



ARTHUR CERVANTES PROPERTIES, INC.

ACP AGENT ACADEMY™

Recruit • Train • Certify • Coach • Produce

A recruiting demonstration and operating system that teaches agents how ACP expects business to be generated, converted, analyzed, documented, marketed, and managed.

The recruiting promise

ACP Agent Academy™ is designed to show prospective agents that they are not simply joining a brokerage - they are entering a repeatable operating system. The academy combines real-estate fundamentals, ACP workflows, AI-assisted execution, live practice, compliance gates, and measurable production habits.

What makes it different

Every module ends in an observable skill: a completed intake, a CMA, a buyer report, a listing strategy, a follow-up sequence, a contract/deadline review, a marketing launch, or a back-office record. Training is tied directly to the work agents must perform.

Agent Journey & Certification

Module	Observable outcome
1. ACP Orientation & Brand	Service areas, brand standards, client promise, systems map, data/privacy expectations.
2. CRM Discipline & Follow-Up	Lead intake, response standards, contact notes, voice-to-CRM, tasking, pipeline stages, daily follow-up.
3. Buyer Consultation	ACP Buyer Intake, representation, compensation discussion, preapproval readiness, search strategy, next-step summary.
4. Seller Consultation	ACP Seller Intake, motivation/equity/condition discovery, CMA prep, net sheet, listing consultation.
5. Financing Literacy	Conventional/FHA/VA basics, manufactured-home/chattel concepts, affordability, DTI awareness, lender handoff boundaries.
6. MLS & CMA Analysis	Comp selection, adjustments, DOM/price history, active/pending/sold context, market range, Arthur/broker review.
7. ACP Buyer Decision Report	Property strengths/risks, financing scenarios, HOA/park/title/NHD inputs, local intelligence, client recommendation.
8. Listing Strategy & Marketing	Preparation, photography/3D/aerial, MLS copy, campaign automation, open houses, seller reporting, status-triggered marketing.
9. Contracts & Risk Management	Representation agreements, offer terms, contingencies, disclosures, escrow/title, wire fraud, approval gates.
10. Transaction Command Center	Opening summary, deadlines, document extraction, missing signatures, inspections, repairs, contingency tracking.
11. Negotiation Lab	Offer strategy ladders, counters, credits, appraisal/inspection scenarios, role-play and broker escalation.
12. AI Workflow Mastery	Prompt standards, specialist agents, fact verification, human review, privacy, copyright, Fair Housing safeguards.
13. Financial Back Office	Commission records, transaction-to-income flow, expenses, documentation, agent financial health and production metrics.
14. Production & Business Plan	90-day plan, database segmentation, sphere/referral strategy, weekly scorecard, goals, coaching cadence.

Automation Engine

Stage	What the system does
Diagnostic	New recruit takes a skills/experience assessment; system assigns a learning path.
Micro-learning	Short lesson + ACP example + plain-language explanation.
Simulation	Agent handles a realistic lead/client/property scenario.
AI coach	System scores completeness, professionalism, compliance, follow-up quality, and reasoning.
Correction loop	Agent must fix deficiencies before advancing.
Certification	Passed modules unlock ACP templates/workflows.
Production coaching	CRM activity and transaction milestones trigger targeted refresher training.
Broker dashboard	Arthur sees completion, quiz/simulation scores, response time, follow-up consistency, pipeline activity, and coaching flags.

Recruiting demo: the first 10 minutes

Minute 1-2: Show the ACP operating system map. **Minute 3-4:** open a buyer lead and demonstrate voice-to-CRM. **Minute 5-6:** show the Buyer Intake summary and recommended next actions. **Minute 7-8:** show how MLS/property data becomes an ACP Decision Report. **Minute 9:** show the agent scorecard and training recommendations. **Minute 10:** explain that the system is designed to help agents follow up, stay organized, learn faster, and deliver a consistent client experience.

Recruiting positioning

The message to agents: "You do not have to invent your business from scratch. ACP gives you the playbook, the technology, the training, the client tools, and the coaching system - then helps you build your own production inside it."

Agent Scorecard

Category	Examples	Weight
Client conversion	Speed-to-lead, completed consultation, signed representation/listing steps	20%
Follow-up discipline	Overdue tasks, touch cadence, promises kept, database cleanliness	20%
Market competence	MLS search, comp quality, pricing rationale, property analysis	15%
Transaction execution	Deadlines, document completeness, escalation, communication	20%
Client experience	Responsiveness, education, summaries, review/referral requests	15%
Training & compliance	Module completion, simulations, Fair Housing/privacy/risk controls	10%

Built-in guardrails

Training should never teach agents to rely blindly on AI. Client-facing pricing, contract/legal interpretations, financial qualification conclusions, Fair Housing-sensitive issues, and external communications should have defined human-review gates. Buyer-agreement training should reflect current MLS/NAR policy and applicable California law/forms.

Phase 1 build

1) Buyer Consultation certification • 2) Seller Consultation certification • 3) CRM/follow-up certification • 4) CMA/MLS certification • 5) Transaction/deadline certification. These five modules create the strongest immediate recruiting demo because they show exactly how ACP turns a new agent into a consistent operator.