



T3 Fellows

A 12-month MBA-style program for residential real estate brokers and large teams

The T3 Fellows program helps residential real estate brokers and leaders of large teams grow successful businesses through a 12-month curriculum, one-on-one consulting, Spring and Fall masterminding retreats and strong mentoring support.

Unlike traditional coaching or consulting programs, participants in T3 Fellows focus on complex business problems and strategize effective growth plans in collaboration with peers and industry leaders. In the 12-month program, participants design and complete customized projects that lead to practical, strategically significant and nimble growth.

T3 Fellows participants must apply for acceptance to the program. Applicants are carefully interviewed to ensure the program is a good fit, and that they are ready for rapid growth. Each class respects geographically exclusivity to encourage an environment of safe, non-competitive and confidential collaboration.

Learn more about the program's deliverables, leadership team and content at t3fellows.com.



WHAT YOU WILL RECEIVE

T3 Fellows delivers the building blocks of a modern real estate brokerage or team. As the leader of a real estate brokerage or large team, you face many challenges others have already tackled. With T3 Fellows, you learn from those who have walked the path before you.

In completing the T3 Fellows Program, participants will produce the following:

1. A competitive benchmark for designing and positioning their company.
2. Marketing programs and systems to express their brand including websites, social media, content marketing and direct mail.
3. Technology and systems that have clear value for agents, which may include lead generation, sphere marketing and other company-based business generation.
4. A recruiting and retention system designed to attract, onboard and train the best-fit agents for their business.
5. Right-sized technology systems including CRM, marketing platform, website and transaction platforms.
6. Fundamental practices for setting goals and managing finances for a modern real estate firm.

LEADERSHIP TEAM

Dean Cottrill, Senior Vice President of T3 Sixty's brokerage division, serves as the T3 Fellows Program Director. Dean has over two decades of hands-on leadership experience, and has held senior-level management positions with Long & Foster, Weichert Realtors and Coldwell Banker Residential Brokerage (NRT). As Group President at Coldwell Banker, he oversaw 66 sales offices on the east coast from Georgia to Delaware which had over 4,000 agents and did more than \$10 billion in annual sales volume. He holds a B.S. in Accounting from Indiana University of Pennsylvania.

Dean is supported by a number of senior executives of T3 Sixty including Jack Miller, Travis Saxton, Kelly White, Michele Conn and Stefan Swanepoel. These advisors have proven, top-level real estate operational experience, and T3 Fellows participants have access to these advisors during their enrollment.

The T3 Fellows program also has T3 Fellows mentors who provide guidance to T3 Fellows participants. These industry leaders have built brokerages with the best characteristics of a modern real estate operation. They have hands-on experience generating results and resolving challenges that participants face. What's more, they have the passion and sincerity to help others succeed.



COURSE MATERIALS

T3 Fellows participants receive course material through a series of progressive online modules. Content is delivered through the following:

- Monthly webinars
- Practical step-by-step projects
- One-on-one sessions with advisors
- A knowledge-management platform
- Monthly mastermind calls with other current program participants and program alumni
- Bi-annual mastermind retreats

The 10 key topics covered in the program:

1. Discovery

Participants determine the improvements they will focus on during the T3 Fellows program. By documenting their current systems, marketing assets, people, and financial information, participants get a true understanding of their company's landscape and provide T3 Fellows advisors with vital information for effective consulting and analysis.

2. Competitive Assessment

Participants assess their company and its offerings and how they relate to their competition. They develop a competitive analysis document they can use to uncover the differentiating points of their brand. This document can help design compensation plans, service offerings and agent support.

3. Strategic Intent

Participants set their goals for developing their real estate business. Important questions in this module touch on exit strategy, financial outcomes and overall strategic vision. Participants also develop a plan to mitigate risks and create alternative plans to increase the likelihood that they will reach their goals.

4. Developing Your Brand Story

Participants develop a clear brand and articulate a brand story that encapsulates and expresses their differentiating points. This forms a basis for marketing, recruiting and any brand-related projects. T3 Fellows advisors help refine and improve participants' brand story so it is clear and addresses consumers, staff, agents, and recruits.



5. Recruiting Personas

Participants learn how to focus their recruiting efforts. By creating recruiting “personas,” they get a clear picture of the types of agents that will best fit their organization. This clarity will drive marketing messaging, the recruiting funnel, positioning and the company’s agent offering.

6. Recruiting Process

Participants learn and implement a set of fundamental recruiting practices. Based on the sales funnel model, participants develop best practices and activities for the top, middle and bottom of the sales funnel. This module helps show how to improve recruiting and establish personal assignments to make that a reality.

7. Goal Setting

Participants formulate goals for production, financials and recruiting. They also define the projects they want to complete within the following year. Participants learn how to set realistic production, recruiting and financial goals. They will also lead their agents in their own goal-setting activity and specify the projects critical to achieving those goals.

8. Business Generation

Participants develop a plan for generating business for their agents. These plans leverage content marketing, branded materials and company support materials created by staff or service providers, and paid lead generation. The plan will be scalable and affordable, and participants will learn how to use it to differentiate themselves in agent recruiting.

9. Hiring

Participants design a plan for developing their companies’ executive and management teams. They evaluate their current management team’s capacity and determine where their business most needs additional talent. Participants then design a plan to develop existing staff’s skills to meet this gap and develop a plan to recruit any additionally needed executive

10. Accomplishment Marketing

Participants learn how to generate and market accomplishments. By planning for and leveraging awards, data and production statistics and testimonials, they differentiate their company, create a constant stream of press and earned media, and attract agents and consumers.



RETREATS

Retreat One: Establishing Your Value Proposition

In the first retreat, participants work collaboratively to distill their company value proposition into actionable plans. This includes the following:

- Establishing consumer messaging, including brand, marketing and service delivery.
- Refining agent messaging, including service offerings, marketing support, lead generation, and commission and compensation plans.
- Defining financial model and operational requirements that deliver on the value proposition.

In the process, participants gain actionable insights from T3 Fellows mentors and advisors. They uncover what others have tried – and what works now.

Retreat Two: Scaling and Growth

In the second retreat, participants develop their company growth plan. They work collaboratively and discuss obstacles to growth, staff development, and recruiting.

Additional topics include reviewing the financial performance of their company, lead generation masterminding, and lessons learned in the T3 Fellows program.

Transform your organization today! Visit t3fellows.com
or drop the Program Director an email at dean@t360.com