

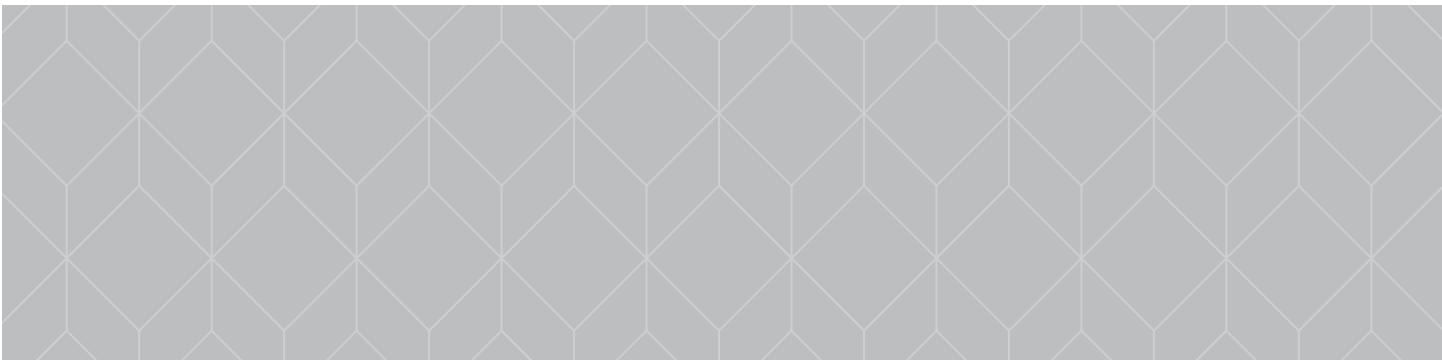


welcome

to PorchLight Real Estate Group's South Suburban Market Education Program. Consider this a jump start on your journey to becoming a market expert in the Denver southern suburbs. Once you complete this program, you will know more than most seasoned agents. Your market knowledge is your #1 lead conversion tool and the key to your success.

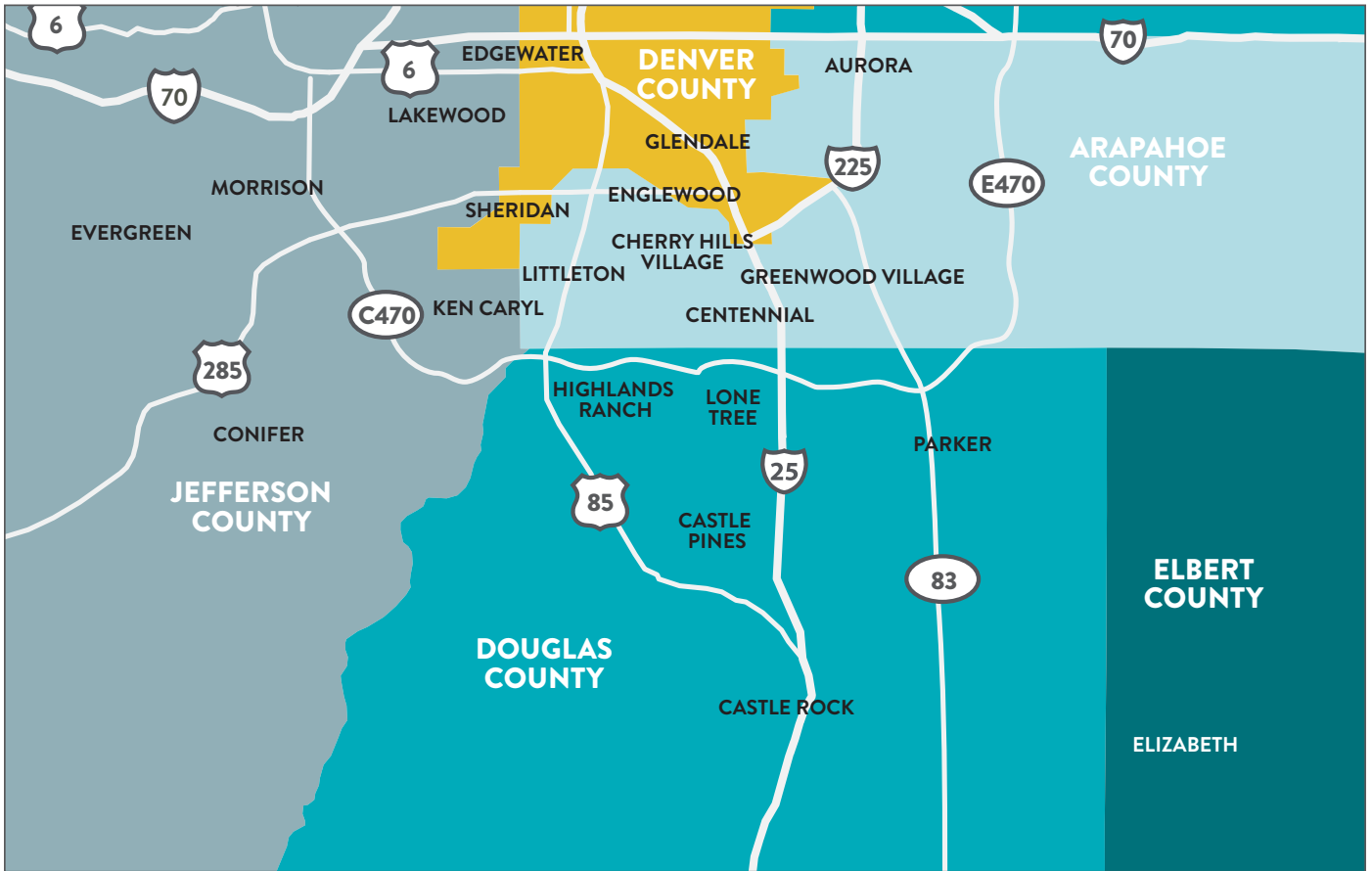
HOW THIS BOOK WORKS

Follow along to take notes on each of the cities covered in the class. Once you complete the course, you can earn your Certified Market Expert Designation by previewing 30 south suburban properties a week for the next 16 weeks and completing all of the South Suburban City Quizzes and South Suburban Map Test. It's that simple. Enjoy your guided market knowledge journey!



SOUTH SUBURBAN MAP

SOUTH SUBURBAN CITIES COVERED IN THIS PROGRAM



Aurora

Castle Pines

Castle Rock

Centennial

Cherry Hills Village

Conifer

Englewood

Evergreen

Greenwood Village

Highlands Ranch

Ken Caryl

Lakewood

Littleton

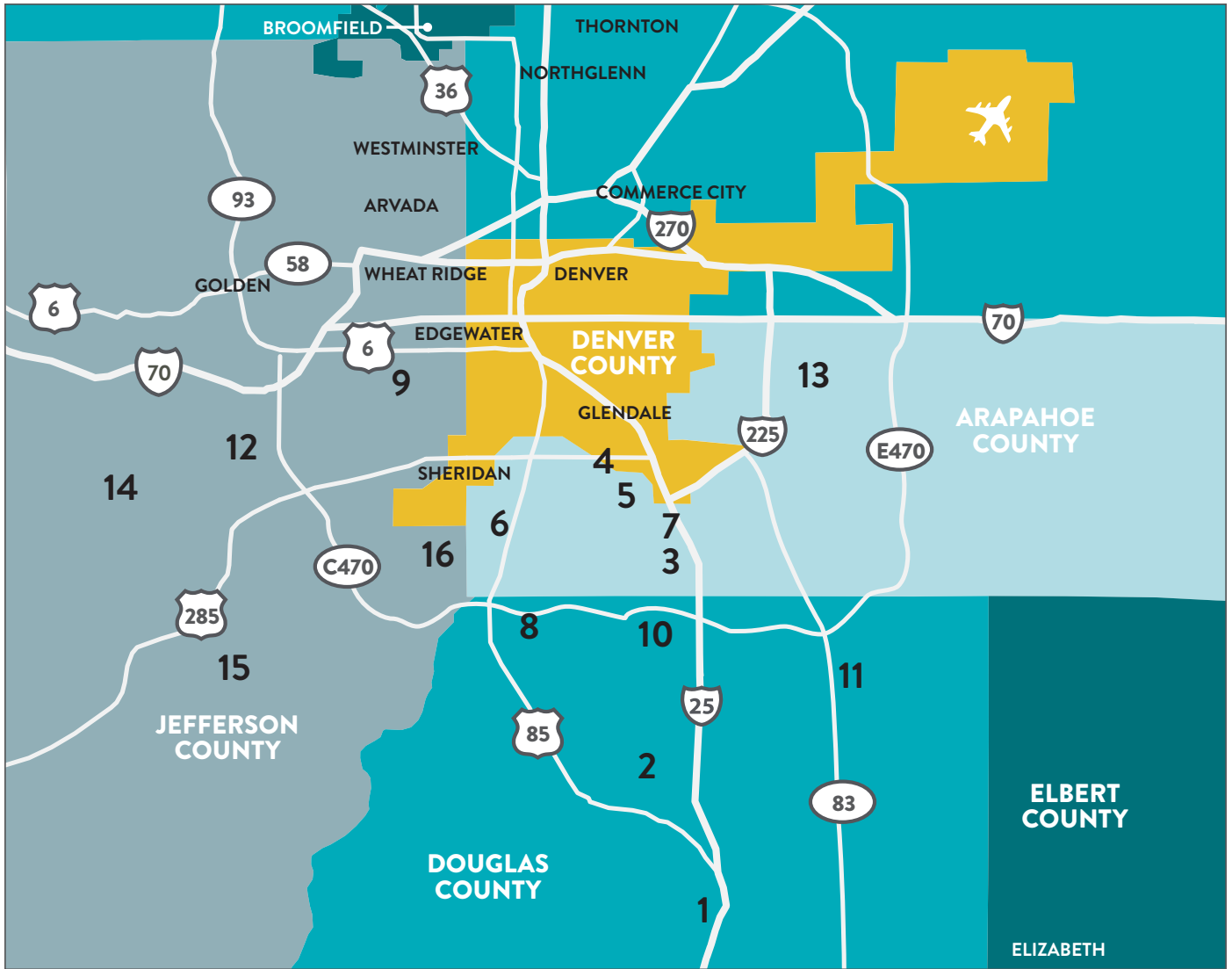
Lone Tree

Morrison

Parker

SOUTH SUBURBAN MAP TEST

Fill in the city names in the blank spaces provided.



- | | | | |
|----------|----------|-----------|-----------|
| 1) _____ | 5) _____ | 9) _____ | 13) _____ |
| 2) _____ | 6) _____ | 10) _____ | 14) _____ |
| 3) _____ | 7) _____ | 11) _____ | 15) _____ |
| 4) _____ | 8) _____ | 12) _____ | 16) _____ |

SAMPLE SOUTH SUBURBAN CITY QUIZ

NAME OF SOUTH SUBURBAN CITY:	DATE:
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1. What are the major transportation corridors in, out and around this suburb?

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

2. What is/are the school districts?

- 1) _____
- 2) _____
- 3) _____

3. Does this suburb include a regional hospital?

If so, name the hospital?

- Yes. Name the hospital:
- No regional hospital

4. Identify the major shopping districts.

- 1) _____
- 2) _____
- 3) _____
- 4) _____

5. Identify the major parks and recreation areas.

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

6. Reasons why someone would choose to live in this suburb?

- 1) _____
- 2) _____
- 3) _____

7. Identify three of the largest (500 employees+) employers in this suburb.

- No major employers
- 1) _____
- 2) _____
- 3) _____

8. How many neighborhoods are registered in this suburb?

SOUTH SUBURBAN CITY NOTES

NAME OF SOUTH SUBURBAN CITY

What are the major transportation corridors?

Where are the RTD/light rail stations located?

Where is the regional hospital?

Locate and identify the major shopping districts:

What is/are the school districts?

Locate and identify the major parks and recreation areas:

Identify the largest employers in the area:

What are the major transportation

How many neighborhoods are registered with the assessor's office:

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PREVIEW 30 LISTINGS PER WEEK FOR THE NEXT 16 WEEKS

IN ORDER TO COMPLETE YOUR CME,
PREVIEW 30 PROPERTIES PER WEEK FOR THE NEXT 16 WEEKS

Total Number of Listings Actually Previewed: _____

Preview Notes:

Preview Notes:

Preview Notes:

Preview Notes:

Preview Notes:

Preview Notes:

Preview Notes:

Preview Notes:

Preview Notes:

HOW TO SET A PREVIEW

1. Call the listing office
2. Ask to set a “preview” (a “preview” is without a client and a “showing” is with a client)
3. Give them the day and a 2-hour window that you would like to go
4. Your office ID is **PORCH**
5. Your agent showing code is the last 6 digits of your license

PREVIEW ETIQUETTE

1. Always knock first
2. Always leave a card
3. Don't leave a mess (tracked dirt, trash or anything else)
4. Leave the house as you found it
5. Lock all doors (if you have trouble, call the listing agent)
7. Provide feedback within 24 hours to listing agent

COMPLETE THE ENCLOSED PREVIEW SPREADSHEET

Congratulations!

If you've paid for and attended the full South Suburban Market Ed class, you'll receive 4 CE credits for the course. From there, if you'd like to earn your Certified Market Expert designation, continue to preview 30 properties per week for the next 16 weeks* (we recommend focusing on one south suburban city per week). Then contact your managing broker to let them know you're done, complete the 16 South Suburban City Quizzes and the CME will be yours!

* If your production has been at least \$6M each year for the last two years, see your managing broker about “testing out” of the additional preview requirements.