

The 5 Step Roadmap To Succeeding as a Real Estate Coach

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Founder / CEO / Trainer

Step One: Write down top five issues you want to help Real Estate agents overcome.

Some examples:

1. Streamlining time management
2. Locating fears of putting yourself out there boldly
3. Handling "hard to please" customers
4. Demonstrating exemplary customer service
5. Developing your professional presence
6. Overcoming income roadblocks
7. Planning financial strategies
8. Identifying work / life balance breakdowns

Step Two: Identify top ten areas you have unique expertise and experience that you will use to help Real Estate Agents with.

1 - _____

2 - _____

3 - _____

4 - _____

5 - _____

6 - _____

7 - _____

8 - _____

9 - _____

10 - _____

Step Three: Identify your WHY.

What are the top five reasons you enjoy helping Real Estate Agents reach their goals?

1 - _____

2 - _____

3 - _____

4 - _____

5 - _____

What top five things motivates you to work with Real Estate Agents? In other words, what do you appreciate most about them and/or the profession?

1 - _____

2 - _____

3 - _____

4 - _____

5 - _____

Step Four: Consider what level you want to work at as a coach.

There are two levels to helping someone reach a new goal.

These are:

Transactional & Transformational

Transactional = Logistical

- Crafting goals and timeframes
- Establishing strategies
- Holding accountability
- *Basic coaching skills required*

Transformational = Growth Catalyst

Transactional coaching plus:

- Personalizing success formulas
- Inviting new potentials
- Eliminating client self-limitations
- *Advanced coaching skills required*

Some people want to have a less personalized approach that revolves more around information, written goals and basic accountability. This is *transactional coaching*.

Others want to work way beyond the basics and empower their coachee to overcome inner hurdles, face fears and help them craft their unique success formula. This is *transformational coaching*.

There are two Coach Training Tracks available to consider for each approach:

- 1) To obtain basic coaching skills, the International Coaching Federation (ICF) approves 30-60 hour training programs that fit the bill. If you are only coaching here and there, or only adding coaching skills to motivate a team, this is the recommended option to take.
- 2) To contract with private clients, develop advanced coaching skills, use client-assessment tools and understand empowerment psychology, then the ICF accredits programs that are 125 hours or more. This level of credentialing leverages and maximizes your coaching practice and vastly expands your skillsets. This track is especially important if you wish to coach in more corporate settings, or move in that direction down the road.

Step Five: Consider your timeline and vision.

Where would you like to be in 5 years?

What role does coaching play in your 5 year vision?

When do you want to begin coaching?

What will support you to launch effectively?

What additional skills, resources or help do you need to obtain?

Based on your above answers, what are the next 3-5 steps to take?

Off to a great start!

In this worksheet, you have:

- 1) *Identified key issues to address as a coach*
- 2) *Outlined important experience you bring to the table*
- 3) *Formulated specific reasons you are motivated to help agents*
- 4) *Considered what level you want to work at with your future clients*
- 5) *Confirmed your desired timeline and next steps*

These factors will help you market and niche your coaching services as you move into coaching. This is very important to attract your ideal coaching clients!

This is a really great start and I imagine you are feeling more inspired, yet maybe still have some bigger questions coming up.

If you decide you want support around your next steps, or if you decide that you wish to be trained in leading-edge coaching skills (basic or advanced), then we are here to help!

We love bringing new coaches into the world and helping them succeed!

We offer outstanding support and program options to help you put the right foot, in the right place, at the right time to leverage your career as a coach.

You may speak with a representative to review program and training options with us anytime.

We invite you to schedule a 30 minute Q&A here:

Brandy Chase, CPIC - <http://bit.ly/iictstrategysession>

Brandy is a certified professional coach. She comes to you with 14 years of experience in Real Estate and assisting Realtors in their business. She has worked with Realtors across the globe, helping them strategize and create systems that work for *their businesses*. She is intimately familiar with everything from residential and investment real estate to property management, land, and new construction.

Laurel Elders, PCC, CEC - <http://bit.ly/CoachLaurel>

Laurel is the founder and CEO of IICT and has been coaching professionally since 2005. She loves helping people succeed and excel and develop their own excellence. She coaches a variety of clients to their success, including business owners, thought leaders and managers.

Right now, there are struggling Real Estate Agents out there who need your support to succeed!

What are you waiting for!?



Coaching is a profound and rewarding way to completely up-level your career. If you feel the call to coach, we'd love to have you join us!

Your success is our passion,
Laurel and Brandy