Facebook is more popular in the real estate industry than any other social media platform, with Instagram coming second. Both Facebook and Instagram are used for marketing by many people who work in the real estate field because they offer a wide variety of features to make posts engaging as well as interactive opportunities that can help attract new clients.

## How effective is social media for real estate?

It is quite clear that social media has become a powerful medium for generating leads and prospects. More than half of people who are looking to buy or sell property use it, where they can find realtor services when deciding on their next purchase.

## What is one way that a real estate agent can improve their online identity?

Real estate agents need to take advantage of the many different opportunities they have in creating a personal online identity. Realtors should use their social media accounts as much as possible for marketing purposes because well managed pages can receive a lot of traffic.





# Social Media and Technology in Real Estate

Figuring out how to leverage social media technology such as Office 365 (word, excel, power point, access, publisher) Google Workspace (docs, sheets, slides, forms, drive) in real estate is one of the biggest issues facing many agents in today's digital world.

Whether you're a seasoned veteran whose experienced success cold calling and holding open houses or a rookie agent well-versed in the smartphone world, we can all agree that, especially today, social media is a key part of running your business. Most importantly knowing how to run it effectively.

Taking our Social Media Marketing and Technology course will enhance your real estate business bottom profit margins by learning Facebook, YouTube, LinkedIn, Twitter, Instagram, Pinterest and whatever's next?

You will also more importantly learn how to implement into the daily operations of your business?



# WHAT CREDENTIALS CAN I EARN?

Upon successful completion, students earn a minimum of **two certificates**: Social Media Marketing and Technology Specialist and Business and Project Management credentials, training will not only include the skill to set up your business as a Realtor, Broker, or Support staff, but ability to implement what you have learned to successfully run your business. Students will **also** receive additional customized **professional real estate industry specific business skills** to grow your independent contract business.

## CURRICULUM

Listed below are topics discussed during this twelve-week training program. All topics include course materials (training guide, workbook, quiz and project packet) In addition students will receive an enormous amount of resource materials for a successful career in the Real Estate Industry.

Description
<b>Orientation</b>
<ul style="list-style-type: none"><li>• Students are acclimated to the virtual environment</li><li>• Application and enrollment procedures are completed</li><li>• Technology and Digital assessment</li><li>• Software setup and implementation</li></ul>
<b>Technology and Digital Literacy</b>
<ul style="list-style-type: none"><li>• Training platforms</li><li>• Industry platforms</li><li>• File management</li><li>• Project requirements</li></ul>
<b>Business Operations Guidelines – marketing and social media</b>
<ul style="list-style-type: none"><li>• Marketing Rules and Regs</li><li>• Business and Marketing Plan</li><li>• Marketing strategies, Goals and Objectives</li></ul>
<b>Social Media and Marketing Technology</b>
<ul style="list-style-type: none"><li>• Social Media platforms</li><li>• Setup and implementation</li><li>• Projects</li></ul>
<b>Business Operations using Google Workspace</b>
<ul style="list-style-type: none"><li>• Gmail, Calendar, Meets, Task</li><li>• Docs, Sheets, Slides, Forms</li><li>• Projects</li></ul>
<b>Business Operations using Office 365</b>
<ul style="list-style-type: none"><li>• Word, Excel, Access, Power Point, Publisher</li><li>• Industry platforms</li><li>• File management</li><li>• Projects</li></ul>
<b>Final: Business and Technology Operations Project</b>
<b>Final: Social Media Marketing Project</b>
<b>Final: Exam, Final Presentation</b>

# Business and Career DEVELOPMENT

This module is required by the funding agency and must be clearly documented in curriculum and transcript. We will conduct Career Development each week of the training program as follows (order is subject to change depending on subject being taught):

Week	DESCRIPTION
1	Assessment – assess current business model, digital literacy assessment
2	Know your Value, Know your Worth
3	Job Search / Client Recruitment Weekly Report
4	Goals, Plan of Action and Calendar
5	Resume
6	Business BIO
7	Industry Letters – Introduction, Capabilities Statement
8	Marketing Letters – Cover Letter, Thank you, Follow up
9	Business Pitch – press release, Video
10	Business Presentation – draft video
11	Final Business and Career Portfolio
12	Live Presentation

## Course Hours

Class begins promptly at 9am, Monday thru Wednesday with a Live Instructor via Zoom. LIVE Lecture is from 9am to 12pm each day. Thursday's is on your own, although you are required to complete all hours according to your own schedule. Thursday is dedicated to completing your homework and draft project assignments in preparation for upcoming week of live lectures. **All lectures are recorded** and uploaded to our customized platform within 1 hour of completed lecture. Student who may be absent from class have the ability and opportunity daily to review the recording, therefore they will not miss any important content, resources, lecture, questions, review, etc. Course hours are a combination of attendance and completion of projects. Total hours: 12 weeks (336 hours)

### Monday, Tuesday, Wednesday Daily Schedule

Hours	DESCRIPTION	Comment
9am to 12pm	LIVE Lecture	Lecture recorded and uploaded within one hour
12pm to 12:30pm	LUNCH	
1pm to 4pm	Complete all assignments taught in LIVE Lecture	(Thursday, this time is designated for reviewing weeks assignments for submission on
4pm to 4:30pm	Quiz Job Search/Recruitment Report	Will be reviewed during LIVE lecture as a group next day

### Thursday Weekly Schedule

Hours	DESCRIPTION	Comment
9am to 12pm	Projects	Complete remaining tasks for all projects of the week
12pm to 12:30pm	LUNCH	
1pm to 4pm	Google Drive	Upload all assignments as directed.
4pm to 4:30pm	Post Assignments submitted	Assignments <b>will not</b> be accepted after 4:30pm deadline.

# Student Requirements?

This is a 100% virtual training program; therefore, students must have the following:

1	High speed Internet
2	Computer desktop or laptop with webcam (no chrome books may be used)
3	Office 365 subscription that includes Microsoft Access
4	Printer
5	Gmail email address
6	Dedicated and uninterrupted Office space for training Monday thru Wednesday 9am to 12pm

Upon successful completion, students earn a minimum of **two certificates**: Social Media Marketing and Technology Specialist and Business and Project Management credentials, training will not only include the skill to set up your business as a Realtor, Broker, or Support staff, but ability to implement what you have learned to successfully operate your business.

**We look forward to your career success which makes our brand successful as well.**

**Classes start every month virtually via Zoom.**

To Register call: **609-484-9356**

Register for a FREE Information Session on ZOOM: <https://forms.gle/R628mf4L89giMPRL9>



## Social Media Marketing and Technology Information Workshop

Thank you for your interest in our Social Media Marketing and Technology Division at the TByrd Training Center. This FREE Information Workshop will provide you with the procedures to receive a FREE training grant to attend our state approved school where you will earn 2 certificates if you qualify. Please complete the form below and you will receive the link to attend this valuable GOOGLE MEETS workshop.

The TByrd SMMT Team

<https://www.tbyrdcenter.com/social-media-marketing-and-technology/>

Questions, please call: 609-484-9356



**T.Byrd Training CENTER**  
**Real Estate DIVISION**  
**Training INQUIRY Form**  
 1501 S. New Road, Pleasantville NJ 08232  
 609-484-9356

<https://www.tbyrdcenter.com/real-estate-division/>

**Name:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City/State/Zip:** \_\_\_\_\_

**E-Mail Address:** \_\_\_\_\_

**Cell/Phone/Text:** \_\_\_\_\_

**Social-Media:** \_\_\_\_\_

Have you contacted the One Stop Center:  Y  N If so, who is your counselor: \_\_\_\_\_

**Skills Check List**  
 (Check all that you have experience and have implemented in your business).

**REAL ESTATE**

**Enter Real Estate Credentials below:**

**SOCIAL MEDIA**

<input type="checkbox"/>	<b>LinkedIn</b>	<input type="checkbox"/>	<b>Pinterest</b>
<input type="checkbox"/>	<b>Twitter</b>	<input type="checkbox"/>	<b>Tik Tok</b>
<input type="checkbox"/>	<b>Facebook</b>	<input type="checkbox"/>	<b>Instagram</b>
<input type="checkbox"/>	<b>Google Play</b>	<input type="checkbox"/>	<b>You Tube</b>

**MARKETING**

<input type="checkbox"/>	<b>Zoom</b>	<input type="checkbox"/>	<b>Google Meets</b>
<input type="checkbox"/>	<b>Calendly</b>	<input type="checkbox"/>	<b>Constant Contact</b>

**CUSTOMER TRACKING**

<input type="checkbox"/>	<b>Gmail</b>	<input type="checkbox"/>	<b>Google Drive</b>
<input type="checkbox"/>	<b>Google Calendar</b>	<input type="checkbox"/>	<b>Microsoft Access</b>

**TOOLS**

<input type="checkbox"/>	<b>Word</b>	<input type="checkbox"/>	<b>Docs</b>
<input type="checkbox"/>	<b>Excel</b>	<input type="checkbox"/>	<b>Sheets</b>
<input type="checkbox"/>	<b>Power Point</b>	<input type="checkbox"/>	<b>Forms</b>
<input type="checkbox"/>	<b>Publisher</b>	<input type="checkbox"/>	<b>Slides</b>
<input type="checkbox"/>	<b>Twin Motion</b>	<input type="checkbox"/>	<b>Google My Business page</b>

**COMMENTS / QUESTIONS:**

**Added to database:** \_\_\_/\_\_\_/\_\_\_ **Completed by:** \_\_\_\_\_