

T O D

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TOD

TRAINING ON DEMAND

A Lee Woodward Training System

Think of a skill you need your people to master right now.

It could be perfecting the listing presentation, nailing the negotiation process or mastering the price reduction. Perhaps your team isn't generating sufficient leads to keep the pipeline flowing or are struggling in the buyer management department. Maybe it's something very specific like trust accounting, a leadership issue or time management.

Whatever your pain points, we can now custom design and produce the training you need, in a format that suits you and with the elements that fit your brand, your location and your people – ON DEMAND.

No two agencies have the exact same needs at precisely the same time.

Produced by Real Estate Academy, TOD is professional, customised, digital training on demand that can be updated as required and will live on in the business forever.

No more waiting for a course that aligns with your current skill gaps or sitting through long seminars that fail to hit the mark. Time is money. You need those issues addressed now. For the very first time in real estate history, that's now possible.

WHAT IS TRAINING ON DEMAND?

As the name implies, Training On Demand is customised needs-based training that is created on demand as required. This means your people can complete the exact training they need, when they need it as often as they like. TOD starts with your questions that demand answers now. It's the future of training.

Just as you can select a TED talk anywhere, any time from a vast menu of topics, you will have the opportunity to choose a TOD program, once you have built up your own in-house library, suited to the needs of an individual, a group of people (like your property managers or your lead conversion team) or your entire organisation.

Sample TOD productions that could be customised to your specific needs

- Presenting to win business for sales and property management
- How to negotiate with all types of people in your community
- Managing vendor expectations
- How to get sellers to their next price and sold (price reductions)
- How to prospect for future business in sales and property management
- The digital multimedia company onboarding system, including your vision, values and company history showcased in a modern, engaging way
- Time and action management

The above are just a few examples. Training topics are virtually endless. Whatever you need now, we can produce for you.

Delivered as a digital TOD Book link and hosted by Real Estate Academy on your behalf, you will own all your TOD Books as part of your company assets. The assets stay alive as each TOD program is created digitally. This means any TOD program can be updated in real time on request.





BENEFITS OF TOD OVER TRADITIONAL TRAINING

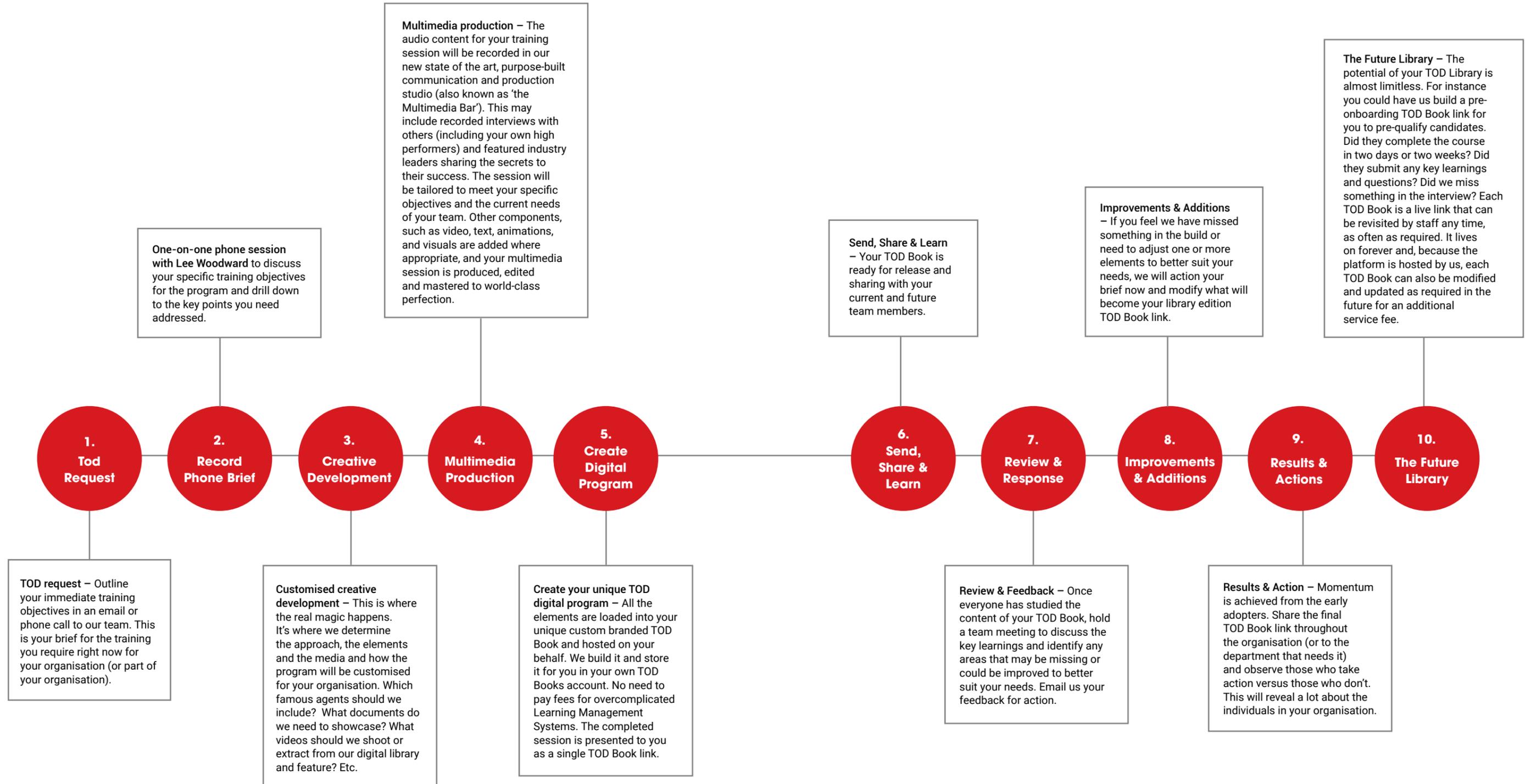
TOD allows you to train your staff your way with the support of Lee Woodward and Real Estate Academy as your learning and development specialists.

1. **Customised training on demand** – Tell us your most significant pain points right now, and we will produce the training to address and solve it when you need it most.
2. **Build up a library of digital training assets that will live on forever** – Each session can be revisited as many times as required for optimal consolidation. It solves the problem of lost knowledge when one of your best people leaves.
3. **It makes your business more scalable** due to the accumulation of valuable knowledge captured and stored in your own Learning Management System.
4. **It's instantly actionable** – That's the beauty of delivering training in real time. If you teach it when it's needed, you can ensure it is mastered and actioned before moving on to the next training session.
5. **It removes the pain from the onboarding process** – You can tap into your growing library of training assets to teach new recruits on the job. And because the training is aligned with everything we do at Real Estate Academy, your new starter will gain so much more from attending The Complete Salesperson Course or our Property Management workshops, as they will be familiar with the terminology and the concepts before they attend.
6. **Saves money** – No need to hire a venue and pay for speakers and lost time on the job. Your team will gain access to high calibre speakers, including international contributors, via video or audio, for a fraction of the cost.
7. **It can feature your own people for increased buy-in** – The best talent is local and organically grown. Therefore TOD is not limited to featuring Lee Woodward or another Real Estate Academy trainer. Your TOD may feature the business owner or selected staff, yet be facilitated and produced by us. Or it could feature a combination of your team and ours. Including your own people is an excellent way to increase staff buy-in.
8. **Optimal knowledge retention** – TOD is digital blended learning (multimedia). This means it caters to all learning preferences because it features a blend of visual, audio and text communication styles. It treats people as individuals with different learning preferences.
9. **TOD is the ultimate in-house professional development solution** because it delivers short, sharp power sessions focused purely on the skills that need to be learned right now.
10. **TOD is the answer to implementation within the business** – Too many people get all the information yet fail to follow through to the activation stage. TOD is the solution to that dilemma because it is delivered when it is needed and provides everything people need for implementation. For instance, a TOD on prospecting would include a 'Reasons to Call' list that an agent could use immediately after completing the session.



HOW DOES IT WORK?

The 10 steps to deliver your unique TOD program



HOSTING

TOD technology is brilliantly designed to compress multimedia information with the additional benefit of having all large video files hosted on Real Estate Academy's secure Vimeo video server. This keeps hosting light on gigabit costs.

INVESTMENT GUIDE

1 x MP3 audio session – \$500.00 per session

1 x custom multimedia training session – \$3,300 (includes 1 revision as per timeline)

Special productions - priced based on a recorded brief

Hosting – \$500 per annum

Additional modifications – as agreed mid-flight of the active project.

ACTIVATION

Be a part of the future of real estate training and professional development. Contact Real Estate Academy on 1300 367 412 to learn more or to activate TOD in your business today.



TOD

BUILD YOUR NEXT TRAINING
PROGRAM WITH THE BEST
IN THE BUSINESS

