



## Herron Real Estate Mentorship Program Outline

**WHAT IS A MENTOR:** Mentoring is an established method for supporting the development and acceleration of professional growth. The mentoring process encourages accountability while providing hands-on support from an experienced mentor. The real estate industry is ever-changing, and new agents often become overwhelmed and unsure of where to start. Having an experienced agent guide you through your first few transactions will dramatically improve the growth of your business. Ultimately, Herron Real Estate (HRE) believes in improving the company through the development of our agents.

**PROGRAM GOALS:** Real Estate is fast-paced, and success depends largely on focus and discipline. Unfortunately, for new agents, what to focus on and stay disciplined with is a huge question mark. The Herron Real Estate Mentorship Program will teach and reinforce what is most important in real estate – lead generation and execution.

The Mentorship Program will align inexperienced agents with seasoned agents who have similar goals, niches, markets, etc. The Mentorship Program, associated roles, and responsibilities will be outlined below. It should be noted that this program is meant to have active engagement that will require time and resources. As such, compensation will be paid to the Mentor from the transactions closed by the Mentee during the program.

### IS THE PROGRAM RIGHT FOR ME...?

The Mentorship Program is meant for full-time (30 hr minimum per week) agents who will work tirelessly to achieve their goals. Someone who understands the hard work lies with them and that their Mentor is there to provide support and guidance – not leads! To put it simply, the program is built for agents who will treat their business like a business and set goals that push them outside of their comfort zone.

If real estate is your side-hustle or a hobby, the demands of this program will likely be too overwhelming. Therefore, we recommend that you do not apply until your goals align with the program objectives.



## PROGRAM POLICIES:

### *Tenure and Graduation*

- Program duration is twelve (12) months or three (3) transactions, whichever happens first
  - Referring customers to other agents for a fee and rentals are excluded
  - Representing both sides of a single transaction counts as two mentorship transactions
- Date of execution determines whether transaction falls within 12-month program limit
- Mentees that graduate, or leave the program for any reason, may not re-apply
- Mentee's will be removed from the program if they receive 3 approved "Strikes"

### *Commission*

- Commission Split:
  - 50% to Mentee
  - 50% to Program (45% Mentor and 5% Manager)
- Commission splits occur after Herron Real Estate fees are paid
- If Mentee is selling primary residence:
  - Mentee must pay 1.5% of Purchase price for sale side
  - Mentee must pay 50% of gross commission on buy side
- Maximum and minimum commission, per transaction. The Program is paid out first, prior to Mentee payment. **This could result in less than 50% commission paid to mentee for lower priced properties.**
  - Mentor
    - \$2,000 Minimum
    - \$6,000 Maximum
  - Mentorship Program Manager
    - \$200 Minimum
    - \$600 Maximum
- Herron Real Estate will consider unique commission splits on a case-by-case basis. Both Mentor and Mentee must agree prior to requesting unique splits from Herron Real Estate.
- Funding requests must be submitted to Mentorship Program Manager ([Mentorship@HerronRealEstateLLC.com](mailto:Mentorship@HerronRealEstateLLC.com)) for approval prior to final submission in Lonewolf.
- Mentors can only get paid by Herron Real Estate via transaction funding requests.

### *Probation Period (Dating Phase)*

- The first 45 days of the Mentorship Program will be considered probationary. This time will be used to verify the following:
  - Mentee is committed to program obligations and expectations
  - Mentee and Mentor are good fit personally and professionally
- During the first 45 days, Mentee will need to submit the following to the Mentorship Program Manager:
  - Business Plan – Due 1 week after kickoff meeting
  - Business KPIs – Due each Monday that summarized activities from the previous week
  - Timecard – Due each Monday describing hours and activities from the previous week
- If, at the end of the 45 days, the Mentorship Program Manager determines the Mentee is not a good fit for the Program and/or the Mentor, a follow-up meeting will be required prior to proceeding.



## ***Voluntary Early Termination / Mentor Change***

- Voluntary Early Termination occurs when a Mentee decides to leave the program after the Probation Period but prior to closing 3 transactions or reaching 12 months in the program.
- If a Mentee decides to terminate the program early, Mentee will be subject to an Early Termination Fee of \$500.00 payable to Herron Real Estate and due within 30 days of the Early Termination Date.
- If Mentee decides to explore other Mentors after the Probation Period, Mentee will be subject to a Mentor Transfer Fee of \$500.00 Payable to Herron Real Estate and due within 30 days of Mentor change. Only 1 Mentor change is permitted during the program.

## ***Attendance and Involvement***

- Attend all quarterly meetings.
- Participate in program surveys.
- Mentor and Mentee required to meet face-to-face once a week.
- Mentee must track goal activity metrics weekly.

## ***Bold Trail CRM / Program Leads***

- Mentors and Mentees are offered Bold Trail at a 50% discount while enrolled
  - Mentees MUST participate in Bold Trail as part of the Program
  - Mentors have the option to participate
- Upon exit, Mentors and Mentees must transition to full-price Bold Trail accounts, or cancel
- Program Manager has a monthly budget of \$15 per Bold Trail account to spend on marketing for leads for the program.
- Program Manager will have a Team Leader Bold Trail account, and all Mentee accounts will roll-up under the Managers account while enrolled
- Leads will be sent round robin to Mentee group (Mentors not in lead rotation)
- New mentees will join the round robin rotation at the back of the line
- Monthly budget will be spent to advertise Program listings in the following priority:
  - Mentee listings (round robin)
  - Mentor listings (round robin)
  - Manager listings
- Bold Trail leads assigned to Mentee will stay with Mentee upon graduation
- Bold Trail leads forfeited to Mentorship program if Mentee exits voluntarily or strikes out
- Bold Trail account provided after completion of the 45-day Probation period

## ***Transactions / Recruitment Bonus***

- Mentor and Mentorship Manager must be added to transactions in Lonewolf.
- Mentor must be co-listing/selling agent in MLS.
- Mentor approval needed for commission concessions.
- No table funding is permitted
- Mentors and Mentees will receive \$100.00 for every closed transaction that involves a Mentee they recruited to the program. This Recruitment Bonus applies for enrolled Mentee recruits only.



If a transaction will not produce sufficient funds for the minimum Mentor commission limit, the Mentor is not obligated to provide mentorship services. The three (3) transaction limit only applies to transactions the Mentor actively participates in.

## **PROGRAM MANAGER RESPONSIBILITIES & REQUIREMENTS:**

### ***Responsibilities:***

- Interview incoming Mentors/Mentees
- Review Mentor/Mentee applications and assist with Mentor pairing
- Host kick-off meeting with Mentor and Mentee
- Host quarterly meetings (Mentors and Mentees expected to attend)
- Monitor program through quarterly surveys (Mentor and Mentee surveys)
- Create and Update Mentee Development Plan
- Conflict resolution and mediation
- Approve strikes
- Facilitate Mentee transfers
- Provide support and guidance to Mentors
- Sit in at-least 2 weekly Mentor/Mentee meetings a month
- Host 1 Mentorship Program social activity per month
- Utilize monthly marketing budget to generate and distribute leads
- Manage master Bold Trail account
- Meet the Mentor requirements outlined below

## **MENTOR RESPONSIBILITIES & REQUIREMENTS:**

### ***Requirements:***

- Must be in good standing with HRE
- Must be in real estate full-time (30+ hours per week)
- Must be open to accepting a minimum of 2 mentees
- Present a marketing/prospecting plan/strategy that is teachable
- Must have 2 years experience and have closed 8 transactions in the last calendar year

### ***Responsibilities:***

- Determine appropriate goals using Mentorship Development Plan (or equivalent)
- Complete business plan
- Coordinate weekly in-person meetings to review, track, and update metrics
- Provide shadowing opportunities
- Provide active guidance throughout transactions
- Attend quarterly Mentorship meetings
- Complete quarterly surveys issued by Herron Real Estate
- Track Mentees progress



## MENTEE RESPONSIBILITIES & REQUIREMENTS:

### ***Requirements:***

- Must be in good standing with Herron Real Estate
- Must be in real estate full-time (30+ hours per week)
- Cannot be part of a separate real estate team
- Complete and submit Mentee application after connecting with all active Mentors

### ***Responsibilities:***

- Take daily/weekly action to implement strategy
  - Mentee Development Plan (or equivalent)
  - Business Plan
  - Marketing/prospecting
  - Trainings
  - Etc.
- Share what is, and is not working during weekly/monthly meetings
- Add Mentor as co-listing/selling agent in the MLS
- Add Mentor and Mentor Manager to transactions in Lonewolf
- Attend quarterly Mentorship meetings
- Complete quarterly surveys issued by Herron Real Estate
- Track “numbers” weekly

## MENTORSHIP CURRICULUM:

It is the Mentors responsibility to be sure all Mentees get exposure to the program curriculum listed below. Mentors can either teach these topics directly or coordinate attendance at HRE or third-party trainings.

- Business Planning / Goal Setting
- Lonewolf
- FormSimplicity / MLS / RPR / MMT
- Market Data
- Financing
- Title
- Insurance
- Marketing
- Prospecting
- Comparative Market Analysis
- Transaction coordination
- Inspections
- Appraisals
- Open House
- Buyer Interview
- Listing Presentation
- Marketing Listings



## **MENTOR COMPENSATION:**

Mentors will be paid from the commissions earned on any qualified Mentee transaction. The splits referenced above will apply after the \$500 transaction fee is paid to Herron Real Estate.

Herron Real Estate has set aside \$9,000 in performance bonuses to award to Mentors. At Herron Real Estate's sole discretion, one Mentor will be selected at each quarterly meeting to receive a \$1,000 bonus, and one Mentor will be selected at the Annual Awards Gala to receive a \$5,000 bonus. The selection criteria will be based on Mentee reviews, Mentee closed transactions, Mentors who exemplify Herron Real Estate's values/culture, etc.

To be considered for the Mentor bonuses, the following criteria must be met:

**Quarterly:** Mentor must have a minimum of 4 transactions closed (All Mentees combined)

**Annual:** Mentor must have a minimum of 4 mentee graduates

## **FILING A COMPLAINT:**

Complaints should be filed with the Mentorship Program Manager. The Mentorship Program Manager or a Herron Real Estate representative will provide mediation services.

## **PROGRAM COMPLETION, MENTOR CHANGES, & CANCELLATION PROCEDURES:**

Completion of the Program: The HRE Mentoring Program lasts twelve (12) months or three (3) transactions, whichever comes first.

Changing Mentors: Prior to initiating a Mentor change, Mentees must meet with the Mentorship Program Manager. Mentees agree not to solicit other Mentors prior to discussing switching mentors with the Mentorship Program Manager.

Cancellation of the Program: The Mentor Program is a commitment and there will be no official cancelation policy. If the Mentor or Mentee is having issues during the mentorship, they should request a mediation meeting involving the Mentor, Mentee, and Manager. If a solution cannot be agreed upon the Mentorship will be considered terminated.

Exiting the program, regardless of cause, requires execution of the bottom section of the application labeled "Reserved for Exiting the Program".

**Mentorship Program Outline Last Revised on 10 / 22 / 24**