

The Modern Realtor's Toolkit

What It Actually Takes to Show Up Prepared

A practical guide to the tools, habits, and systems that help real estate professionals work with confidence and create a stronger client experience.



Career College Group



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Preparedness Is the Real Goal

When people hear the phrase *real estate toolkit*, they often imagine a shopping list. A phone. A laptop. A laser measure. A tripod. Business cards. A few apps. Perhaps a polished bag to carry everything.

Those items can be useful, but owning them is not the point. **Preparedness is the goal. Tools are simply how you get there.**

Clients may not consciously evaluate every item you bring into a meeting or showing, but they notice the effect of preparation. They notice whether you can answer a practical question without hesitation. They notice whether your phone is charged, your files are organized, and your materials are ready. They notice how you respond when the conversation changes or something unexpected appears in a property.

i Preparation creates a feeling. It helps the client feel that you are calm, capable, and ready to guide them through the situation.

The purpose of this guide is not to encourage you to purchase everything at once. It is to help you understand which tools may be useful, how they support professional performance, and why the habits surrounding those tools matter just as much as the equipment itself.



What You Will Learn

- Why tools support skill rather than replace it
- How small presentation details affect the client experience
- How content, tracking, voice, and AI tools can support your work
- What to carry into a showing and how to organize your devices
- Which safety tools and habits belong in your routine
- How to build a practical starter toolkit without overspending



Two Traps That Hold New Agents Back

New agents often fall into one of two extremes. Neither approach creates real preparedness.

Trap One: Buying Everything and Mastering Nothing

The first agent sees a list of recommended equipment and treats it like a shopping assignment. They order a laser measure, moisture meter, tripod, gimbal, tablet, microphone, safety alarm, portable light, and several software subscriptions.

The equipment arrives, but the practice never happens. When a client asks a question, the agent cannot remember how to use the tool. They search through menus, look for instructions, or avoid using it because they are not confident.

The problem is not that they purchased useful equipment. **The problem is that they confused ownership with readiness.**

A tool that has never been practised is not part of a professional system. It is simply another object in the bag.

Trap Two: Trusting Personality and Skipping the Basics

The second agent believes preparation is unnecessary because they are naturally good with people. They may say:

"I am a people person. I know how to talk to clients. I do not need all of this."

Strong communication matters. Warmth matters. Confidence matters. But those strengths do not replace the basics.

A friendly agent who arrives with a dead phone, loose documents, missing information, or no way to answer a simple property question may still appear unprepared.

Clients are not choosing between personality and competence. **They want both.** They want an agent they can relate to and an agent they can rely on.



Key Takeaway: Do not buy tools you cannot use confidently. But do not assume personality will compensate for missing preparation.



Tools Do Not Make You Great

Tools do not create judgment, knowledge, ethics, communication skill, or experience. Those qualities come from education, practice, reflection, and time in the profession. But the right tools make it easier to apply those qualities when the moment demands it.

The Surgeon

Education and training create the expertise. But expertise still requires the right instruments to perform at the highest level.

The Photographer

The photographer's eye determines what matters in the frame. But the camera allows that vision to be captured clearly and shared.

The Realtor

Knowledge, organization, and trust are the foundation. Tools allow those qualities to become visible to the client in real time.

A Small Moment Can Change the Client's Impression

Imagine a buyer standing in a room and asking: *"Do you know the ceiling height?"*

Agent Without a Tool

"Maybe nine or ten feet. You could measure it later."

The answer may be honest, but the moment ends without giving the client much confidence.

Agent With a Laser Measure

"Just under ten feet." — checked immediately, on the spot.

The knowledge level may not be dramatically different. The client's impression is.

☐ **Key Takeaway:** Your tools do not replace competence. They help clients *experience* your competence in real time.



The Five Categories of a Modern Toolkit

A modern real estate toolkit can be organized into five practical categories. Together, they support the different situations an agent may face throughout the day.



1. Property & Showing Essentials

Tools you carry into a property to help answer practical questions and examine the space more carefully.



2. Client Experience Essentials

Folders, printed materials, chargers, and presentation tools that influence how meetings and appointments feel.



3. Safety Essentials

Devices and habits that help protect you when entering unfamiliar properties or meeting people you do not yet know.



4. Your Devices

Your phone, laptop, tablet, chargers, files, and the systems that keep them available and organized.



5. Content and Software

Equipment and digital tools used for communication, tracking, follow-up, transcription, and content creation.

These categories do not need to be built all at once. A useful toolkit grows in stages. Begin with the tools that support your most common responsibilities. Learn how to use them confidently. Then add new items as your work changes and your experience grows.

✔ **Key Takeaway:** The goal is not to own the largest toolkit. The goal is to build a reliable one.



Property and Showing Essentials

Showings are one of the clearest tests of an agent's preparation. The client is not simply walking through a building — they are imagining their life inside it. They are thinking about whether furniture will fit, whether the rooms feel large enough, whether the basement looks dry, whether the lighting is sufficient, and whether the home may require repairs.

i The bar is often lower than new agents expect. Many agents enter a showing carrying only a phone and car keys. That means a small, well-organized property kit can create a noticeable difference.

Questions Clients Ask

- What are the room dimensions?
- How high are the ceilings?
- Will my furniture fit?
- Is there moisture in the basement?
- Are the outlets working properly?
- What is in that dark utility room?

The Goal

Walk into the property equipped. You do not need to carry a contractor's workshop. You need a small set of reliable tools that you understand, can access quickly, and know how to use appropriately.

~\$100

Approximate Cost

A practical basic property kit



What Belongs in Your Property Kit?

Laser Measure

May be the most useful item in the kit. Quickly answers questions about room dimensions, ceiling height, or whether furniture may fit. The value is not just the number — it is the ability to respond in the moment.

Measuring Tape

A useful backup and better suited to smaller measurements or situations where a laser measure is difficult to position. The two tools complement each other.

Shoe Covers

Inexpensive, but they send a strong message. They show respect for the seller's property and help you arrive prepared when weather, flooring, or property rules require it.

A Real Flashlight

More useful than a phone flashlight in dark basements, garages, storage rooms, and utility areas. It also preserves the phone battery for communication and other tasks.



What Belongs in Your Property Kit?

Moisture Meter

Useful when a client notices discoloration or has concerns about a basement wall. Does not replace a professional inspection — it helps the agent respond thoughtfully and identify whether additional investigation is needed.

Outlet Tester

Inexpensive and may help identify concerns in older properties. Helps the agent notice details and recognize when a qualified professional may need to take a closer look.

Small Toolkit

A compact kit with a screwdriver, hammer, and a few basic items. Not intended for repairs — it is there for the simple, practical situations that occasionally appear during a showing.

Notebook and Pen

Useful even in a highly digital business. Holds measurements, sketches, client questions, and follow-up notes. Writing something down in front of a client shows you are paying attention.



Small Moments That Build Trust

The value of a property kit becomes clear in ordinary moments. These moments may last only a few seconds, but they can influence how the client sees you.



Ceiling Height

A buyer asks whether the ceiling is ten feet high. You take out the laser measure, check it, and provide a clear answer. There is no guesswork, and the client does not need to remember to measure it later. The question is resolved while it still matters.



Basement Discoloration

A client notices a mark on a basement wall. You acknowledge the concern rather than dismissing it. You use the moisture meter appropriately and explain that the reading may help guide the conversation, while making clear it does not replace a qualified inspection. The response is calm, honest, and practical.



Older Home Outlets

During a showing in an older property, the client asks about the electrical outlets. A simple tester may identify an issue worth raising with an inspector or another qualified professional. The tool does not provide the final answer — it helps identify the next question.

Clients do not expect agents to be inspectors, electricians, or contractors. They do expect agents to notice things, respond honestly, and help them understand what should happen next.



Key Takeaway: The best tools help you turn uncertainty into a clear next step.



Client Experience Essentials

Professionalism is often felt through small details. A client may not consciously analyze the folder, charger, printed sheet, or device you bring into a meeting. But each detail contributes to the overall experience.

This matters during:

Listing appointments

Buyer consultations

Offer meetings

Property presentations

Closing conversations

Follow-up meetings

Branded Folders

A clean folder changes the way documents are received. Instead of a loose stack of pages, you provide materials in an organized format that feels deliberate. It quietly communicates: *I came prepared. I take this meeting seriously.*

Printed Feature Sheets

Digital information is convenient, but printed materials still have value. A feature sheet gives the client something tangible to review during or after the showing. Print supports the conversation in a different way.

Tablet or Laptop

Useful for walking through a CMA, reviewing property photos, or presenting supporting information. The important question is not which device looks impressive — it is whether you can use it smoothly.

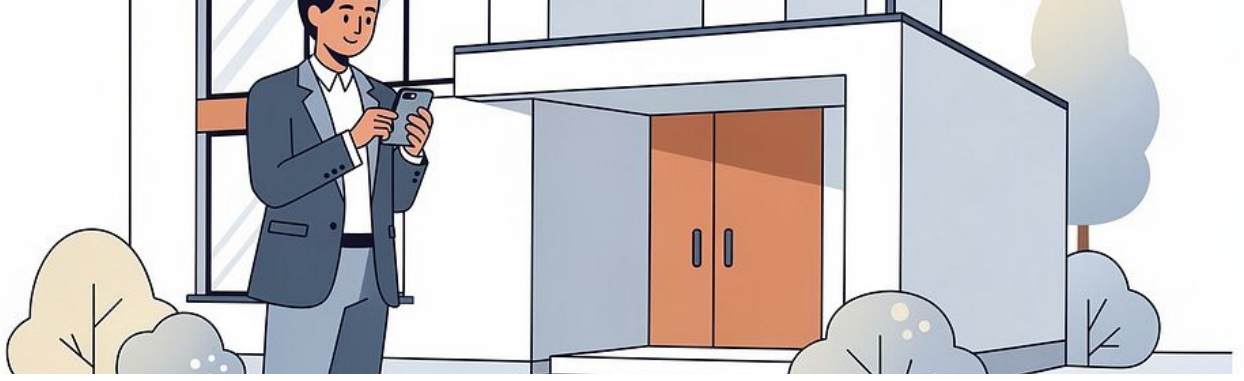
Portable Charger

May save a meeting, showing, or presentation. If your phone or tablet is central to your work, keeping it powered is part of basic preparation. It should be charged before you need it.

Business Cards

Inexpensive, easy to carry, and still expected in many professional situations. When someone asks for one, having nothing available can make an agent appear less prepared than necessary.

 **Key Takeaway:** Professionalism is rarely communicated through one dramatic gesture. It is communicated through many small signals working together.



Safety Is Part of Professionalism

Real estate agents regularly enter situations that would feel unusual in many other careers. They may enter vacant homes, meet strangers, walk through dark basements, attend evening showings, travel to unfamiliar areas, or work alone in places with weak phone signals.

⚠️ Because these situations are part of the job, it is easy to begin treating them as normal. But familiar does not always mean safe.

Be aware, not paranoid. Safety does not need to become complicated or disruptive. The best safety systems are usually simple habits repeated consistently.

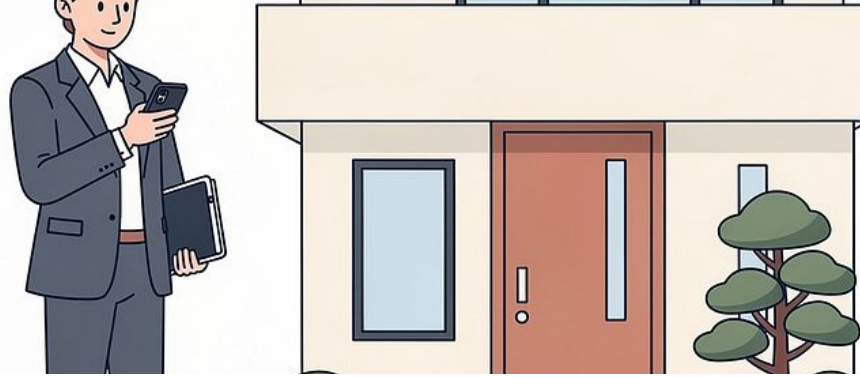
Why Build the Habit Early?

Experienced agents often take safety precautions without making them visible to the client. The habits become part of how they operate.

That is why it is useful to build the routine early. It is easier to create good habits before a difficult situation forces you to reconsider your process.

Common Situations That Require Awareness

- Entering vacant or unfamiliar properties
- Meeting new buyers for the first time
- Evening or weekend showings
- Properties in areas with weak phone signal
- Working alone without a colleague nearby



What to Carry and What to Do

1 Personal Safety Alarm

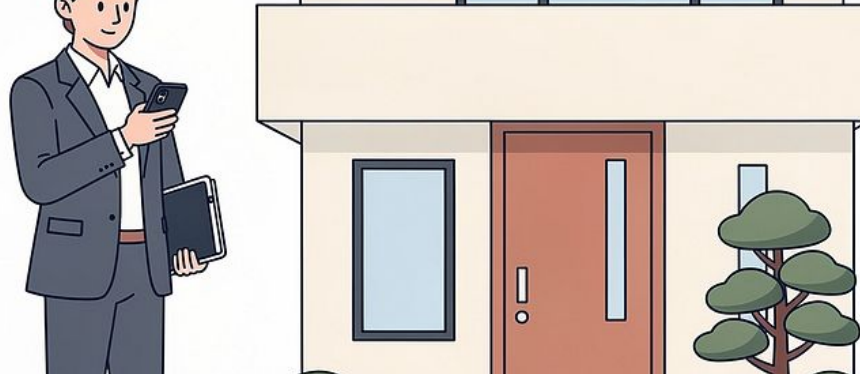
A personal safety alarm may create a loud sound or flashing light when activated. It may be carried on a keychain, worn around the neck, or accessed through an app. The most important consideration is accessibility — a safety device buried at the bottom of a bag may not be useful when needed.

2 Phone Emergency Features

Modern phones often include emergency settings that can contact selected people or emergency services through a quick button sequence. Learn how the feature works on your device. Set up the emergency contacts in advance. Test the process safely so you understand exactly what happens when it is activated.

3 Keep Your Phone Charged

Your phone is one of your most important safety tools. It supports communication, navigation, emergency features, and check-ins. Keep a portable charger in your bag and a charging cable in the car. The habit matters as much as the equipment.



Share Your Schedule

1 Share Your Schedule

Someone you trust should know where you are going. Share your daily showing schedule and establish a simple check-in process — text when you arrive and again when you leave. The process does not need to be complicated. It needs to be consistent.

2 Verify Before Meeting

Before meeting a new buyer or entering a property with someone you do not know, verify basic information. A legitimate client should be willing to provide a full name and reasonable identifying details. Verification helps create a clearer record of who you are meeting and where.

3 Trust Your Instincts

If something feels wrong, take the feeling seriously. You do not need to continue a showing or meeting simply because it may lead to a commission. Professionalism includes knowing when to step away.

⊗ No commission is worth ignoring your safety.



Your Car Is Your Mobile Office

Many agents do not spend most of the day working from a brokerage office. They work from their car. The car becomes the place where they travel between showings, charge devices, store materials, record notes, prepare for the next meeting, and organize the rest of the day.

That makes the car more than transportation. **It is a mobile workspace.**

A useful system divides the car into clear zones.



Trunk: Backup Property Kit

Keep extra shoe covers, a spare flashlight, batteries, a notebook, and other backup property tools in the trunk. The backup supplies protect you when something is used, lost, or forgotten.



Console: Charging Station

Keep the phone cable, laptop charger, and portable battery within easy reach. A cable hidden under other items is not part of an efficient system. The goal is quick access.



Bag or Seat: Client Materials

Store folders, cards, and printed materials in a clean, protected area. Loose materials can become bent, stained, or difficult to find. Client-facing items should remain ready to hand over.



Quick Access: Just-in-Case Items

Keep items such as sanitizer, mints, water, and a spare blazer or scarf nearby. These items may seem minor, but they can help when the day changes unexpectedly.



Build a Weekly Restocking Habit: At the end or beginning of each week, check the car. Replace used shoe covers, recharge the portable battery, refill business cards, remove clutter, and confirm that the flashlight and other equipment still work.



Key Takeaway: Your car does not need to look like a formal office. It needs to function like one.



Your Phone: The Tool Clients See Most

Your phone is likely the tool clients see most often. You use it to answer questions, open maps, review listings, take photos, check schedules, send documents, and communicate with other professionals. Every time you take it out, the client sees how you use it.



Keep It Charged

Make charging part of your daily routine. Begin the day with a full battery and keep backup power nearby. Do not wait until the battery is low to think about charging.



Learn the Camera

Modern phone cameras are powerful. Learn how to focus, adjust exposure, switch between lenses, and capture stable photos or video. You should be able to create clear, usable content without hesitation.



Organize Your Apps

Your most important apps should be easy to find. MLS tools, CRM, calendar, maps, notes, camera, email, and document apps should be accessible within seconds. App organization improves every client interaction involving the phone.



Keep Storage Available

A full phone cannot record new video, save files, or download documents. Review storage regularly. Remove unnecessary files and make sure there is enough room before an important showing or content session.



Key Takeaway: Your phone should be ready before the client asks you to use it.



Laptop and Tablet: Know Your Tools Deeply

Owning a laptop or tablet is not enough. You need to know how to use it when the client is watching and the conversation is moving quickly. If a client asks to see comparable sales, listing photos, or a market analysis, you should not need to search through unfamiliar folders or relearn the software in front of them.

The device should support the discussion, not interrupt it.

Master Your CMA Software

Practise running comparable searches before you need to do it in a meeting. Learn the sequence well enough that you can move through it confidently. The more familiar you are with the software, the more attention you can give to the client.

Organize Your Files

You may organize files by client, property, deal stage, or another system. The exact structure matters less than consistency. A good system allows you to find information without relying on memory. It also reduces the stress of preparing for meetings.

Use the Right Device for the Right Moment

Phone: Speed

Quick answers, messages, directions, and basic property information.

Laptop or Tablet: Visuals

Comparable listings, larger property photos, a comparative market analysis, detailed documents, and visual presentations.

Choose the device based on what the client needs to understand.

✓ **Key Takeaway:** A device becomes professional when you can use it without thinking about the device itself.



Content Creation Essentials

Modern real estate professionals often create their own content. You do not need an expensive studio. A basic content kit can be simple and affordable.

Content you may create:

Property walkthroughs

Short market updates

Neighbourhood videos

Client education

Listing previews

Follow-up messages

Social media posts



Tripod

Creates stability. A steady image usually looks more professional than shaky handheld footage. Also allows you to record without holding the phone.



Gimbal

May help with walking shots, listing tours, and movement through a property. Should be practised before it is used during an important recording.



Lavalier Microphone

Audio is one of the most overlooked parts of video. A basic lavalier microphone can improve clarity and reduce background noise. Clear sound often matters more than an elaborate image.



Portable LED Light

Natural daylight is often enough. A small portable light may help in dark interiors, basements, or evening settings. The goal is making sure the viewer can see you clearly.



Phone Mounts

Useful in the car, on a desk, or with a tripod. Inexpensive and make it easier to position the phone consistently for every recording.



What Matters More Than Buying More Gear

Before purchasing additional equipment, focus on the fundamentals. A simple setup used well will usually produce better results than an expensive setup used poorly.

1

Audio First

People may accept an imperfect image. They are less likely to continue watching if they cannot understand the sound. Clear audio matters above all else.

2

Stability

A tripod or gimbal can solve most shaking problems. Choose the simplest tool that fits the type of video you are creating.

3

Lighting

Daylight is free and often effective. Position yourself carefully and use a portable light when the space is too dark.

4

Framing

Pay attention to the background, camera height, and where you appear in the frame. A cluttered background or awkward angle can distract from the message.

Storage

A full phone cannot create new content. Clear storage before recording. This is a simple step that is easy to forget and costly to ignore.

Speed

A setup that takes two minutes is more likely to be used than one that requires a long, complicated process. Consistency becomes easier when the setup is simple.



Key Takeaway: The best content kit is the one you can set up quickly and use confidently.



Start Tracking Before You Have a CRM

Many new agents assume they need sophisticated software before they can begin tracking relationships. They do not. A simple spreadsheet is more valuable than an advanced CRM that is never updated.

The purpose is not to create a perfect database. The purpose is to build the habit of recording conversations and next steps.

Begin with five columns:

Date	Name	Source	Last Conversation	Next Step
March 12	Sarah K.	Friend	Mentioned wanting to move	Check in next month
March 14	Mike B.	Gym	Asked about pricing	Send market summary
March 18	Lisa W.	Family event	Lease ending in fall	Coffee in May

Each row answers a simple question: *What happened, and what should happen next?*

- Without a system, useful conversations are easily forgotten. A name stays in the phone, but the context disappears. A future opportunity is lost because the agent cannot remember when to follow up.

When you later join a brokerage or begin using a formal CRM, the information can be imported. Instead of starting with an empty database, you begin with relationships and momentum.

- Key Takeaway:** The software can become more sophisticated later. The tracking habit should begin now.



AI and Voice Tools

AI and voice tools can help one agent produce more in less time. They are most useful when they support work the agent already understands. They should not replace judgment, review, or professional responsibility.

AI Tools

Tools such as ChatGPT or Claude may help create first drafts of:

- Client emails
- Listing descriptions
- Market commentary
- Follow-up sequences
- Document summaries
- Educational content

Choose one tool and practise using it regularly. The goal is not to collect several platforms. The goal is to become comfortable enough with one tool that it becomes useful.

⚠ The agent remains responsible for the final result. Every draft should be reviewed for accuracy, tone, and suitability before it is used with a client.

Voice and Transcription

Voice tools can help capture information while moving between appointments. You may use them to:

- Dictate an email
- Record a voice note after a showing
- Capture a follow-up task
- Summarize a longer appointment
- Create a first draft of next steps

A voice note recorded immediately after a conversation may preserve details that would otherwise be forgotten by the end of the day.

Why These Tools Matter

Real estate work often happens between locations. A useful system allows you to capture information while it is still fresh rather than depending on memory later.

✅ **Key Takeaway:** Digital tools are valuable when they improve follow-up, preserve information, and help you use your time more effectively.



A Prepared Day in the Life

The value of the toolkit becomes clearer when the pieces work together. None of the individual actions is extraordinary. Together, they create a smooth and professional day.

Morning: Start in the Car

1

Phone charged. Laptop charged. Property kit stocked. Client materials in the bag. Schedule shared with safety contact. You are not searching for equipment while already running late.

Between Stops: Voice and AI

3

After the showing, you record a voice note while the details are still fresh. You dictate a follow-up email and create a draft before the next appointment. Tasks are captured instead of being left to memory.

2

Showings: Tools in Action

You arrive with shoe covers. A buyer asks about ceiling height — you use the laser measure. They notice basement discoloration — you respond carefully with the moisture meter. Tools support the conversation without taking it over.

4

Evening: Listing Presentation

You arrive with a clean branded folder. The comparative market analysis is ready on the laptop. Supporting documents are organized. The information is easy to access because the preparation happened before the meeting.

This is not extraordinary. This is simply prepared.



Build Your Starter Kit on a Budget

You do not need every possible tool before beginning. Start with a reliable foundation. The goal is to cover the most common needs first.

~\$100

Property Kit Basics

Laser measure, measuring tape, shoe covers, flashlight, small toolkit, notebook, and pen.

~\$30

Safety Kit

Personal alarm, phone emergency setup, and schedule-sharing habit.

~\$300

Client Experience Kit

Folders, business cards, and printed feature sheets.
Varies by quantity and design.

~\$0

Software Setup

A tracking spreadsheet, one AI tool, and voice transcription. Many can be started at little or no cost.

i The presentation estimates that a practical foundation can be assembled for **under \$600**. Devices and chargers you may already own are not included in this estimate.

01

Buy the Basics First

Start with the items that support your most common responsibilities.

03

Organize Them

Create a system so every item has a place and is ready when you need it.

02

Learn Them

Practise each tool until you can use it confidently without thinking about it.

04

Expand When Needed

Add new items only when your work creates a genuine need for them.

✓ Key Takeaway: A smaller toolkit you know well is more useful than a larger toolkit you barely understand.



Your Action Plan for This Week

Preparedness is built through action. You do not need to complete everything in one day. Choose a few practical steps and begin.



Order the Property Kit Basics

Start with the core items. Set a delivery date and create a dedicated bag or case for the kit. When the items arrive, practise using them.



Set Up Your Phone's Emergency Feature

Add emergency contacts. Learn the activation method. Test it safely so you know what happens when it is triggered.



Choose a Safety Check-In Contact

Explain the process to the person. Begin sharing your schedule and establish a simple arrival and departure check-in.



Your Action Plan for This Week – Continued



Build the Tracking Spreadsheet

Create the five columns. Add the people you are already speaking with. Do not wait until you have formal software.



Try One AI Tool for 30 Minutes

Use it to draft a sample email, listing description, or summary. Review the output carefully and practise improving it.



Organize Your Car

Create zones for the trunk, console, client materials, and quick-access items. Remove clutter. Restock the basics.



Do not try to perfect everything at once. Build a reliable foundation one habit at a time.



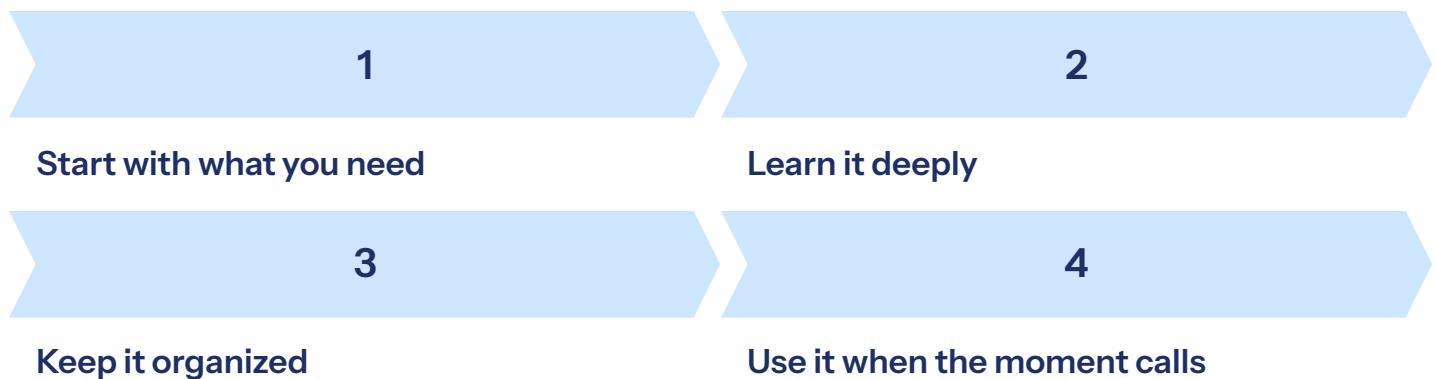
Look Prepared. Be Prepared.

Looking prepared and being prepared are not separate goals. The tools and habits in this guide help you do both.

Clean Folder Allows the client to experience your organization before a word is spoken.	Charged Phone Keeps communication and safety systems available throughout the day.
Laser Measure Helps you answer a practical question immediately and with confidence.	Organized Laptop Helps you find information without delay when the client is watching.
Tracking Spreadsheet Protects follow-up from being forgotten and relationships from being lost.	Safety Routine Helps you work with awareness and confidence in every situation.

None of these tools makes someone a great agent on its own. Together, when used with knowledge and judgment, they make professional performance more consistent.

The modern realtor's toolkit is not a collection of expensive equipment. It is a practical system for showing up ready.



✔ That is how small tools and habits become visible professionalism.



About This Ebook

This guide is based on the Career College Group presentation, **How to Find Real Estate Clients: Where the Opportunities Actually Live.**

It is designed for current real estate students, future students exploring the profession, and new agents beginning to build their businesses. The ideas focus on awareness, relationships, communication, and consistent participation in the environments where trust naturally develops.

Awareness

Recognize the early signs of real estate decisions in ordinary conversations.

Relationships

Build trust through repeated, genuine presence in the environments you already inhabit.

Communication

Use language, questions, and frameworks that open conversations rather than close them.

Consistency

Apply a simple weekly plan that compounds over time into a lasting client pipeline.

Watch the Webinar _

Click the link or use the QR code to watch the webinar this ebook is based

on: <https://careercollegegroup.com/realestate/webinar-11-the-modern-realtors-toolkit/>



About the Author

Sameer Amini



I started my real estate career about 12 years ago with a hands-on approach, learning everything I could about the industry, from the fine print in contracts to the people-first mindset needed to serve clients at a high level. Early on, I gained experience managing transactions, building relationships, and navigating the compliance side of the business. That foundation shaped how I lead today.

Over time, I moved into leadership roles, including Broker of Record and Director of Operations at several brokerages across Toronto. I've developed training programs, built systems for compliance and efficiency, and supported agents in both residential and commercial real estate. I have mentored and provided consultation to high producing teams, brokerage owners, and other industry professionals.

Today, I'm proud to serve as Director of Operations at The Agency, Brokerage, where we focus on luxury properties with values over \$10,000,000+. I manage compliance, training, onboarding, and day-to-day operations, ensuring the office runs smoothly and agents have the support they need to succeed.

I bring a mix of operational strategy, technical knowledge, and a strong belief in mentorship to every project I take on. Whether it's improving systems, coaching agents, or leading compliance, I aim to raise the bar, one interaction at a time.

For nearly five years, I also mentored and trained learners and educators as a Facilitator at Humber College, helping shape Ontario's real estate education landscape. That journey has continued with my current role as Lead Facilitator at Career College Group, where I help deliver RECO's real estate program to new aspiring agents across the province.

 I am excited to help you on this journey — from mastering the course material to developing the mindset and skills needed to thrive in the field. Expect a learning experience that's interactive, practical, and focused on your growth.

Take the Next Step in your Real Estate Training



Professional confidence grows faster when it is supported by practical training, structured learning, and real-world preparation. Strong communication habits, professional judgment, and client presence can all be developed through focused practice and guided education.

To learn more about Career College Group's real estate program, visit:

careercollegigroup.com/realestate

You can also explore the program's flexible monthly payment option and learn more about how the training supports professional readiness from the very beginning.

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