THE PURPOSE OF THE MOMENTUM PROGRAM

As a RE/MAX Affiliate, you're a member of the most professional, most productive real estate network in the world.

There are many decisions you must make each and every day to run a successful business. The Momentum program provides basic information to help you. Please note: The Momentum program and materials are designed as a resource to reference. The suggestions made within are not mandatory.

FOR ILLUSTRATION ONLY

Certain sections of the Momentum materials illustrate how making changes to numbers, such as for costs and expenses, can financially impact an agent’s business. These sections are meant to be illustrations only and are not intended to be an exhaustive list of costs that may impact your business or to be specific to your situation. RE/MAX, LLC makes no promises, representations or guarantees of any kind about the success or profitability of your operations.

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TRADEMARKS AND REGULATIONS

In communicating your affiliation with RE/MAX in person, online or through promotional materials, please reference the RE/MAX Brand Identity: Trademark and Graphic Standards guide to ensure proper use of the RE/MAX name and marks.

When cold calling, be aware of the requirements of the national (and, if applicable, state) Do Not Call Registry before placing calls. Additionally, be aware of federal and state laws regarding calling consumers before 8 a.m. or after 9 p.m.

RE/MAX offices are independently owned and operated.
KNOWLEDGE-BASED COURSES

Action without knowledge is reckless!

Knowledge-based courses (101 courses) provide associates with an overview of the buying and selling process. After completing Real Estate 101, associates should have a basic understanding of the process and feel comfortable in completing a successful real estate transaction.

NOTE:

Real Estate 101 courses should be mandatory for all newly licensed associates and highly recommended for those associates who feel they need a refresher in the basics.
101 CLASSES

Listing 101: Teaches the standard residential listing agreement and related materials. After attending this class, each associate should feel comfortable with completing and explaining a listing agreement. Other topics discussed in this class include the seller’s disclosure form, MLS input sheet, amendment and termination forms, and a “Sign-to-Sale” checklist.

Selling 101: Teaches the one-to-four family residential sales contract and related materials. After attending this course, each associate should feel comfortable with completing and explaining a sales contract and relevant information. A “Contract-to-Close” checklist is also covered in this class.

Title 101: Educates associates on the closing process. After attending the class, each associate should understand and be able to explain the purpose of the title commitment, HUD-1 statement and all related closing costs and fees.

Mortgage 101: Teaches associates the basics of real estate finance. The following topics should be discussed: mortgage application process, prequalification vs. pre-approval, net sheets, interest rates, mortgage fees and requirements of VA, FHA and conventional loans.

Inspections 101: Introduces associates to both structural/mechanical and termite inspections. After attending the class, each associate should understand how to order an inspection, read an inspection report, and know about the different FHA/VA inspection requirements.

NOTE:

The above classes are 3.5 hours per session and taught by either the Director of Development, a top associate or a preferred vendor.
LISTING 101 AGENDA

GOAL:
To teach associates how to complete and explain a standard residential listing agreement.

CONTENT:
The purpose of a listing agreement
How to complete a listing agreement
How to present a listing agreement to a client
Who signs a listing agreement
How to present the seller’s disclosure
How to terminate a listing agreement
How to amend a listing agreement

9:00 – 9:10  Introduce the instructor and material
9:10 – 9:30  Review the goal of the class and explain the use of a listing agreement. Discuss relevant office policies
9:30 – 11:30 Review case study and discuss listing agreement (includes a 10 minute break)
11:30 – 12:15 Review all applicable addenda to the listing agreement
12:15 – 12:30 Answer questions and close

MATERIALS REQUIRED:
Listing Agreement
Case Study
Seller’s Disclosure
Termination of Listing Agreement Addendum
Amendment to Listing Agreement Addendum

RECOMMENDED INSTRUCTORS:
Director of Development
Broker/Owner
Top Associate
SELLING 101 AGENDA

GOAL:
To teach associates how to complete and explain a purchase/offer contract.

CONTENT:
The purpose of a purchase/offer contract
How to complete a purchase/offer contract
Who signs a purchase/offer contract
How to present a purchase/offer contract to the buyer
When an offer becomes a purchase
Related addenda to the contract
How to amend a purchase/offer contract

9:00 – 9:10  Introduce the instructor and material
9:10 – 9:30  Review the goal of the class and explain the purpose of a purchase/offer contract and relevant office policies
9:30 – 11:30  Review a case study and discuss sales contract (includes a 10 minute break)
11:30 – 12:15  Discuss all applicable addenda to the sales contract
12:15 – 12:30  Answer questions and close

MATERIALS REQUIRED:
Conventional Purchase/Offer Contract
Case Study
Appropriate Addenda

RECOMMENDED INSTRUCTOR:
Director of Development
Broker/Owner
Top Associate
TITLE 101 AGENDA

GOAL:

Educate associates on the title and closing process.

CONTENT:

The purpose of the title commitment
How and where to open title
Documents signed at closing
HUD-1 statement
How to prepare net sheets for sellers
Closing costs for both buyers and sellers
Expectations of the title company

9:00 – 9:10  Introduce the instructor and material
9:10 – 9:30  Explain the purpose of title insurance and the title commitment (clouds on title, encumbrances, liens)
9:30 – 9:45  Discuss how and where to open title
9:45 – 10:45  Discuss the major documents signed at closing
10:45 – 11:00  Break
11:00 – 11:30  Explain applicable closing costs for buyers and sellers
11:30 – 12:00  Explain how to prepare a net sheet for sellers
12:00 – 12:15  Discuss what clients can expect from a title company
12:15 – 12:30  Answer questions and close

TOOLS REQUIRED:

Title Commitment
Title Policy
HUD-1 Statement
Net Sheet

RECOMMENDED INSTRUCTORS:

Preferred Closing Officer
Closing Attorney
MORTGAGE 101 AGENDA

GOAL:
Teach associates the basics of real estate finance and the prequalification process.

CONTENT:
The mortgage application process
What a buyer should bring to the application appointment
The differences between prequalification and pre-approval
The advantages of getting a buyer prequalified
The main differences of conventional, VA and FHA loans
Interest rates and how to calculate PITI
Expectations of a loan officer

9:00 – 9:10  Introduce the instructor and material
9:10 – 10:00  Explain the mortgage application process, including what a buyer should bring to the appointment and the differences between prequalification and pre-approval. Hand out a mortgage application, and cover it in detail
10:00 – 10:30 Discuss interest rates and how to calculate PITI
10:30 – 10:45  Break
10:45 – 11:45  Discuss down payment and fee requirements for conventional, VA and FHA loans
11:45 – 12:15  Discuss what a buyer can expect from a loan officer
12:15 – 12:30 Answer questions and close

TOOLS REQUIRED:
Mortgage Application Package
Business Calculator
PITI Chart
Conventional Contract
VA/FHA Contract

RECOMMENDED INSTRUCTORS:
Preferred Loan Officer
INSPECTIONS 101 AGENDA

GOAL:

Educate each associate on structural/mechanical and termite inspections.

CONTENT:

Explain the structural/mechanical inspection process
Explain how to order a structural/mechanical inspection
Explain and discuss how to read a structural/mechanical inspection report
Explain the termite inspection process
Explain how to order a termite inspection
Explain and discuss how to read a termite inspection report
Discuss different inspection requirements by FHA/VA
Discuss expectations of a home inspector

9:00 – 9:10  Introduction of instructor and material
9:10 – 9:15  Explain how and when to order a home inspection
9:15 – 10:30  Review structural/mechanical inspection report and discuss
10:30 – 10:45  Break
10:45 – 11:45  Review termite inspection report and discuss
11:45 – 12:00  Explain different inspection requirements by FHA/VA
12:00 – 12:15  Discuss what a buyer can expect from a home inspector
12:15 – 12:30  Answer questions and close

TOOLS REQUIRED:

Structural/Mechanical Inspection Report
Termite Inspection Report

RECOMMENDED INSTRUCTORS:

Preferred Licensed Home Inspector