

# RIO GENESIS "Office"

*The System you need  
to build a productive  
office today!*



real estate information organizer

[WWW.RIOGENESIS.COM](http://WWW.RIOGENESIS.COM)

RIO GENESIS “Office”

*Implementation*

*Plan*



real estate information organizer

[WWW.RIOGENESIS.COM](http://WWW.RIOGENESIS.COM)

# RIO GENESIS “Office”

*RIO Genesis will do almost everything  
for you and your agents – but only if  
your agents use it.*

*Implementation is Key!*



real estate information organizer

[WWW.RIOGENESIS.COM](http://WWW.RIOGENESIS.COM)

# RIO GENESIS “Office”

*Implementation will be the difference  
between success and failure of your  
office*

*It always is – with everything.*



real estate information organizer

[WWW.RIOGENESIS.COM](http://WWW.RIOGENESIS.COM)

# RIO GENESIS “Office”

*RIO Genesis will only work for you if you and your agents actually use it.*

*This will be the hardest part!*

*You must have a specific and detailed implementation plan and stick to it!*



real estate information organizer

[WWW.RIOGENESIS.COM](http://WWW.RIOGENESIS.COM)

# RIO GENESIS “Office”

*Control:*

- *It is your office*
- *It is your money on the line*
- *It is your future*

*You have to take control!*



real estate information organizer

[WWW.RIOGENESIS.COM](http://WWW.RIOGENESIS.COM)

# RIO GENESIS “Office”

*No one likes change*

*Change is difficult*

*Change is frightening*

*Change requires learning something new*



real estate information organizer

[WWW.RIOGENESIS.COM](http://WWW.RIOGENESIS.COM)

# RIO GENESIS “Office”

*Your agents will resist*

*Your agents will make excuses*

*Your agents will blame the software*

*You may have to drag some of them along  
kicking and screaming*

*You may lose a few agents*



real estate information organizer

[WWW.RIOGENESIS.COM](http://WWW.RIOGENESIS.COM)



# RIO GENESIS “Office”

*Implant RIO Genesis in a positive way*

*Don't teach it - Instead sell it to them*

- *Make it a big event*
- *Positive energy*
- *Extoll the benefits*



real estate information organizer

[WWW.RIOGENESIS.COM](http://WWW.RIOGENESIS.COM)

# RIO GENESIS “Office”

*90 Day plan – keep it simple*

*Day 1 – Kickoff Meeting*

*Days 2-30 training sessions*

*At day 31 – all new files go into RIO*

*By Day 91 – any files not in RIO do not get paid.*

*Greatest results will not be seen for 6 months – Be patient*



real estate information organizer

[WWW.RIOGENESIS.COM](http://WWW.RIOGENESIS.COM)

# RIO GENESIS “Office”

*Schedule a Kick off meeting*

- *Make it exciting*
- *Make it enticing*
- *Make it Mandatory*
- *Needs to be 2-3 hours!*
- *Have food & Beverages – make it a party (involve your business partners)*



real estate information organizer

[WWW.RIOGENESIS.COM](http://WWW.RIOGENESIS.COM)

# RIO GENESIS "Office"

*"Why" come before the "How"!*

*Educate them first so they understand  
the "WHY"*

*Then show them the "How"*



real estate information organizer

[WWW.RIOGENESIS.COM](http://WWW.RIOGENESIS.COM)

# RIO GENESIS “Office”

## *Videos Will Be Available*

*The Numbers Game* – explains the new market and reason for the change – this is the “why” - they must change

*How to be a 100 Transaction per Year Agent* – this will show them the “How” and why it will work for them.

*RIO Introduction* – this is the initial video that will show them how and why the system works.



real estate information organizer

[WWW.RIOGENESIS.COM](http://WWW.RIOGENESIS.COM)

# RIO GENESIS “Office”

*Patience – both for you and for your agents*

*Explain this is a long term project to get them all to where they want to be – Money, Recognition, Respect – get a six month commitment. Makes it temporary and more palatable*

*Use analogy – 90 hours to get your real estate license – 4-5 hours to learn how to make money with RIO Genesis*



real estate information organizer

[WWW.RIOGENESIS.COM](http://WWW.RIOGENESIS.COM)

# RIO GENESIS “Office”

*Sell – Sell- Sell the Benefits*

- *More deals*
- *Less paperwork*
- *More money*
- *More free time*
- *Freedom to work from anywhere*



real estate information organizer

[WWW.RIOGENESIS.COM](http://WWW.RIOGENESIS.COM)

# RIO GENESIS “Office”

*Three things that we all respond to:*

- *Make my Life easier*
- *Take away my Pain*
- *Give me more Money*

*Solve these three things for anyone and you can have anything you want.*



real estate information organizer

[WWW.RIOGENESIS.COM](http://WWW.RIOGENESIS.COM)



# RIO GENESIS “Office”

*Create Allies up front*

- *Title Partner*
- *Mortgage Partner*
- *Escrow*
- *Home Inspectors*
- *Home Warranties*

*Meet with them first - Explain RIO Genesis to them – that you are switching to this system and if they want to continue to do business with you - they will embrace, enroll, and support it!*

*Sell them first! They will help sell your agents!*



real estate information organizer

[WWW.RIOGENESIS.COM](http://WWW.RIOGENESIS.COM)

# RIO GENESIS “Office”

## *Training and Implementation*

- *Learn the system yourself first*
- *Then train your staff so they can set everyone else up*
- *Have the system set up and running prior to kick off meeting*

*All forms, logos, staff members, agent accounts, passcodes etc. need to be in place*



real estate information organizer

[WWW.RIOGENESIS.COM](http://WWW.RIOGENESIS.COM)

# RIO GENESIS “Office”

## *Training*

*Schedule weekly training sessions twice per week during transition. – Remove their excuses for not using the system.*

*Videos and Manuals will be provided*



real estate information organizer

[WWW.RIOGENESIS.COM](http://WWW.RIOGENESIS.COM)

# RIO GENESIS “Office”

## *Implementation plan*

*First ten days:*

- 1. Learn the system yourself*
- 2. Train Staff on System*
- 3. Set up your office*
- 4. Meet with “Allies” and business partners*
- 5. Schedule Kick-off Meeting*
- 6. Send out daily announcements about Kick-off Meeting*
- 7. Hold Kick-off meeting and begin using RIO Genesis*
- 8. Set go Day completion date and announce at meeting*



real estate information organizer

[WWW.RIOGENESIS.COM](http://WWW.RIOGENESIS.COM)

# Issues You May Encounter

*Transitioning from other systems:*

*Company level: Already on another system*

*RIO Genesis tech support team will move your data for you*

*Agent Level: agents too "Busy" to load files*

*Appoint a support staff to load files at \$50 per (optional)*



real estate information organizer

[WWW.RIOGENESIS.COM](http://WWW.RIOGENESIS.COM)

# Issues You May Encounter

*Some of your agents already have a system they use*

*Very Rare....*

*If so explain that RIO is better and it is Free or at least cheaper than their current system. (depending on how you charge for RIO) and you will help them with the transition.*



real estate information organizer

[WWW.RIOGENESIS.COM](http://WWW.RIOGENESIS.COM)

# Helpful Hint

*Using RIO Genesis as an additional Profit center.*

*People only appreciate things they pay for*

*You may be more successful "charging your agents" for RIO Genesis*

*Keep it cheap- around \$25 per month*

*\* Note – Years ago I did this with Market Leader, 400 agents at \$20 per month = \$8000 – my cost was \$1500*



real estate information organizer

[WWW.RIOGENESIS.COM](http://WWW.RIOGENESIS.COM)

# Issues You May Encounter

Agents fearful of their data

*My broker will steal my buyers*

*My broker will take all my business*

*Hat in hand style – explain that although you could – you won't because you simply don't have the time and its easier to simply generate new fresh leads then trying pick through their old ones.*



real estate information organizer

[WWW.RIOGENESIS.COM](http://WWW.RIOGENESIS.COM)



# Issues You May Encounter

*Fear of success - Many agent really are afraid of success – more responsibility, etc.*

*Fear of Accountability – agents don't like to be watched over, fear of you knowing what they are actually doing – or more typically not doing – Ego and self-esteem issues*

*Fear of Change – things are now going to be different and they were comfortable with the way things were*



real estate information organizer

[WWW.RIOGENESIS.COM](http://WWW.RIOGENESIS.COM)

# Issues You May Encounter

Agents not loading their listings in immediately:

*Explain to them that it is for their benefit to get their listing marketed and leads coming in to them before it goes to MLS and the other agents get "their " buyers.*

*Use the MLS time window to your advantage – listings go in RIO Genesis immediately then on to MLS as late as possible (Post dated Listing agreement)*

*If they don't want the leads or have no interest – offer to help them refer their leads out for additional money – don't let the deals out of the office!*



real estate information organizer

[WWW.RIOGENESIS.COM](http://WWW.RIOGENESIS.COM)

# Issues You May Encounter

*Agents not using On-line offer submission*

*Goes back to getting their listings into the system and working them in RIO Genesis.*

*Explain to them that it will not only save them a great deal of time – but it also reduces risk, liability, and complaints. 80% of all lawsuits and complaints revolve around the “offer” stage*

***\* Note – very important as the best features of the Recruiting system function from the offer submission system – make using on-line offers mandatory!***



real estate information organizer

[WWW.RIOGENESIS.COM](http://WWW.RIOGENESIS.COM)

# RIO Genesis Office

*Final words:*

*Implementation is the hardest part*

*The first 90 days will be stressful*

*Full Benefits will not be seen for 6 months*

*One year from now you will have an entirely new company!*

*It is all up to you – you are in control of your own business!*



real estate information organizer

[WWW.RIOGENESIS.COM](http://WWW.RIOGENESIS.COM)