

Floor Duty Guide

Doing floor duty is a great way to get new very warm leads in exchange for your time as long as you accept the responsibilities that come with the privilege.

What is Floor Time?

Floor duty is when Castelli Real Estate agents are present in an office and available for anyone who may come in the door or call the office looking for the help of a real estate agent. It could be to buy or sell a property, lease or find a place to rent. It is a great way to get new clients. Simply be in the office and be willing to meet people that come in or call on the phone. Be happy to help them with whatever their needs may be, even if it is dropping off paperwork for another agent or just seeing if another agent is in the office.

Who can do floor time?

Any Castelli agent can do floor time as long as you have an active license and participate in the marketing program. You also must complete the Greater Fort Lauderdale Realtors Association orientation and have read and agreed to the rules and requirements in this document. Each agent that wants to do floor time will be tested to make sure they are competent in searching for properties, arranging showings, and writing up a purchase contract or a listing contract.

When is floor time scheduled?

In the middle of each month, an email will go out to all agents asking you would like to be scheduled for floor duty shifts. All you have to do is send an email to SalesManager@castellihomes.com and let us know what office you want to do floor time in and what day(s) you cannot do floor time by the deadline in the email. If we don't get an email from you, you will not be on the schedule for that month. We can only accept the days you cannot work floor time. Please do not specify what hours you can or cannot do floor time as the system does not allow this. When the schedule has been completed, you'll get an email notifying you of the shifts you are assigned to work floor time and which office. An email will also be sent to all agents telling them that the floor duty schedule has been done and is now live on the Castelli home page.

Do I have to work holidays?

Castelli will never require agents to work any holiday that you do not wish to work! In fact, Castelli will never require agents to work any day you do not wish to work. Each month when we ask agents to request to be assigned floor time, you are asked to list the days you do not wish any shifts to be assigned. As you are planning your schedule for the preceding month, please take into account any time you need off for personal reasons, travel or any holidays you do not wish to be assigned floor shifts on.

We are a very diverse culture, there are many holidays throughout the year and we encourage you to enjoy your personal time as you like. There are some people that wish to work on some holidays and not on others. While Castelli staff (admins and support staff) will have some holidays they are given off and do not have to come into the office, as independent contractors, real estate agents are allowed to choose for themselves what days they do or do not want to work.

There may be agents who feel it is advantageous for them to work on those days when the staff is not in the office, in fact we do it every week during the weekends. Therefore, when the you are sending in your request to be signed floor shifts for any month, it is very important that you look at your personal calendar to determine what days you do not wish to be assigned floor time, including holidays.

What offices can I do floor time at?

Agents from the Wilton Manors office can be assigned to do floor duty at Las Olas. Las Olas agents can only be assigned to do floor at the Las Olas office. That being said, any agent is welcome to cover a shift for an agent at any other office when the need arises.

What may I do while I am on floor duty?

You can do paperwork, searches and phone calls but you have to be able to speak with a customer either in person or on the phone at a moment's notice.

What is expected of me while I am on floor duty?

If you are scheduled for the first shift of the day (9am to noon), please help in opening up the office. On the weekends, this may mean you are doing this by yourself. Make sure lights and signs are on and the front door is unlocked. Check thermostats are set to the proper temperature and that conference rooms are tidy. The setup steps for each office will vary.

If you are scheduled for the last shift of the day (3pm to 6pm), please help in closing the office. On weekends, again, this may mean you are doing this by yourself. Make sure the lights and signs are turned off and all the doors are locked (check each one). Check thermostats are set the proper temperature and that conference rooms are tidy. Radios, coffee pots and such are turned off. The closing steps for each office will vary.

Help answer the phone and greet people at the door whether or not office staff is present. Should the phone ring 3 times, and then please pick up the line. Politely say "Castelli Real Estate, this is [your name]. How may I help you?" If someone walks into the office and staff is busy, please greet the customer at the door with the same greeting. If they are looking for a specific person, find that person and let them know someone is there to see them. Don't forget to offer them bottled water and if they have to wait for someone, to have a seat in a conference room or an available chair.

Keep in mind that every person who calls or comes to an office has the potential for doing a deal with you, even if it doesn't happen that day or visit. Being friendly, approachable and helpful goes a long way towards people wanting to come back to the office or tell others that Castelli Real Estate is the place to go.

What responsibilities come with floor duty?

Doing floor duty can be very lucrative. It's one of the best ways to get new customers just by helping people who walk into our office or call on the phone. With this great opportunity, come some basic responsibilities.

- 1. Show up for your scheduled shifts.** If for some reason your schedule changes, it is your responsibility to find someone to cover your shift for you. You can post on the Castelli forum, email or call other agents. Make the effort to find someone to cover your shift. If all else fails, call the agent that is on duty before you to let them know you can not make it. Maybe they or someone else in the office can cover the shift. If you are on the first shift (9am to noon), call the sales manager to let them know you can't make it and were not able to find someone to cover the shift. The first time you do not show up for a shift, you will get 1 warning. The second time you do not show up for a shift, you will be removed from doing floor duty for 30 days. The third time you do not show up for a shift, you will not be allowed to do floor duty until you have proved you are able to accept the responsibility.
- 2. Be early for your scheduled shift and stay the full shift.** Being on time means arriving 10 Minutes before your scheduled shift to get settled where you will be working and letting the agent on the shift before you know you are there. If it's the first shift of the day, you'll be opening up the office for customers to come in. Very often, agents will have their customers drop off documents at the office. It is expected that the office is open from 9am to 6pm every day except for certain holidays. Just because it's late in the day and it's unlikely someone will come by doesn't mean you can leave. Think how poorly it will reflect on Castelli should someone come by to drop off an important document after they get off work or first thing in the morning and no one is there to help them when they need it most.
- 3. If someone does not show up for their shift.** Should an agent not show up for their assigned shift, either before or after you, call the agent to see if they are on their way. Maybe they are just running late. If you are unable to reach them or if they are unable to get to the office, notify the sales manager immediately. See if anyone else in the office, or you, is willing to cover the shift. Should you have to leave and there is no one else in the office, follow the procedures to close the office. Never leave the office open and unattended.
- 4. Where to sit while on floor duty.** If at all possible, sit at a desk by the front door so you are able to see people as they enter the door. Whether or not staff is scheduled to be working, staff may not always be at their desk and it is your responsibility to

make sure people are greeted when they come in. If the staff person's desk is empty (such as on the weekends), you are welcome to sit at their desk as long as you don't use their computer or disturb their paperwork. Sitting in a conference room or workstations that does not have direct line of sight to the front door is not acceptable. Conference rooms are meant for agents who are meeting with customers.

What is the best way to help people that come into the office looking for assistance?

Great! Someone has come into the office and they want to buy, sell, find a place to rent or rent a property they own. Please have them complete the Sign-in Sheet. This will help you with getting their contact information and what it is they need help with. Sit with them to verify what is on the sheet (correct phone and email, name spelling), what they want to accomplish and their timeline. It's best to schedule another time to meet with them or create a custom search for them that day. This is not the time to spend all day with them. There may be another customers coming in the door right after them. Determine what their needs are, how you can help them and that you will be contacting them later that day. Let them know how much you are looking forward to helping them achieve their goals. Remember, you need to be available to greet anyone that may come in the door or calls so please don't let any one customer monopolize your time.