

Pathway to Success Resource Guide

Welcome to Mainstreet's newly updated Pathway to Success, created to help Mainstreet REALTORS® navigate their first year in Real Estate. The steps below include important and helpful resources to establish a strong foundation from which to build a successful career in Real Estate.

Entering a new career, especially one as dynamic as Real Estate, requires lots of knowledge, an understanding of best practices, and some discipline - that's what the activities below are designed to build. That's what Mainstreet is here to do – be your foundation for success. Learn more about how the Pathway to Success works and how to get started by visiting SucceedwithMORe.com/Pathway



Step 1: Be Resourceful

Goal: To build a resource sheet of important information and contacts that can assist you with your career development.



Step 2: Establish Your Foundation

Goal: To understand the resources available to you through your Designated Managing Broker and to establish a foundation for success in your career as an Independent Contractor takes off.



Step 3: People and Places

Goal: To develop a framework to organize and grow your sphere of contacts and to establish a system to understand and remain current on market dynamics.



Step 4: Establish Good Habits

Goal: To create a routine and business structure that supports good habits and best practices.



Step 5: Market Yourself

Goal: To create a prospect engagement plan using various marketing channels.



Step 6: Complete Jumpstart

Goal: To satisfy your orientation requirement and to complete the first eight hours of your required 45-Hour Post-Licensing Course.



Step 7: Master the Contract

Goal: To understand the 7.0 Multi-Board Contract, its addendums, and forms.



Step 8: Develop a Commitment to Buyer Representation

Goal: To understand buyer agency.



Step 9: Open House Success

Goal: To explore ways to develop leads and grow your sphere.

Pathway to Success Resource Guide



Step 10: Know Your Stuff

Goal: To understand the agreements and platforms that will support your ability to represent clients effectively.



Step 14: Complete Post-Licensing

Goal: Complete the 45-Hour Post-Licensing Requirement at an accredited school, like Mainstreet.



Step 11: Develop and Present Your Commitment to Seller Representation

Goal: To help in the development of a knock-out seller representation pitch, including your specialized value as a REALTOR®.



Step 15: Check Yourself

Goal: To review the activity plan, habits, and engagement goals you created for yourself; check progress and redirect your path if your plan needs updating; get started on a thought-out strategic business plan.



Step 12: Go Dig for Leads

Goal: To understand strategies for getting new leads using the tools you already invest in.



Step 16: Manage Your Reputation

Goal: To better understand that Real Estate is a reputation business and learn how to manage your online presence.



Step 13: Get Networking

Goal: To understand the power of networking and how it will help your career.



Step 17: Prepare for Retirement

Goal: To help you establish financial best practices early in your new career.



Bonus Step: Make a Commitment to Excellence!

Goals: Begin your Commitment to Excellence (C2EX) through the National Association of REALTORS®



Have questions? Contact Ramona Ruskals at
Ramona@SucceedwithMORe.com or at 630.324.8465