

Agent Archetypes Worksheets

AUSTINboard
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Designed and Compiled by the
Association/MLS Division of T3 SIXTY with
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My Goals for this Mastermind Session

What I want to learn:

My biggest challenge(s):

Resources (people, technology, or other help) that I need most:

When the session is complete, I will:

Agent Archetypes

Most agents are trying to be “a little bit of everything.” Not only is this a sure path to frustration and but it’s also a drain on precious resources like time and money. The reality is there is no “one size fits all” business solution for everyone. What works and brings success for one agent may not necessarily work as well for another.

Agent Archetypes Quadrant

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My primary archetype is:

My secondary archetype is:

Archetype 1 - The Networker

Networkers sell through their relationships and their networks – thus their key strength is building and developing those relationships.

Challenges for the networker:

Networkers should be utilizing these key practices and skills:

Key practice or skill	How I can improve this

The tools and systems a Networker needs to successfully generate leads are as follows:

Tool or system	How I can improve this

Archetype 2 - The Prospector

The prospector makes use of their skill and discipline at prospecting to make a living. They don't need much more than a database of people to call in order to make a living – even if they have never talked to these people before.

Challenges for the prospector:

Prospectors should be utilizing these key practices and skills:

Key practice or skill	How I can improve this

The tools and systems a Prospector needs to successfully generate leads are as follows:

Tool or system	How I can improve this

Archetype 3 - The Converter

Converters buy leads and convert them and are reliant on an advertising budget and their skill at converting inquiries into relationships to make a living. They require capital to get started and must have the discipline it takes to be highly responsive, follow up, and to convert these leads.

Challenges for the converter:

Converters should be utilizing these key practices and skills:

Key practice or skill	How I can improve this

The tools and systems a Converter needs to successfully generate leads are as follows:

Tool or system	How I can improve this

Archetype 4 - The Marketer

The marketer is an expert at something – a niche, a type of real estate, a neighborhood – and broadcasts this to the world. They attract people that value their expertise and skill in their particular area.

Challenges for the marketer:

Marketers should be utilizing these key practices and skills:

Key practice or skill	How I can improve this

The tools and systems a Marketer needs to successfully generate leads are as follows:

Tool or system	How I can improve this

Resources

The following resources can be utilized to assist with your efforts to build upon your Archetype strengths and address your challenges.

ABoR

- TBD
- TBD
- TBD

Other

- TBD
- TBD
- TBD

Mastermind Program

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