



REAL ESTATE

ONBOARDING AND TRAINING

THE BUSINESS - TEAM MANAGEMENT CULTURE



RealEstateMediaCourses.com

ONBOARDING & TRAINING TIPS

TEAM MANAGEMENT CULTURE



1 | ONBOARDING

We meet new hires at our office for onboarding and go over the in-person role for their expectations and responsibilities. This meeting is heavily focused on the customer experience because this is our number one priority.

This includes showing up on time to customer interaction and more. We also go over our policies and procedures. We do the same onboarding session but on Zoom or over the phone if we're hiring Tucson or Las Vegas.

It's important to make sure that new team members know what's expected of them before they start.

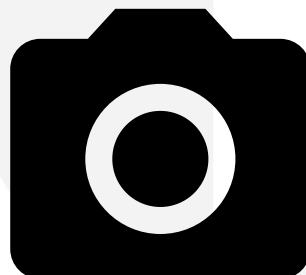
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2 | TRAINING

We pair new hires with tenured media specialists and trainers. For a couple of weeks so that they get a good understanding of what the role looks like.

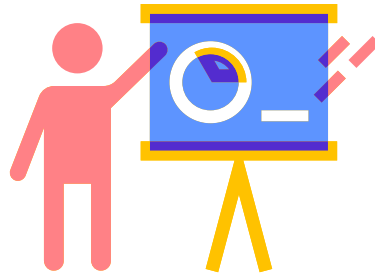
PHOTOGRAPHY TRAINING

Most media specialists we hire aren't too familiar with real estate photography. So in regards to the photography side of training, the goal is to help them grasp composition. Our camera settings and equipment are very simple to calibrate and easy to use. So all they really need to focus on is composition and the customer experience.



PROVIDE TRAINING VIDEOS

We also provide product training videos to our team members to help shorten the learning process.



RESULTS & FEEDBACK

We found that two weeks is a good timeframe for new hires to get a good grasp on composition and also for them to experience what the customer interactions should look like.

Once they're on their own, after the two weeks, we give them a lot of feedback on their photos until they feel confident and their photos start to look similar to the rest of the team.



OVERSHOOT

New real estate photographers usually aren't confident when first starting on their own, so we train them to overshoot properties. Our photo editors will eliminate unnecessary duplicates and pick the best ones to deliver to our customers.



MASTER PHOTOGRAPHY

The training process is pretty straightforward, and we make sure that they master photography before adding additional services. It's important to be patient during the training and learning process because some media specialists learn faster than others.

After three months, our media specialists should have a good grasp of the services that we offer.

PART 107 LICENSE

We also expect them to get their Part 107 license within the first three months. Our goal is to have all our media specialists master all our services within six months, which is pretty fast, especially for someone who has never shot real estate.



HAVE A WELL-ROUNDED TEAM

Having a well-rounded team also helps our admin staff be able to put any of our available media specialists on any customer order.

