Mentors and Mentees -- What to Expect

The Mentor/Mentee relationship is critical to the success of a new agent. This document is designed to help both parties understand what is expected of them in this relationship.

Please note: When agents join a “team” within the brokerage, their Team Lead (or a designate) becomes their Mentor. This document applies equally to Team Leads who become Mentors for the new agents on their teams as it does for “solo” agents who are not on teams.

What are the requirement to be a Mentor?:

- At least 2 years of sales experience
- At least 8 units sold over the past two years

What should the Mentee expect from their Mentor?:

- At least 1x per week “check in” with Mentor for at least a half hour
- Review and approval of the New Agent Prerequisite Assignment (and the Mentor’s signature on the assignment form to submit to the Productivity Coach)
- Opportunities to “shadow” the Mentor on appointments
- Guidance on drafting offers and other paperwork
- **Review and sign-off on ALL legal forms prior to being sent for client signatures**
- Guidance on crafting CMAs
- Guidance on other real estate and client situations
- Guidance on transaction management (“from contract to close”) for each of the agent’s transactions while in the program
- Your Mentor will complete monthly online assessment of Mentee’s progress
- **Reasonable timeframe for response to requests (see below)**

When should the Mentor be available to the Mentee?

The availability listed here is a minimum standard. You and your Mentor can agree to a higher standard of response if you wish.

- During business hours, Mentees can expect their Mentor to respond to them within one to two hours via their agreed-upon method (text, voice, or email).
- Outside of business hours (after 6pm or on weekends or holidays), Mentees can expect their Mentor to respond to them by 10am on the next business day
- Mentees and Mentors understand that flexibility and consideration are required regarding response times. For example, a Mentor may not be able to respond as quickly if they are on a listing appointment or showing property. And a Mentee may have a short window of time for submitting an offer or responding to a counter offer.

What else with the Mentor be responsible for?:

● Communicate with the Productivity Coach about any issues/concerns they have about the Mentee, or their role as a Mentor
● Attend the Mentor Lunch n Learn, when scheduled (no more than 2x per year)

What else should Mentees know about their Mentor?:

- Mentors are not responsible for generating leads for the Mentee
- Mentors are not responsible for any of the Mentee's "homework" or for their marketing
- Mentors are not obligated to teach specific use of technologies or offer detailed training.

→ Mentees are strongly encouraged to take advantage of classes, webinars, and online videos to learn these things. Some examples: how to use zipforms; how to use the MLS, how to use the KW internal website, how to use KW command, etc etc

What if the Mentor isn't available when the Mentee needs them?

- Please keep in mind that the Mentor is a full time agent and has to serve their clients first. Be patient and understanding of their time constraints.
- We are a supporting and loving office, and the Mentee understands that their FIRST contact for Mentor support should be to their own Mentor. Other Mentors and agents are not required to spend their time supporting new agents that already have their own Mentor. If a new agent requests assistance from someone else's Mentor, that Mentor may encourage them to reach out to their own Mentor first, at that Mentor's discretion.
    - ➢ **If you have a concern about the availability of your Mentor, contact the Productivity Coach at the earliest opportunity to discuss**
- The Mentor's commitment to the Mentee is for the duration of the Productivity Coaching & Mentorship Program until the Mentee graduates (usually three transactions). If the Mentee has not graduated within one year, then a meeting of the Mentor, Mentee, and the PC may be arranged to determine the best way to move forward.

What should the Mentor expect from the Mentee?

- The Mentee will "drive" the relationship, reaching out to the Mentor to schedule their weekly meetings and keeping the Mentor informed about their progress.
- The Mentee will show up on time for all meetings with the Mentor, and for all classes recommended to help them learn so they can get into production as quickly as possible
- The Mentee will complete the homework assignments and classes that are required prior to hosting open houses or meeting with buyers/sellers
- The Mentee will contact the Mentor **immediately** whenever an offer is accepted for their client, and the Mentee will work with their Mentor to make sure all the appropriate steps are taken to manage the escrow on behalf of the client.

- The Mentee will give the Mentor the time to respond to their questions/queries/concerns before asking other agent's Mentors for help
- The Mentee will advise the Mentor directly if they have a concern about the Mentorship they are getting

<u>What is the difference between the Mentor and the Productivity Coach?</u>

- The Mentor helps the new agent with their assignments, their transactions and day-to-day client interactions
- The Productivity Coach helps the new agent with their business plan; goal-setting; time management; marketing and prospecting strategy; accountability; business practices; mindset; and budgeting

<u>Is there anything else?</u>

- This program is designed to help new agents get into production as quickly as possible
- In the KW spirit, Mentors and Mentees are gentle with themselves and each other
- Mentors remember that new agents will learn at different speeds and in different ways (ie instruction vs doing).
- Mentees understand that Mentors take on this role for the opportunity to give back and help new agents learn the business and get into sales production as soon as possible. The Mentor's compensation is secondary.

<u>What should Mentees and Mentors do if they have more questions about these expectations?</u>

- Contact the Productivity Coach directly

Business Practices Advisories:

1. Until the New Agent Assignment is completed and submitted to the Productivity Coach, new agents are not permitted to show properties or host open houses by themselves, or sign legal documents (offers; listing agreements; buyer representation agreements) without a senior agent co-signer.

2. The brokerage requires that ALL work that requires a real estate license to complete, including showing property or hosting an open house, be compensated via the brokerage. This means that agents may not be paid cash/venmo/check by another agent for work that requires a real estate license to do. ALL such work must be paid through the brokerage, usually through an escrow of the sale of a property.

3. Agents may NOT pay referral fees or offer commission splits to non-agents. This means you cannot offer your friend; your lender; or any other non-agent a finder's fee or share of your commission for them giving you a lead. However, small thank you gifts are okay.

4. Note that compensation and service requirements for hosting open houses is set by the listing agent, and may differ widely for different listing agents. It is your responsibility as the hosting agent to understand and agree in advance to any payment or service terms being offered by the listing agent. If you are NOT satisfied with the terms being offered by the listing agent, you can try to negotiate a more favorable arrangement, or decline the hosting opportunity.

5. Agents at the brokerage are strongly encouraged to host an open houses ONLY for other agents with your office. **For Fremont agents**, that means you can only host open houses for other agents based in the Fremont office. **For Oakland, Alameda, Berkeley, or Castro Valley agents**, that means you can only host open houses for other agents in one of those offices. **For Palo Alto agents,** that means you can only host open houses for other agents in your office. If you wish to host an open house for an agent outside of your office, the brokerage may allow it subject to special requirements. Note that even in this case, your E&O Insurance or other business liability insurance you may have (Business owner policies, for example) may not cover any of your real estate activity

done for outside brokerages.

6. Note that compensation and service requirements for hosting open houses is set by the listing agent, and may differ widely for different listing agents. It is your responsibility as the hosting agent to understand and agree in advance to any payment or service terms being offered by the listing agent. If you are NOT satisfied with the terms being offered by the listing agent, you can try to negotiate a more favorable arrangement, or decline the hosting opportunity.

7. There are strict limitations on how to identify the brokerage on print and digital media, as well as on the use of fictitious business names. Please see this document for more details.

8. If you choose to create an online portal/website/page using 3rd party services (and not via the brokerage) then that "online presence" must be reviewed and approved by the brokerage for DRE compliance purposes. Reach out to the Broker of Record for your office for that review.

9. Agents who have other profesional designations or roles may not work in those capacities while also representing their real estate clients. For example, someone who is a Property Manager or Architect may not provide property management services or professional architectural advice when representing their Buyer or Seller. Furthermore, they MUST disclose this "dissassociation" to their real estate clients. If this applies to you, please contact your Sales Manager, or BRLG to arrange for the appropriate paperwork.

10. New agents may join a team at any time, but any agent joining a team must have the arrangement approved by the broker or team leader AND any agent joining a team remains in the Productivity Coaching program for the full duration of their remaining obligation to it.

If you have questions about any of these Business Practice Advisories, please contact the Productivity Coach, Designated Broker or Team Leader.

Last Form Revision: May 2025