

# Welcome.



**John L. Scott**® | RENTON OFFICE

# What does it mean to be a Real Estate Broker?



Being a real estate broker means that you help people **BUY** and **SELL** real estate by navigating them through the sale process and by guiding them through one of their **biggest financial** and **emotional** decisions of their lives.

This is a people business and much more than just about houses; its about relationships, being an advisor, negotiator and a connector.

# What does it take to be real estate broker?

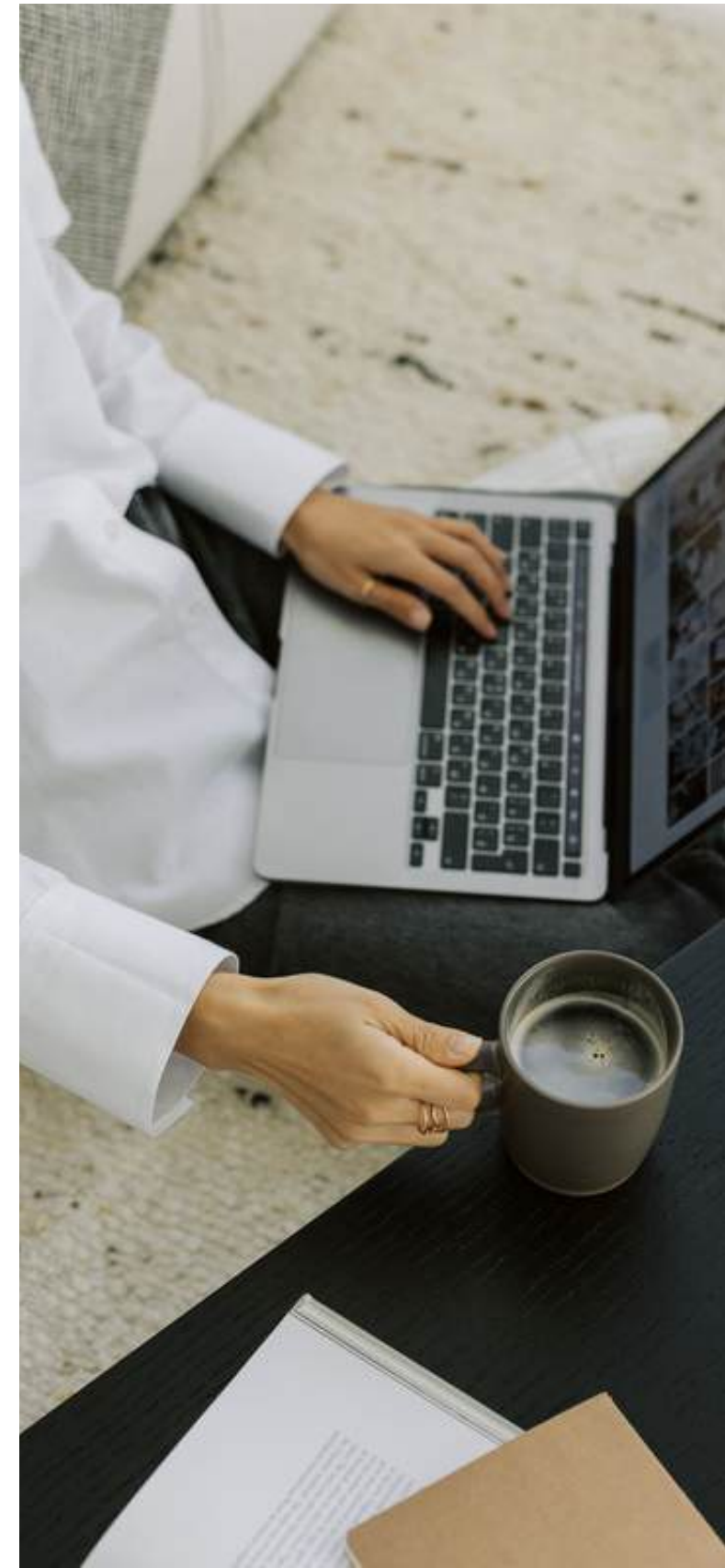
**Strong communication, being self motivated, flexible and a problem solver. We are looking for energetic and motivated individuals.**



# Reality?

**This can be a rewarding and lucrative career but it must be approached as a business. You are **an entrepreneur** and in order to make it successful, you will need to put the effort and work into it. You are responsible for generating the leads and can make this business look however you choose.**

**You have a lot of control over your growth and schedule. Brokers enjoy the flexibility, helping people with a major life event and building longterm relationships.**



# How Do We Measure Up?

The Renton John L. Scott office is consistently ranked the #1 office in Renton Highlands and the #3 office in all of King County, in terms of homes sold.

# Online Training Calendar

Our training calendar comes out around the 20th of the month. Anyone is welcomed to attend the training at our office.

The training calendar is also available online at [www.jlksmtraining.com](http://www.jlksmtraining.com) where you can RSVP for classes and events. The calendar is also emailed out every month, as well as posted in the resource room.

Scan the QR to visit our site!



# Hello February

Monday	Tuesday	Wednesday	Thursday	Friday
2	3	4 <b>Forms with Eric</b> This Week's Topic: Form 22B - Well Addendum, Form 22S - Septic Addendum, Form 22EF - Evidence of Funds Addendum, Form 22VY - Homeowner Insurance Addendum at Renton: 10am - 11am	5 JLS Tech Thursday Action Plans and Action Templates WEBINAR ONLY: 10am - 11am	<b>The Ultimate Blue Friday!</b> Seahawks Superbowl Party! at Renton: Noon Blue Friday gear and pizza for pizza & refreshments. Office photo after! Go Hawks!
9	10 <b>Lunch &amp; Learn: 1031 Exchanges</b> with Amy Scappini at Renton: Noon - 1pm LUNCH PROVIDED	11 <b>SKYSLO</b> at Renton: 10am	12 at Renton	
16 *** HAPPY *** <b>PRESIDENTS' DAY</b> ***** Office will be OPEN from 9-5pm	17	18 at Renton	19 JLS Tech Thursday - My Leads - A, B, C Stages WEBINAR ONLY: 10am - 11am	20
23 <b>BLACK HISTORY MONTH</b>	24 <b>FLOOR PLAN</b> Lunch & Learn: FinCEN with Janet Johnson at Renton: Noon LUNCH PROVIDED	25 <b>Spring Open House Strategies</b> Presented by: Rojane Maybee at Renton: 10am-12pm	26	27

**Legend:**  
New Agent Classes (Red)  
Skill Building (Yellow)  
Tech Tools (Blue)  
Event / Meetings (Purple)  
John L. Scott Programs (Green)

February 2026



# Ongoing Training

Company Training  
and Development  
Events

The Career  
Activator Program  
(paid program)

The Mentor  
Program

13 In-Office  
Training Classes

Career Launch

Accountability  
Program

One-on-One  
Coaching

**...along with regular  
skill building classes for,  
advanced sales skills, technology,  
and much, much more!**

# 13 Week In-Office Training



## **1. Introduction to Real Estate**

**a. Fundamentals of a Business**

**b. Setting up a database**

## **2. CORE**

## **3. Introduction to Buyers**

## **4. Open Houses & Intro to Lead Generation**

## **5. Buyer Consultations**

## **6. Contracts Part I**

## **7. Contracts Part II**

## **8. Contracts Part III**

## **9. Introduction to Sellers**

## **10. CMA's & Seller Presentation**

## **11. Managing the Transaction**

## **12. Buyer Consultation**

## **Presentations**

## **13. Seller Listing Presentations**

# The Renton Support Team



## Shy Bundy | Office Leader & Business Coach

- One-on-one coaching
- Legal Issues
- Mentor Program
- Hiring New/Experienced Brokers
- Transactions & NWMLS Forms Questions



## Sadie Dedon | Assistant Office Manager & Onboarding Coordinator

- Onboarding Concierge
- Billing, Commission, Office Policies, DOL Licensing Questions
- General Office Questions
- Assistant & Support Hiring



## Eric Uyeji | Sales Manager

- Transaction & NWMLS Forms Questions
- New Agent Coaching
- Skyslope Questions
- Transaction Processes



## Alex Hudson | Marketing Service Rep.

- Office Marketing
- Social Media Programs
- Listing Management & Advertisement
- Listing Signs, Open House A-Boards, Business Cards



## Collin Noia | Office Manager

- New Agent Training
- Training on all office and John L. Scott technology
- IT issues & Networking
- Equipment in the office



## Leija Farr | Broker Services Rep.

- Greet clients and handle incoming calls
- Assist brokers with day-to-day needs
- Keep the office organized and on track



**Why** John L. Scott® | REAL ESTATE

# Tools to Boost Engagement

Increasing Engagement through Connectivity

## This section includes:

- Coordination Services
- Client Connection FLOW
- Housing Updates
- Neighborhood Campaigns
- MarketInsights™
- Home Anniversary Program
- Seller Listing Launch®
- Early Entry for Neighbors™
- MarketReady+™
- Home Valuations
- Ninja Launch Coaching
- Handwritten Notes
- From Your Friends Postcards
- Priority Home Lending



# Client Connectivity



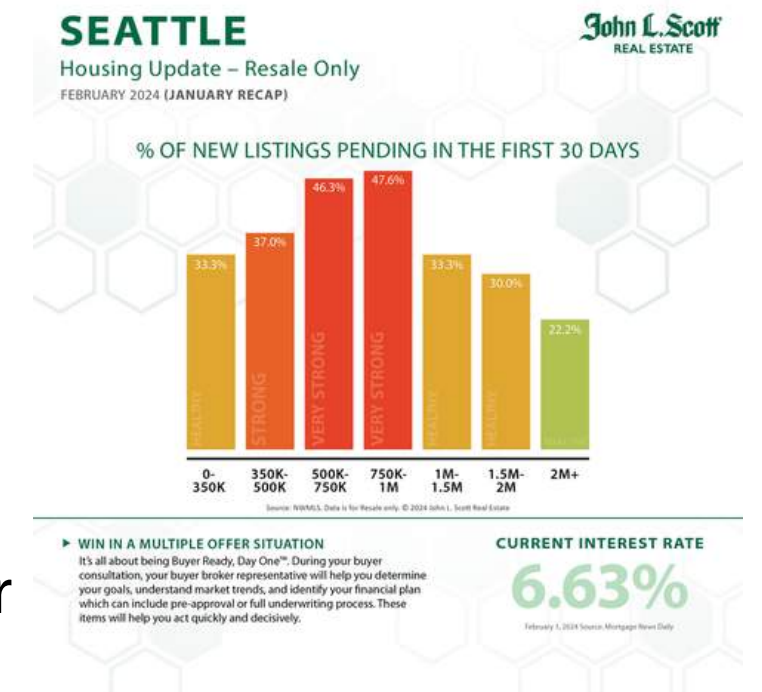
Our **Home Anniversary Program** is designed to help you stay connected with your clients long after they've purchased their home. Each month, you'll receive a list of past clients who closed during that same month in previous years—making it easy to reach out by email, phone, or with a thoughtful "Happy Home Anniversary" card to strengthen relationships and encourage long-term connection.

**Buyside** offers a powerful marketing suite designed to attract homeowners who may be considering selling. Homeowners can view up to three complimentary automated home valuations and see whether there are active buyers currently searching for homes similar to theirs.



**OVER 1 BILLION DOLLARS OF LISTING REVENUE WAS TAKEN WITH BUYSIDE!**

**Housing Updates** is an in-house campaign program designed to keep your clients informed and engaged with the market. You can assign monthly, region-specific market updates to the area of your client's choice—then set it and forget it. These email campaigns automatically send every month, keeping you consistently in front of your clients with timely, relevant insights.



# Technology & CRM

CRM (Customer Relationship Management) helps unite you with your clients, get actionable insights from data, attract prospects, and retain loyal customers. John L. Scott partners with Salesforce to build your perfect CRM system, called JLS Engage.



John L. Scott Real Estate has partnered with Canva to bring our brokers an elevated, streamlined marketing experience through **Canva Enterprise**.

This collaboration gives brokers access to professionally designed John L. Scott-branded templates, making it easier than ever to create polished, on-brand marketing materials for listings, events, and client outreach. All the advanced features of Canva Enterprise at a discounted rate of just \$20 per month. It's a powerful, affordable tool designed to support your business, boost your marketing efficiency, and help you stand out in the marketplace.

With **JLS Engage** you can...

- Track transactions from start to finish
- Track your client relationships
  - Birthdays, Home Anniversary's, Milestones
  - Easy way to see who's sending you the most referrals!
- Mobile App, makes adding contacts easy and taking your business on the go
- Get Insights from your Data Dashboard
- Easy Access to Campaigns and Property Tracker



John L. Scott Inc. has partnered with Zillow Showcase to offer brokers an elevated, high-impact listing experience without the commitment of a long-term contract.

With Zillow Showcase available at \$280 per listing—instead of a 12-month commitment of approximately \$9,000—brokers can choose when and how to enhance their listings with premium exposure.

This partnership gives brokers access to a more immersive and visually compelling way to present their listings, helping properties stand out and capture buyer attention in a competitive market. It's a flexible, cost-effective tool designed to support your business, elevate your listings, and maximize your marketing impact when it matters most.

# Generate Leads with Market Ready+™

Help clients leverage their equity as they prepare to list their home.

Preparing a clients' home for sale can be stressful and expensive– but it doesn't have to be. The HomeSale Loan™ helps you fund impactful improvements, repairs, staging, and moving-related expenses, all while deferring costs until closing.

- Leverage Equity
- Maximize Sales Price
- Defer Costs
- Automatic Approval

Access MarketReady+™ Marketing Materials



# Home Valuations

## Cloud CMA

Comparative Market Analysis (CMA) adds value for potential clients. Cloud CMA simplifies creating sleek products while focusing on comps, offering features such as:

- Printed and online CMA options
- Fast comparative property search
- Full customization for branding and content
- Extras like Buyer Tours, Presentations, and Flyers.

**Get Started Today**



# Promote your Expertise

## Earn John L. Scott Federally Trademarked Designations

- Certified Buyer Representation Specialist®
- Certified Seller Marketing Specialist®
- Certified Open House Specialist®

## Then, elevate your expertise with On-going Designations

- Certified Luxury Home Member
- Certified Negotiation Expert
- Buy | Sell Safe Certified
- Certified Real Estate Brokerage Manager
- Certified Sales Professional
- Military Relocation Professional
- Accredited Buyer Representative

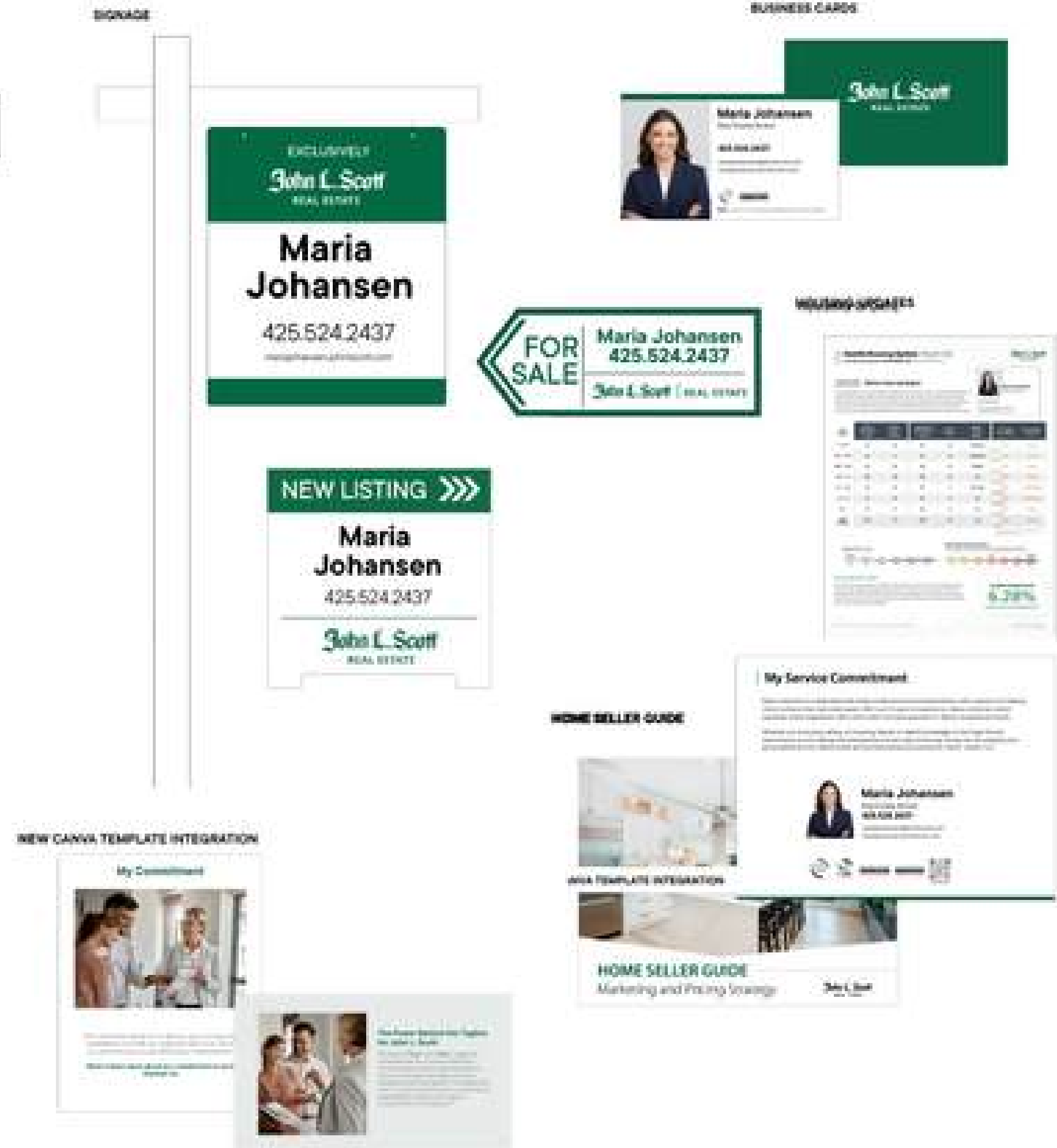
Start today at the JLS Institute



# Your Professional Brand

Consistent brand visuals across both print and digital channels creates perceived value and builds trust with your audience.

- Business Cards
- Signage
- Selling & Buying Guides
- Presentation Folder
- Housing Update
- Email Signature





# EXCEPTIONAL HOMES by John L. Scott

Exceptional Homes unites exquisite properties with affluent consumers worldwide through programs and resources that grow your luxury business.

## **Best-in-class Marketing**

High-end marketing to maximize exposure – including video, Matterport, custom websites, and targeted ads.

## **Tools to connect with your Luxury Sphere**

- Monthly Housing Update campaigns
- Custom social media posts and motion graphics
- Customizable Magazine (coming soon)





Luxury Portfolio International® connects leading luxury firms across **800+ cities worldwide**, driving thousands of client introductions and billions in annual sales through elevated service, global reach, and premier market intelligence.

John L. Scott brokers get access to:

- **25 Luxe Introduction Letters** from Luxury Portfolio's VP of Global Operations for top clients
- **10 Free Luxury Portfolio Magazine** subscriptions (2 issues a year).
- Exclusive purchase access to lists and international PR tools.

[Learn More](#)



# Business Development Relocation & Referral Services

Last year, **72% of referrals** sent through John L. Scott Referral Services resulted in **successful closed transactions**.

## LOCAL EXPERTISE. GLOBAL CONNECTIONS.

Expand your network and connect clients with well-matched agents outside your coverage area. We facilitate smooth transactions for buying or selling anywhere in the world.

## PERSONALIZED SERVICE.

We connect you with top agents. Interview them before client engagement to ensure the right fit. Our referral team handles the process, facilitates changes, and provides regular updates.

## TIME-EFFICIENT REFERRAL PROCESS.

Minimize your time investment, maximize your success! In many cases, a few minutes from your end is all it takes.

Contact [Alyssa](#) to learn more about Referral Services.



**ALYSSA BALKCOM**

**YOUR JOHN L. SCOTT  
REFERRAL EXPERT**

253.569.4028

[referrals@johnlscott.com](mailto:referrals@johnlscott.com)

[jlsoutgoingreferrals.com](http://jlsoutgoingreferrals.com)

*Leading* REAL ESTATE  
COMPANIES  
IN THE WORLD

**LI** LUXURY  
PORTFOLIO  
INTERNATIONAL  
REAL ESTATE

**Who We Are At**  
**John L. Scott® | RENTON**

# Serving Our Community in 25 Different Languages



# Renton Signature Events

## *Business & Education*

Monthly Office Sales Meetings  
Guest Speaker Events  
Annie Fitzsimmons Events - Washington REALTORS® Legal Hotline lawyer  
Monthly John L. Scott Legal Counsel Updates  
Annual John L. Scott Convention  
Annual New Year's Kickoff Company Meeting

## *Recognition & Top Producer Events*

Newcastle Award Event - \$100K GCI+  
Top Producing Event at Salty's - \$300K GCI+  
Top Producer Mastermind Events (2x per year) - \$300K GCI+

## *Community Events*

Ronald McDonald House & Seattle Children's Hospital Events & Donations  
"Share the Warmth" Clothing Drive

## *Culture & Connection Events*

Annual Holiday Party  
Summer Food Truck Event  
Company Bowling Event  
Annual Golf Tournament



# A Culture of Care

The John L. Scott Foundation was founded in 1997 to honor John L. Scott's legacy of giving back. **Supported by voluntary donations from sales associates and support staff**, the Foundation sponsors events raising millions annually for children's healthcare, **helping kids get healthy and stay home.**

**LAST YEAR** the John L. Scott Foundation helped sponsor

**30** EVENTS FOR **17** HOSPITALS

WHICH HELPED RAISE NEARLY

**\$20 MILLION**

FOR CHILDREN'S HEALTHCARE

AND

**3,500**

MEALS SERVED AT  
RONALD MCDONALD  
HOUSES



**Living Life as a Contribution®** is our core value at John L. Scott.



Our Agents Continually  
Host and Participate in Local  
Events that Benefit Our  
Renton Community!

John L. Scott  
REAL ESTATE



# In Your Community...



# Testimonials

The John L. Scott Renton office is amazing. The staff is always helpful and readily available when needed. The front desk is friendly, welcoming, and always greets me with big smiles in the morning. And the Management Team is just as great and always has an answer for all my real estate questions!

**-Angeline Corpuz from The Castro Team**

I have been here since 1994 and I find the front desk the best it has ever been in helping create a place I look forward to going to everyday!

**- Paul Mackay Jr.**

The front desk staff and overall team members here are outstanding! Friendly and super responsive. I always look forward to coming in.

**-See Ly**

# John L. Scott® | RENTON

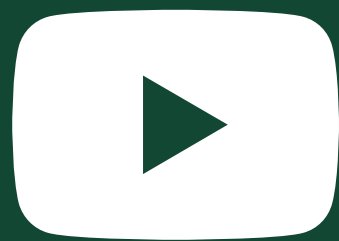
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