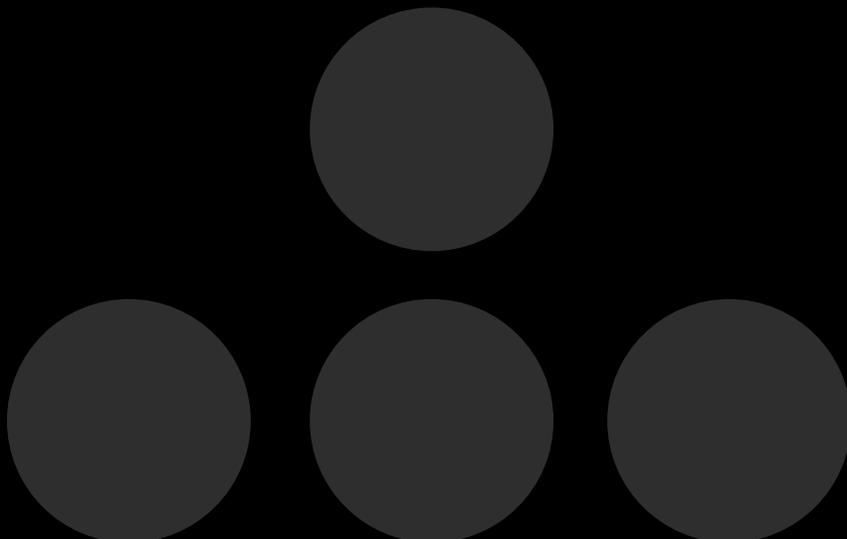


REV UP!

MODULE 01

Introduction to REV UP!
GPS: Goals, Planning and Systems





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ONE University 23811 Aliso Creek Road Suite 168 Laguna Niguel, CA 92677



ARE YOU READY?

In order to create a successful business, you must look deep down and find the strength to push yourself out of your comfort zone.

You will learn the strategies to launch your real estate career as quickly as possible. The greatest challenge a business owner may face is staying positive and motivated. Your efforts in real estate can sometimes be hard to measure as those efforts are a string of activities that ultimately lead you to profitability.

REV UP! Module 01 is the first in the series; however, you can begin these workshops at any time. Your office will offer this course on an ongoing basis, and you'll have an opportunity to attend all 12 Modules. Begin with whichever module happens to be on the schedule after Orientation.

This program is designed to be immediately impactful, interactive, fun, and get results for you right away. Get ready to REV UP! your success.



REV UP!

MODULES

YOU WILL LEARN:

- 01 Introduction to REV UP!
GPS: Goals, Planning & Systems
- 02 Establishing Your Brand
Developing Your Farm
- 03 Your Database IS Your Business
Creating your Online Presence
- 04 The Sales Cycle
Effective Client Communication
- 05 The Residential Purchase Agreement:
a Detailed Review
- 06 Working with Buyers
Getting your Offers Accepted
- 07 Holding Successful Open Houses
- 08 Financing the Sale:
Mortgage Basics
- 09 The Residential Listing Agreement:
a Detailed Review
- 10 Finding Motivated Sellers
Preparing to Win the Listing
- 11 Winning the Listing
Negotiating The Sale
- 12 Closing the Sale
Creating Clients for Life





WELCOME TO REV UP! 01

IN THIS WORKSHOP, YOU WILL LEARN:

- The importance of positive mindset and self-talk in your real estate career
- A summary of tools that you will use for a successful real estate business
- Thinking like a business owner
- A resource library of recommended books to read for business and personal development
- Writing SMART goals and creating a budget and expense worksheet
- Current productivity
- Time blocking for business success
- Personal accountability
- Various types of prospecting
- Using scripts and dialogues
- Committing to a prospecting schedule
- Lead follow-up
- Utilizing the GPS tools



Dear Real Estate Professional:

Congratulations on making a commitment to your real estate career. Your long-term success will be based on the actions you take. Your ability to set goals, create action plans, and consistently follow your plans will lead to your overall success.

Your leadership team is also making a commitment today - to you. We are committed to your success with ongoing support and training. Together we will build your business.

We all have 86,400 seconds a day - no more, no less. We all start each day equally on a level playing field. Time is a precious commodity to each and every one of us, and managing that time is essential.

Remember to be clear about why you have chosen real estate as a profession. What will the income do for you, your family, your community? What will be your legacy? Have fun and enjoy your work. Feel the sense of accomplishment and be proud of what you do. Invest time with family, including anyone who is special to you. All work and no play leads to burnout. Schedule the time *off* as well as the time on. Enjoy and thrive in your own personal life by focusing on your health, your education, your spirituality, your interests and your hobbies.

You can achieve what others say is impossible. You can have riches most people will never see. Your management team will do our part to keep focused and follow through with you on your goals until you reach them. Again, welcome to the Realty ONE Group team. We are proud you are here.

Your Realty ONE Group Leadership Team

A handwritten signature in black ink, appearing to read "Kuba". The signature is fluid and cursive, with a large initial "K" and a long, sweeping tail.



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01

AFFIRMATION

I am the architect of my life; I build its foundation and choose its contents.



DEVELOPING YOUR BUSINESS MINDSET.

The most successful real estate professionals are self-starters with a true entrepreneurial spirit. They also share the following three key characteristics for real estate success:

- A great work ethic (*they show up and work their plan*)
- An unwavering perseverance
- A positive, make-it happen mindset

HAVE WORK ETHIC

Diligence, hard work, and self-discipline are the components of a great work ethic. This means you have a definite plan of action and you work it consistently and in alignment with your personal and professional goals. Ask yourself if you possess or will develop these qualities and habits.

Be consistent: Implement effective systems - are you working on your business while also working in it? Think like a business owner rather than merely a sales person. Pick the best tools available that work for you and stick to them. Be intentional and specific with your actions. Perform ordinary tasks with such consistency that it becomes extraordinary.

Stick to your schedule: Time block all of your activities and follow it. Know how many calls, face-to-face contacts, emails and new contacts you need before you quit for the day. Challenge yourself with daily goals. For example, don't go home until you have at least one appointment.

TIPS:

- Thirty to 60 days equals a habit change. One year equals a lifestyle change.
- Define what success means to you. Is it a dollar amount or a lifestyle that the dollar amount will provide you with? Is it something other than income?

HAVE PERSEVERANCE

With continued and patient effort, you will persevere. Small victories are a result of perseverance, and perseverance leads to a higher self-esteem and the confidence to achieve even greater victories as you go.

Be committed: How committed are you? Become crystal clear with what you want in your professional sales career. People who persevere make no provision for anything but success. Success is the only option.

Be accountable: Get an accountability partner or hire a coach. You can always ask for help, keep daily track of your tasks, or even form a mastermind or accountability group. Create daily tracking for your own accountability.

Great salespeople figure it out: There is always more than one solution to any challenge. Find a way. Find the "win-win."

HAVE A POSITIVE ATTITUDE

Attitude is everything. Mindset is a process, not an event. It is estimated that as much as 90% of success, in any sales related field, can be attributed to attitude. As a matter of fact, it is not unusual for attitude to be the only difference between the person who is successful and the person who is not. Your expectations can lead to success. Create your real estate career the way you want it to be, not what others say it should be. Your intention behind your activity will drive your success.

Self-talk matters. When a listing opportunity arises, are you going out expecting success or failure? Expect failure and it will be evident in how you look, what you say, your choice of words and your tone of voice. Expect success and you will prepare more carefully; have more support material and statistics, appear confident and relaxed. You will get the listing if you want it.

When working with buyers, are you taking them out to "show them houses" or will you take them out to "find them their new home?" Many salespeople stop themselves from making a sale the first day they are out with a buyer simply because they are convinced the person would not buy that day. Says who? Find them the right house and there will be no reason for them to put off purchasing it. Again, it takes no longer to "show" property than it does to "sell" property.

TIP:

- a. "Clients first" means always conducting your business with honesty, competence, and care.

TAKE PERSONAL RESPONSIBILITY

Take 100% responsibility for where you are at this exact moment. All of your thoughts and actions have led you to this exact place in time. If you are not entirely pleased with your results, change your thoughts and take action toward what you want to create. Check in with yourself often. Are your thoughts positive or negative - toward or away from what you desire?

Most people pay attention to their current reality and continue attracting the same results/outcomes. Focus on what you want. Be deliberate and intentional in your thoughts and actions.

MAINTAIN A "CLIENTS FIRST" MENTALITY

Make a commitment to always take care of your clients' needs first and be sure to set your business hours and boundaries. Always work in their best interest - which sometimes means recommending they don't do the deal. Do not focus on that commission check. Do the right thing and the money will flow. In this profession, those who really get this concept at the base level will enjoy a prosperous career with a steady stream of repeat and referral business. Honesty, integrity, and professionalism are non-negotiable traits.

DO'S AND DON'TS FOR A SUCCESSFUL REAL ESTATE CAREER

Do

- Show concern about customer's wants, needs and desires
- Build rapport and find common interest
- Maintain professionalism under stress
- Be flexible and ready to learn new techniques and technology
- Dress, speak, and write professionally
- Communicate work hours and return all calls, text messages and emails in timely manner
- Use a sense of humor
- Commit to excellence
- Be persistent and positive
- Build trust
- Associate with people who are doing more than you
- Believe in yourself, your company, and tools
- Listen to what client says
- Take a lot of notes
- Show your client you can get the job done
- Acknowledge a negative comment with a quick yes, but don't make a big deal out of it

Don't

- Be easily influenced
- Criticize the client
- Lose your cool
- Make excuses
- Focus on your past
- Assume
- Sell desperate
- Sell that you are great
- Ask questions that they can answer "no" to
- Put down the competition

TIP:

- a. Conduct a search on 'visualization in sales' or 'visualization techniques' for more ideas.

VISUALIZATION FOR A SUCCESSFUL REAL ESTATE CAREER



Creative visualization is a powerful technique wherein you form a mental picture of your desired outcome. Visualize it every day for only about five to 10 minutes.

- 1.** Listen to positive, powerful audiobooks, CDs, podcasts, etc.
- 2.** Experience the feelings of victory, accomplishment, elation, etc.
- 3.** Sit comfortably and run your perfect outcome "video" in your head.
- 4.** Consider 10 - 20 minutes of daily meditation or prayer.
- 5.** Create a vision goal board and/or notebook, include personal as well as business goals. Use words and pictures.

AFFIRMATIONS FOR A SUCCESSFUL REAL ESTATE CAREER



**I am the architect
of my life; I build
its foundation and
choose its contents.**

Affirmations are statements of positive beliefs. The statements may be internal or external, personal, or global. They declare your character and success. Affirmations are most effective in the first person present tense and allow for opportunities of reflection.



**I always put my
client's best
interests first. I do
the right thing by
them, knowing it
will come back to
me tenfold.**

AFFIRMATIONS FOR A SUCCESSFUL REAL ESTATE CAREER

I have written goals in all the key areas of my life, and I love to track my activities and results, seeing the progress I am making.

I am professional in every way—in dress, manner, knowledge and action.

I love having counter balance in my life and enjoy the knowledge that hard work in one moment allows me more play in another.

I am happy, positive and have a can-do, solution oriented attitude.



I love to set appointments and I love to make presentations.



Money flows to me freely and easily from expected and unexpected sources.



I know my value and only work with realistic, qualified and motivated buyers and sellers.



I have the power to create all the success and prosperity I desire.

AFFIRMATIONS FOR A SUCCESSFUL REAL ESTATE CAREER



I love the real estate industry and am proud to help people achieve the "great American dream:" home ownership.



I know my strengths and what my revenue producing activities are. I love delegating the "busy" work to those who are better at it than I.

SETTING THE STAGE FOR SUCCESS.

TURN YOUR CAR INTO A MOBILE OFFICE

As sales people, we spend at least 50-80% of our day in our cars. Our vehicle is literally a mobile office; we should have it running as such. As most sales people find that they seem to misplace items or forget certain tools that they need to sell, having a clean, organized car will eliminate your distractions and allow for a clear, focused mindset. Every time you open your trunk you will be reminded of the sales tools you have to introduce to your clients.

MAGNETIC CAR SIGNS

Customized magnetic signs on your car, strategically placed on a busy street, parked at a mall, or in a high traffic area, have an equal, if not greater impact than that of a bench or grocery cart advertisement.

TIP:
b. The less time you spend looking for something, the more time you can spend on your business. Time is money. Do not spend it doing unproductive activities.



SUGGESTED ITEMS AND TIPS

Note Pad/Notes App: Take down notes or remind yourself of things to do.

Navigation: Pre-plan your showing routes and program them into your GPS navigation to ensure you will get to your destination(s), allowing you to focus on your clients rather than worrying about getting lost.

Packets: Always be ready to take a listing or write a purchase agreement. It's also a good idea to have extra common forms on hand.

Farm/Market Area Data: Cover the area you have targeted for the day. Prior to entering your farm area, briefly glance at your list before you knock on someone's door so you do not forget people's names.

Open House Kit: Be ready for anything. Always have the materials you need to conduct an open house on hand.

Pens: Don't be the person digging for a pen. Keep extras in the car.

Audiobooks and Podcasts: Stay in the know. As tempting as the radio may be, try to listen to sales podcasts or CDs that will enhance your abilities and get ideas for conversations on your next call. Always be motivated.

Toolkit: Be prepared. Extra chargers for all your devices, flashlight, basic tools, measuring devices, broom, dustpan, scissors, tape, etc.

Time: Practice time management to maximize your productivity. Your mobile office is a great place to use in between appointments. Park in a peaceful place where you can return calls and emails.



LAPTOP



EXCELLENT CAMERA AND
PORTABLE TRIPOD



NOTECARDS AND ENVELOPES



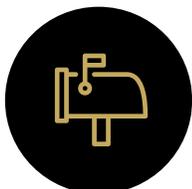
PASSENGER VEHICLE
WITH AC, IN GOOD
RUNNING CONDITION



SEPARATE BUSINESS
CHECKING AND
SAVINGS ACCOUNTS



NAME TAG AND ONE PIN



STAMPS

The basics.



SMARTPHONE WITH CAMERA



BUSINESS CARDS



INTERNET ACCESS
HIGH SPEED IS OPTIMAL



FINANCIAL CALCULATOR
OR CALCULATOR APP



PERSONALIZED YARD AND
OPEN HOUSE SIGNS
5-10 EACH



PRINTER/ SCANNER/ COPIER



TABLET
OR COMBO LAPTOP/TABLET

DRESSING FOR SUCCESS

Sweat pants and a t-shirt may not make the best first impression. Your clothing should be appropriate for the nature of our business and the type of work performed. Keep your shoes, clothing, hair, and make-up neat, clean, and tasteful.

Observe good habits of grooming and personal hygiene. To accommodate sensitive individuals, refrain from wearing or applying excessive amounts of perfume, cologne, scented lotions, or body washes.

Some types of clothing are inappropriate for work environments. Clothing that works well for the beach, dance clubs and exercise sessions such as mid-drift tops, shorts, bare backs or low cut tops do not reflect a professional appearance at work. In addition, inappropriate graphics, words or terms that are political, religious, sexually provocative, or that may be offensive are unacceptable.

TIP:

a. Dress one step up from your clients.

STANDARD MARKETING PIECES

Have a standard piece that represents you and your business that will also be helpful to your farm and database. The following are some great examples:

- Personal marketing brochure
- Local zip code charts
- Useful numbers
- Calendar with holidays

MLS, PREVIEWING PROPERTIES, INVENTORY KNOWLEDGE

Once you have joined the National, State and Local Board of REALTORS, you will also need to join at least one Multiple Listing Service (MLS). You may live in a metropolitan area where it might make sense to join more than one. Consult with your office manager or broker if you have questions.

Attend the basic MLS classes and learn how to navigate listings. In the beginning, focus on searching active listings only. Inputting new listings, etc. will come later.

Create time blocks each day to preview active listings. Concentrate on one area at a time in order to save time and fuel. Coordinate with an agent or two and discuss the properties you see. Are they priced correctly? What are their strengths and weaknesses? Do the research. Your success will be in direct proportion to the knowledge you possess.

Your job is to know the market and know it well. In addition to knowing what is currently being offered for sale, you should know and understand the following:

- High and low price points in your area
- Median price
- Average time on the market will vary by price range and area
- Absorption rates—how long will it take to sell existing inventory?
- Area economics: employers, industries, schools, hospitals, shopping, etc.

TIP:

- a. New home construction: knowing the inventory also includes new home subdivisions.

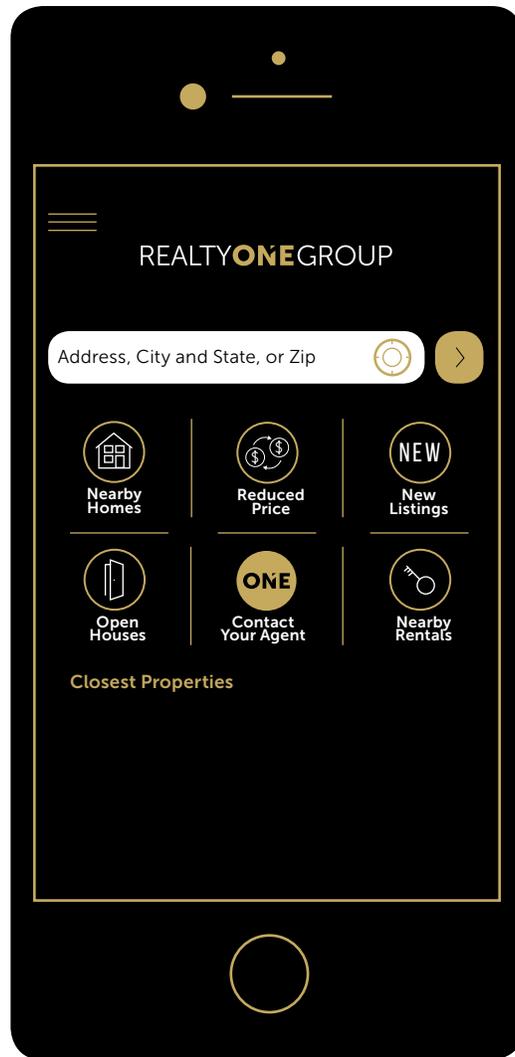
SETTING UP YOUR PERSONALIZED AGENT APP.

As a real estate professional at Realty ONE Group, you are provided with your own personalized agent app. This ONE tool will help you attract and convert numerous clients if used properly. Before you can start sharing your app with prospects, you need to install it on your smart phone.

INSTALLING AND SHARING YOUR APP

Once installed, you can easily begin to share the app through a variety of methods. You can text or email the link, or you can post it on Facebook or Twitter. We encourage you to use the app when meeting someone new instead of your business card. Cards are subject to being lost or misplaced, but your app will always be with them. And within your app, there is a "Contact Your Agent" button that makes it easy for them to reach you anytime. They are given the option to call, email or text you with just ONE click. It's simple to share your app by clicking on the drop down menu and selecting "Share App."

From there just enter the prospect's phone number and a download link will be sent to them immediately by text. Show them how to click on and install the app within seconds. Have them open it and click on the "Contact Your Agent" button. From there you can show them how your app is linked to the MLS, and has all of the current available listings for sale or rent in your area.



BEST PRACTICES WITH YOUR APP

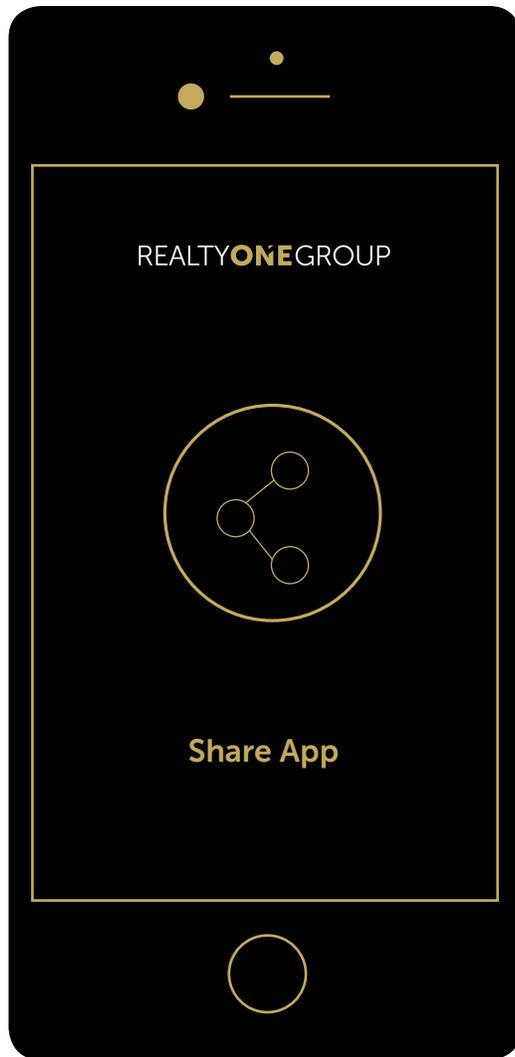
They can easily get information about any home they see by clicking on "Nearby Homes." Because your app is linked directly to the MLS, it's always up-to-date. They don't need to worry about finding properties in their searches that are no longer available. This is a common frustration for clients when searching on other apps and services. This also keeps them searching on your app instead of a general site where they are exposed to dozens of local agents.

Your app has IDX built into it, so no matter whose listing they find in the area, if they request more information, that lead is coming directly back to you.

Make sure you also show them how they can share your app with their family and friends. It's the same process you use to share with them. Just click on the drop down menu and select "Share App." Always train your clients to share and refer you to their Circle of Influence.

This app is highly effective at capturing new leads at Open Houses, Farm areas, Networking events and frankly anywhere you're talking real estate. Take full advantage of this resource.

Your App also has a Dashboard that will allow you to see what properties your clients are saving as favorites and how often they are using your app to search for listings in your area. Be sure to monitor their usage and use it as an opportunity to follow up with them.



IDENTIFYING YOUR STRENGTHS INVENTORY.

In the beginning you must try just about everything to see what works for you. Everyone is different; what works for one person will not necessarily work for another. Over the course of the REV UP! program, we will introduce you to a variety of prospecting strategies to develop your business which will also help you determine what you like best.

Here is a fun exercise that can help point you in the right direction. Complete the exercise provided on the next page using 1-3, then answer questions 4-6.

1. List your past jobs or the role for which you were hired.
2. List the activities you performed that you enjoyed the most.
3. List the activities you performed that you enjoyed the least.
4. Are there any patterns either in the activities enjoyed or not enjoyed?

5. What activities or roles in the Real Estate industry are the best fit for you?

6. What types of lead generation might be your best fit?

**JOBS/
ROLES**

- a. _____
- b. _____
- c. _____

**ACTIVITIES
ENJOYED**

- a. _____
- b. _____
- c. _____

**ACTIVITIES
NOT ENJOYED**

- a. _____
- b. _____
- c. _____

DETERMINE YOUR TOP SELLING STRENGTHS.

Below is a list to get you thinking about the skills and characteristics you have, enjoy, and want to incorporate into your business. We will revisit this in the future workshops of REV UP! to work on your personal branding, unique value proposition, core values and mission statement.

In this exercise, please circle the top five skills that best match you. Then, underline five skills that you want to enhance or refine.

- Good reputation
- Trustworthy
- Professional
- Integrity
- Possess potential to grow
- Successful and hardworking
- Relationship building
- Adaptable and flexible
- Mission and vision-oriented
- Apply selling principles
- Knowledge of sales process
- Enthusiastic personality
- Proper planning using systems and tools
- Great customer service
- Good follow up
- Bilingual
- _____ years experience
- Great marketing pieces
- Consistent communication
- Positive high energy
- Approachable
- Trained and educated in field
- Service-oriented
- Thorough and dedicated
- Problem solver and listener
- Motivated to succeed
- Team-oriented and independent

RUN YOUR BUSINESS LIKE A BUSINESS.

BEGIN WITH THE END IN MIND

- Are you serious about building a business and creating an asset?
- Do you want a business you can sell or pass down?
- Are you here just to earn extra money?

At Realty ONE Group, we believe that through creative coaching and our approach to real estate education, we provide you with all of the tools and knowledge needed to run your real estate business as a true business. This means showing you how to set-up, operate, and ultimately exit from your successful real estate business.

As an industry, training is primarily focused on basic sales skills, prospecting, and how to generate and convert those leads or build referral business. These skills are critical to a successful real estate career, but we provide the missing key ingredient: effective training and coaching on the basic and advanced business and financial structure, including the systems that any successful company uses on a daily basis.

BUILDING YOUR TEAM AND COMPANY.

From the beginning you have a team - a company. Learn to let everyone in your Circles of Opportunity know that you have a team of professionals and specialists to help make sure your clients' real estate experiences are top notch. Here are a few of your team members:

- All of us at Realty One Group. Remember that you are surrounded by tremendous experience, ready and willing to help and support you.
- _____ Mortgage
- _____ Escrow
- _____ Title
- _____ Home Inspection
- _____ Home Warranty
- _____ Home Repair
- _____ Lawn Care, Pool, Spa
(and other maintenance providers)
- _____ Transaction Coordinator
- _____ Attorney

GOALS: THE BIG PICTURE.

THE S.M.A.R.T. SYSTEM FOR GOAL SETTING

The S.M.A.R.T. system is an excellent guideline for setting effective goals.

S. Specific

Is your goal specific? For example, "I will get rich" would not be considered specific; however, "I will earn \$100,000 by December 31st of this year" is goal specific.

M. Measurable

When determining your goal, ask yourself these questions: How much? How many? How will I know when it is accomplished? The same example would apply. Example: "I will get rich this year." That sounds great, but how would you measure it? You should state that you will earn a specific dollar amount this year. At the at the end of the year, you'll be able to measure if you earned that amount of money by reviewing your income statement.

A. Attainable

Is your goal attainable? Is it something you can achieve in the time frame you've set forth? Example: "I will earn \$1,000,000 by December 31." Although anything you put your mind to is possible, it may not be attainable in the time frame you've established based on your current methods, experience and efforts. Setting attainable goals will not only motivate you to pursue them, but inspire to set even greater goals when you attain them.

R. Relevant

Is your goal relevant? Does it align with your values and larger, long term goals. Will it move you and your business in the direction you want to go? If it doesn't contribute to your broader objectives, you might rethink it. Ask yourself why the goal is important to you, and how achieving it will help you. How will it contribute toward your long term goals.

T. Timely

Is your goal timely? Does it have a due date? Without a specific deadline, oftentimes a task will be put off over and over again and sometimes never completed at all. Assign levels of priority as you plot out your goal setting. Even if your goal is easy to attain, continue to write down, mark, and track all of it. Remember everything counts. Successfully achieving your goals comes from the sum of all activities that have a specific focus.

WHERE ARE YOU NOW?

To get to where you want to be, you need to know where you are now. Example: If someone were dropped into the middle of the Sahara Desert with a compass and a map and was told to find their way to an X on the map, what would be their first question? Answer: Where am I? Ask yourself if you really know where you are. Do you know exactly what it costs to keep a roof over your head and feed your family? Do you know how much your monthly business expenses are? Do you know how much volume you have done this year, or will need to to reach your goal? Do you know what your average sales price is, or is in your market? Do you know exactly where your business has come from, have you identified your targets? Remember, we are not merely self-employed independent contractors. We are business owners and every decision we make should be from a business owner perspective.

SPECIFIC

MEASURABLE

ATTAINABLE

RELEVANT

TIMELY

S.M.A.R.T. System for goal setting.

PERSONAL EXPENSES AND INITIAL INCOME GOAL.

Writing your goals down is a great step toward achieving them. Putting them into action is what makes the difference.

In order to create a compelling future you must look deep down and find the strength to catapult out of your comfort zone. Activities you spend your time on must move you toward your goals, not away from them.

TO DETERMINE YOUR INITIAL ANNUAL INCOME GOAL FOR REAL ESTATE, COMPLETE THE FOLLOWING:

Personal expenses annual total *(use worksheet)* _____

Vacation or travel _____

Savings annual goal _____

Projected business expenses *(use worksheet)* _____

Desired annual profit _____

Add all above for income needed _____

Divide by 25% for tax liability and subtract _____

My income goal _____

TIPS:

- a. Use the personal business expenses worksheets to calculate those expenses. The Real Estate closing goals excel spreadsheet will turn your income goal into required units closed.
- b. Use the listing and sales goals template to automatically calculate the closings needed to reach your income goal.

CALCULATE TRANSACTIONS NEEDED TO REACH YOUR INCOME GOAL.

What is the average sales price in my area? _____

What is the average commission per side? _____

What is the average commission per sale? _____

How much money do I intend to earn? _____

How many transactions will I need to close each year? _____

Example:

What is the average sales price in my area? \$250,000

What is the average commission per side? 2.5%

What is the average commission per sale?
($250,000 \times .025$) \$6,250

How much money do I intend to earn? \$100,000

How many transactions will I need to close this year? ($100,000 / 6,250$) 16

WHAT IS AN HOUR OF YOUR TIME WORTH?

Desired annual income: _____

Divide your income goal by 52
(weeks per year): _____

Divide that weekly goal by number
of days worked per week: _____

Divide by number of hours working
in real estate daily: _____

Example:

Desired annual income: \$100,000

Divide your income goal by 52 weeks
per year: $(100,000 / 52)$ \$1,923.08

Divide that weekly goal by number of
days worked per week: $(1,923.08 / 5)$ \$384.62

Divide by number of hours working in
real estate daily: $(384.62 / 8)$ \$48.08

HOW WILL YOU GET THERE?

Do you have a specific business plan outlined to support your goals? A good business plan not only outlines what you wish to accomplish, it breaks your activities down to monthly, weekly and even daily tasks that will support you in achieving your Big Goal. How do you eat an elephant? One bite at a time.

TRACKING YOUR NUMBERS

Knowing where we want to go and where we currently are is crucial; however, knowing how we are doing is essential. If we are not on track and need to adjust, we need to acknowledge it right away. It is far too late to course correct at the end of the journey. We suggest, at the very least, a quarterly review of your progress in all areas of your business plan. If you're not on track to meet your annual goals at the end of a quarter, then make the necessary adjustments to get back on track.

CURRENT PRODUCTIVITY.

WHAT DOES MY WEEK CONSIST OF?

If you were to take an objective look at your weekly work schedule, how would you grade yourself? Are you efficient, organized, and highly productive, or are you scattered, disorganized, and wasting too much time?

REVENUE PRODUCING VS. SUPPORTIVE ACTIVITIES

Every single task we do in our real estate careers can be categorized as either an "R" for revenue producing, or an "S" for supportive. A revenue producing activity is an activity that leads directly to income. These are the activities that get us paid. Supportive activities are the activities that support those revenue producing activities that lead to a paycheck. For example: sitting at the table signing listing contracts with the seller would be considered an "R" activity, whereas uploading those documents into the system would be considered an "S" activity. Or could you assign these activities to someone else for a lower hourly rate, and use your time on more revenue producing activities?

Look at your day and assign a dollar amount to all the activities that were labeled as supportive. Based on your hourly wage would you continue to do these activities if you knew what it was really costing you in missed opportunities?

WHERE DOES THE TIME GO?

An excellent tool to gauge your productivity in the work week is the "Where Does the Time Go?" worksheet. This is a daily eye opener to how productive we actually are. Remember, We have to know where we are in order to get to where we want to be.

TIME MANAGEMENT STRATEGIES.

WHAT IS TIME BLOCKING?

Time blocking is simply scheduling blocks of time for specific activities: Revenue Producing first, followed by Supportive Activities, education, etc. Time blocking for activities ensures that important activities are done routinely, so you don't have to constantly ask yourself, "Now what am I supposed to do?".

WHAT ARE REVENUE PRODUCING ACTIVITIES?

It is not uncommon for an agent to think that "busy work" (*like checking email, working on a flier, correcting addresses in a database, etc.*) is dollar productive. While almost everything we do in this business is necessary, not everything is top priority or the kind of activity that will lead to income. Think about it, if you do not have leads, you do not have a business. Focus first on activities that will actually put you in front of potential buyers and sellers.

DO I REALLY HAVE TO CREATE AND FOLLOW A SCHEDULE?

Yes, you are your own boss now. However, most agents get into the business for the perceived freedom and to escape "punching a clock" for someone else. Consequently, they cause their own failure by wasting valuable time jumping from one activity to the next or trying to do too many things at once; resulting in no results. The very thing that attracts them to the business becomes the thing that causes them to fail.

THOUGHT:

Am I willing to follow a schedule and treat this like a job, even though I am not "punching the clock" for someone else? Am I firmly committed? Do I keep pushing forward even when the going gets tough? Am I coachable and ready to learn?

DOES FOLLOWING A SCHEDULE GIVE ME MORE FREEDOM?

A common misconception is that following a schedule will cause you to lose your freedom and ability to be spontaneous. The truth is that not following a schedule causes chaos, confusion, wasted time, and all too often, no time spent with family, friends, or the most important person: you.

DO I HAVE TO USE A DIGITAL CALENDAR?

Use whatever works for you. Many highly successful executives still use a paper calendar notebook. Whatever you choose, stick with it and be consistent. You may wonder, "how can I follow a schedule when clients (*particularly buyers*) need me when they need me?" It is true. Our clients' schedules can wreak havoc on ours if we allow it. One simple rule to follow: If you erase it, you must replace it. Realistically, there will be times when an out-of-town buyer needs us for several days at a time. Fine. Make adjustments to your schedule as needed.

THE TIME BLOCKING STEPS

1. Make a list of all repeating activities: prospecting, database management, meetings, classes, etc. Do not forget to put scheduled maintenance on the list.
2. List holidays, time off, and upcoming travel for business and personal.
3. Sort the list by frequency of occurrence: yearly, monthly, weekly, and daily.
4. Decide how much time each occurrence will require.
5. Time block for each activity on the list. Begin with the annual occurrences, followed by monthly, and then weekly, and lastly, daily.
6. Schedule time each week to maintain your schedule.
7. Once you have a handle on things, maintenance can be scheduled once or twice per month.

CONCEPT OF TIME BLOCKING

Time blocking is an excellent way to stay on track with the activities you set out to complete during your day because it allows you to focus all your attention on one activity at a time instead of jumping from one activity to the next.

For example: If you have time blocked for three hours of prospecting from 9:00 a.m. to 12:00 p.m., you should be doing nothing else during that time slot. That means no administrative duties, no answering calls or emails, no interruptions at all. Time blocking will keep you organized and efficient in all areas of your business. It may require some time to perfect, but it can be a tremendously effective tool. Remember, distractions will always happen; how you choose to deal with them is up to you.

PERSONAL AND BUSINESS ACTIVITIES

Time blocking should include both personal and business activities. In most cases, personal activities are more crucial than business activities. Schedule the time off before you schedule the time on.

For example: If going to the gym is part of your week, you will probably be more effective in your business by going to the gym as planned. If family time is your personal focus, then you will be more effective in your business by keeping your family life on track.

SUPPORTIVE OF YOUR GOALS

Your time blocking should support your goals. If you have a certain number of calls to make in a week, your time blocking should support that goal. If you time block three hour lunches every day without any prospecting but have plenty of time for the mall, happy hour, golf and sleeping in each morning, then you will soon see the result of poor time management affecting your bottom line.

USING THE "PERFECT WEEK"

The "Perfect Week" is an outline of what your schedule would look like in a perfect world. It is not a mandate; it is a suggestion for what the perfect schedule would be. The "Perfect Week" should help keep you focused on the time blocked activities you outlined in your business plan. If you compare your "Where Does the Time Go" sheet to your "Perfect Week," how similar are they? We recommend that you print out your "Perfect Week" and put it somewhere that you'll see it. It will help keep you on task throughout your day.

IF YOU ERASE, YOU MUST REPLACE

One of the most important rules when using the "Perfect Week" is "If you erase, you must replace." In other words, if a client calls and says, "I absolutely have to meet you tomorrow morning," and you have prospecting scheduled for that spot, you will need to make up that missed prospecting slot elsewhere in your week. This will keep you on track with your goals and the activities you committed to in your schedule.

	S	M	T	W	T	F	S
5 AM							
6 AM	DAY OFF.	WAKE UP	WAKE UP	WAKE UP	WAKE UP	WAKE UP	
7 AM	DAY OFF.	WORK OUT	WORK OUT	WORK OUT	WORK OUT	WORK OUT	
8 AM	DAY OFF.	ACCOUNTABILITY	ACCOUNTABILITY	ACCOUNTABILITY	ACCOUNTABILITY	ACCOUNTABILITY	
9 AM	DAY OFF.	PROSPECT-COI	POP BY'S	PROSPECT-FARM	CIRCLE PROSPECT	PROSPECT-COI	
10 AM	DAY OFF.	PROSPECT-COI	POP BY'S	PROSPECT-FARM	CIRCLE PROSPECT	PROSPECT-COI	
11 AM	DAY OFF.	SOCIAL MEDIA	SOCIAL MEDIA	SOCIAL MEDIA	SOCIAL MEDIA	SOCIAL MEDIA	
12PM	DAY OFF.	LUNCH WITH CLIENT	LUNCH	LUNCH WITH CLIENT	LUNCH	LUNCH WITH CLIENT	
1 PM	DAY OFF.	FOLLOW UP	FOLLOW UP	FOLLOW UP	FOLLOW UP	FOLLOW UP	OPEN HOUSE
2 PM	DAY OFF.	CLIENT TIME	CLIENT TIME	CLIENT TIME	CLIENT TIME	REVIEW SCHEDULE	OPEN HOUSE
3 PM	DAY OFF.	CLIENT TIME	CLIENT TIME	CLIENT TIME	CLIENT TIME	DATABASE MAINTENANCE	OPEN HOUSE
4 PM	DAY OFF.	CLIENT TIME	CLIENT TIME	CLIENT TIME	CLIENT TIME	DATABASE MAINTENANCE	
5 PM	DAY OFF.	ADMINISTRATION	CLIENT TIME	ADMINISTRATION	CLIENT TIME	ADMINISTRATION	
6 PM	DAY OFF.	FAMILY/ PERSONAL		FAMILY/ PERSONAL			
7 PM	DAY OFF.						
8 PM	DAY OFF.						
9 PM	DAY OFF.						
10PM							
11PM							
12 AM							

Sample week schedule. Make sure to schedule a day off, such as Sunday.

PERSONAL ACCOUNTABILITY.

PLAN YOUR WORK, WORK YOUR PLAN

This is where the rubber meets the road. It is time to get to work. You have a plan laid out, now follow it. The trouble is, as easy as it is to do, it is just as easy not to do it. That is where accountability comes in. Accountability is not a dirty word; accountability is how we save ourselves from ourselves. In other words, we are most likely to get things done if we know someone is watching and are expected to report our progress.

Have you ever noticed police officers parked at the side of the road? They are not watching traffic. In fact, the radar probably is not running either. They may be doing paperwork or eating a sandwich. The point is, we slow down as soon as we see the car, do we not? That is accountability. There are a variety of ways we can hold ourselves accountable to our goals and the actions necessary to meet those goals.

ACCOUNTABILITY PARTNERS

Having an accountability partner is an excellent way to stay on track with your goals. The key is choosing a partner that will hold your feet to the fire. If an accountability partner accepts repeated excuses without giving honest feedback and taking a stern approach, you will lose the sense of urgency and importance in your goals. Choose your accountability partners wisely.

TIP:

- a. Knowing your numbers is the key to staying on track or correcting when off course.

USING THE YMW

The YMW (*year, month, week*) is a tool designed to break your larger yearly goals down to the monthly activities that support them and then down again to the weekly tasks that need to be completed to reach your monthly goals. The big goal can be intimidating and overwhelming. However, weekly tasks are much easier to address. The YMW can be used to track your progress and stay on track before it is too late to adjust. The YMW should include both personal and business goals.

TRACK YOUR PROGRESS

Track the number of calls you make, the number of doors you knock, the number of social media posts you make, and any prospecting activity you conduct. Additionally, keep track of the results of how many listing leads, listing appointments, and listings taken, sold and closed. This will allow you to gauge how many calls you should make to get one closed listing. The same applies for buyers. How many open houses, buyer leads, etc.

COACHING

A good coach will help you establish your goals, identify your strengths and capitalize on those strengths. That person can also help you learn when and to whom to delegate the tasks that are not revenue producing, and/or are not one of your strengths. Since we all experience setbacks, a coach will help you up, over and through the hurdles that you run into in the business when you are tempted to throw in the towel. As with accountability partners, you will want to find a coach who does not accept repeated excuses and will hold you firmly, yet graciously accountable.

Remember: feedback is not criticism. It is meant to move you forward and hold you to your goals and plan. Your coach is on your side. If you remember some of your greatest teachers, they were probably the ones who were harder on you. Your coach sees the best version of you, what is possible for you to have, and the success you will achieve in your business.

TIP:

- a. A good coach will hold you accountable in reaching your goals.

MENTORS

A mentor is typically someone who has been in the industry for quite a while and has demonstrated at least three things:

Experience: Successful in the real estate business.

Training: Knows how to train others and has time and patience.

Wisdom: Most mentors have already been there and done that. This means you can benefit from their wisdom and learning experiences, which will prevent a lot of unnecessary surprises in your real estate career.

Good mentors will take you "under their wing" and include you in everything they do: time blocking, making calls, and meeting with buyers and with sellers. You will literally have hands-on training as a result. It can be extremely effective.

A word of caution, however, when choosing a mentor. Sometimes successful real estate professionals agree to mentor others with the best of intentions, and then fail to spend the time necessary with their protege; conducting business as usual without including the trainee, or worse, handing off non-revenue producing activities as though the trainee is an assistant.

CIRCLES OF OPPORTUNITY.

BASICS FIRST

A lot of agents are always looking to "Think Outside of the Circle." Ask yourself: have I thought inside of the circle first? Do I have the basic essential prospecting methods in place? Do I have a database, a social media campaign, a geographic farm, a lead capture plan, etc.? You can generate as many leads as you want by thinking outside of the circle; however, if you do not have basic systems in place to convert them, they are of absolutely no value.

PERSONAL CONNECTIONS ARE KEY

Personal touches are crucial in all types of prospecting. Personal contact either in person or over the phone tops the list, followed by a personal handwritten note card. A good set of rules to follow when writing a note card are as follows:

- Blank card with no pre-written message
- Personal message written in colored ink and asking for business/referral
- Minimum of one business card included
- Hand addressed/return addressed envelope written in colored ink
- Bold and bright oversized stamp

The idea is that there is no possible chance of someone not opening this card, and when they do, they will be thankful they did. Nothing shows a client that you care about them more than a handwritten personal message. Some people will save them for months on their refrigerator or desk.

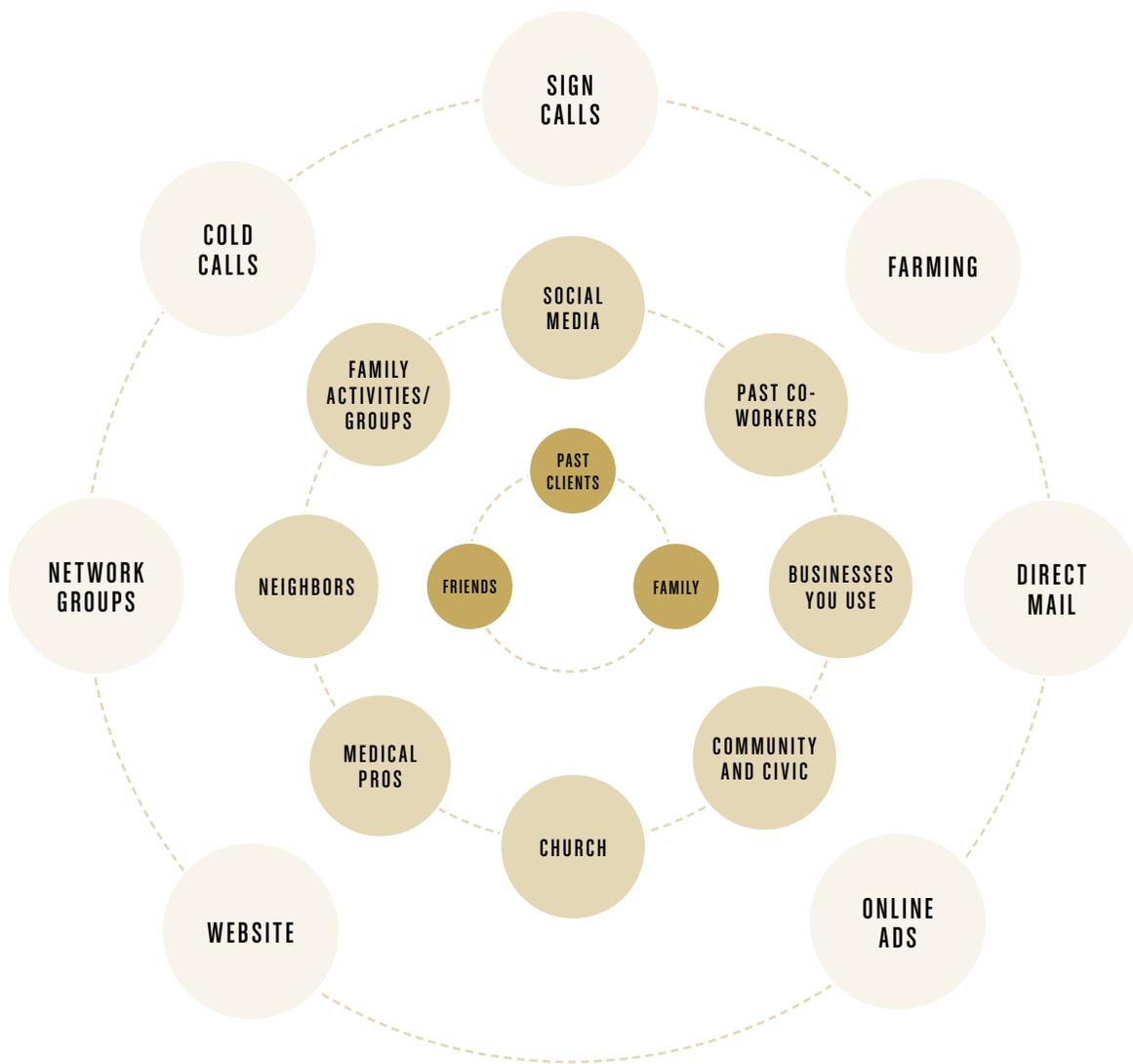
DATABASE IS MANDATORY

A database is not only essential to the very core value of your business, it is a tool to stay efficient and organized in your entire operation. A good C.R.M. is essential. Choose this program well. It will become the central hub for your business. Mega producers can account for anywhere from 50% to 75% of all of their business as a direct result of their database.

In Module 03, *Your Database IS Your Business and Creating Your Online Presence*, we go into more detail about developing and marketing to your database. We will teach you how to: build, feed, nurture, and maintain it.

The key factor to remember is that an agent does not have to use all of the prospecting options. In fact, they should focus primarily on the ones (*no more than five*) they enjoy and excel in. Find the most effective means and focus on those. Consider it "joy based prospecting." There may be some prospecting methods that you are fairly confident in. Focus on those and work toward improving them. The main point is to not be intimidated by the idea of prospecting. You have several choices, some of which you may actually enjoy.

CIRCLES OF OPPORTUNITY MODEL



- NOT CONNECTED
- CONNECTED, NO BUSINESS YET
- CONNECTED AND HAVE REFERRED

SCRIPTS AND DIALOGUES.

FORMULA FOR A SUCCESSFUL SCRIPT

Scripts are an essential part of our industry. Many people, especially in the beginning, object to learning and using scripts, fearing that they will "sound scripted." If you were ever taught how to answer the family telephone, you were learning and using a script. In fact, every single successful agent in real estate uses them on a daily basis. Most of the time they are not even aware of it. Scripts are the most effective way of handling objections and they are limitless. A script that is internalized is not a script.

Scripts accomplish several important objectives:

- Eliminate stammering, stuttering and audible pauses that cause us to sound unsure of ourselves.
- Provide consistent servicing of our clients since we use basically the same words and deliver the same message using scripts and dialogues.

A script can be created for any scenario. Once a script has been written (*and you do not have to write your own as there are already hundreds that have been created for you*), the formula for utilizing a good script and *not* sounding scripted is as follows: memorize, customize, internalize, and capitalize.

Memorize

To memorize the script, you must read the script over and over again until you can say it without reading it. Even though parts of it may not feel comfortable or roll off your tongue quite as easily, memorizing your script is a crucial element.

Customize

This is where you can customize the script to feel more comfortable and deliver the same message but using your words.

Internalize

After memorizing the script, it will flow and sound in no way rehearsed. Make it your own and be comfortable with it.

Capitalize

This is where you will put your script to work. You are now prepared to handle any objection that comes your way.

An extremely effective relationship building script is one that uses the F.O.R.D. technique. Simply ask the prospect about one of these and *listen*:

If the client diverts from your question, engage in the conversation and when possible, get back to the script. Take notes and record them in your CRM. When practicing the F.O.R.D. technique, your client will feel that the conversation is about them and not just you. This is a "win-win" conversation. The F.O.R.D. technique is also an excellent guideline for managing the amount of time spent on each call. If you stay on track, your calls will be relatively short. Always end with: "Oh, by the way, if you know of someone interested in buying, selling or investing in real estate, this is an incredible time. Please let me know. I promise I will take excellent care of them."

PRACTICE, PRACTICE, PRACTICE

Practice is necessary in any area we want to excel, and scripts are no exception. The more we practice, the more comfortable we will feel and the more effective our scripts will become. A good suggestion is to find a practice partner and work together to finetune your scripts and dialogues. If an unexpected objection comes your way, write a script to better prepare yourself in the future. Additionally, be sure to seek guidance from a trusted coach, mentor or your broker/manager. Many seasoned professionals have already handled the very objection you encountered.

FAMILY

OCCUPATION

RECREATION

DREAMS

F.O.R.D. Script.

PROSPECTING SCHEDULE.

TIME BLOCKED

An effective prospector has their prospecting scheduled into their week, ideally three hours a day between the hours of 9:00 am and 12:00 pm. Remember, if you erase, you must replace.

WORLD SHUTS DOWN

The time you dedicate to prospect should be the most protected part of your day that is free of any phone calls, emails or interruptions. A great way to limit interruptions is to post a notice on your door or in your work area announcing "Prospecting in progress. Please do not disturb."

MINDSET

Your mindset can affect how you prospect. With that said, positive energy delivers positive results. Confidence and authenticity are key and can be heard through the phone.

PREPARE, PROSPECT, FOLLOW-UP

When agents are met with the three-hour prospecting per day model, they are immediately intimidated. Three hours is a considerable amount of time, especially when doing something you are not particularly looking forward to.

FIRST HOUR - PREPARATION

The first hour is spent preparing to prospect. Begin by preparing your mindset; get your head straight and put on your best positive attitude.

Get your blood flowing by taking a quick walk around the office. Some of the world's best prospectors will prospect while standing. There is a visible difference in tonality and energy when a person is standing rather than sitting; this can be heard and felt through a phone conversation.

Prepare and read through the scripts and dialogues you will be using. Know what you are going to say and how you will say it. Remember the F.O.R.D. Technique. Get your call lists organized and be prepared to take notes. Have your C.R.M. program open and ready. Do your due diligence by researching your prospects online.

SECOND HOUR - ACTION

Prospecting should take place in the second hour. This includes making calls, open houses, door knocking, etc. If you are making calls, follow your scripts and take plenty of notes; these notes will be essential when making future calls. Make it about the client-relax and have fun. Yes, fun.

THIRD HOUR - FOLLOW UP

This is the time to enter notes, write personal note cards and follow up on any lead generated through prospecting. Following this tremendously effective three-hour model will keep you motivated and on track. Sounds a lot better than three hours of straight phone calls, doesn't it?

HOUR 1
PREPARE

HOUR 2
PROSPECT

HOUR 3
FOLLOW UP

TRACK PROGRESS

Track the amount of calls you make or doors you knock.

Knowing these numbers will allow you to track your effectiveness and gauge your results. Wouldn't it be great to know how much each phone call is worth? For example: the average sales price is \$200,000, multiplied by 3% commission equals \$6,000. If it takes 100 phone calls to obtain a prospect that buys or sells and closes, each call is worth \$60. If you knew that each call you make is worth \$60, would you be more excited to make them? Keep in mind the importance of tracking your numbers. Remember, we are all business owners who make business decisions; smart and successful business owners know their numbers.

LEAD FOLLOW-UP.

NOTE CARDS

Follow the rules of sending note cards. There isn't a better way of making your client feel important. If you had a conversation or left a message with your client, send them a follow-up note card.

USE YOUR CRM PROGRAM

Any lead that you generate through prospecting should be entered in to your C.R.M. program in real time. Categorizing your clients in your C.R.M. is crucial as you need to be able to find them quickly and sort them with like prospects.

Action plans should be applied to a lead immediately after entering them into your C.R.M. An action plan will keep your leads from falling through the cracks and can be created for any type of contact: buyer leads, seller leads, investor leads, long-term, short-term, etc. When applied, an action plan will remind you to make any type of follow-up contact necessary (*e.g., call, email or mail*) while keeping you on track and efficient.

UTILIZING THE "GPS" TOOLS

In this course, we have discussed several tools that can be applied in your business to create a navigation system that will:

- Keep your laser beam focused on the core essentials of your business.
- Give you a clear picture of where you are today and where you want to be in the future.
- Promote balance in your life and goals.
- Remind you when you are off course to allow yourself to correct before it is too late.
- Reduce the "overwhelming" big picture to activities that can be done today.
- Ensure that you are on a clear-cut path to your goals and simplify the process.

IN SUMMARY.

In this comprehensive course, we have introduced you to essential concepts, tools and methods to develop a highly successful career in real estate. We began with mindset, as all things do, and reminded you that you are responsible for your success. By maintaining a positive attitude, setting SMART goals and executing your plan, you will create a thriving business for years to come.

We also introduced you to GPS for your business. It can be compared to driving your car at night. You would have no reservations about driving across town at night, because you have headlights on your car. Even though your headlights only shine fifty feet ahead, you only need to focus on the next fifty feet, and if you continue to focus on fifty feet at a time, you will arrive at your destination.

If you utilize these tools as a guide, you will only have to focus on today's activities. If you do not complete an item today, you simply add it to tomorrow's list. At the end of the week, you have either completed your goals or not. If not, you review your GPS and correct by adding the missed activities to next week. If you fall behind, you are aware before it is too late to correct. At this point, you are faced with two choices: either correct and stay on track, or fall short of your goals. The tools should be used in the following order:

The YMW (Year, Month, Week)

This is the tool to take the big yearly goals and reduce them to a much smaller (*and less intimidating*) weekly goal.

Weekly Accountability Sheet

This is the tool that allows you to define the activities that you need to complete this week, and tracks whether or not you actually complete them. It also tracks the results that those activities create. If at the end of the week you fall short, adjust.

Lead Conversion Tracking Sheet

This is a tool that allows you to track your results on a weekly, monthly, quarterly and YTD basis. You will create a clear-cut picture of where your business comes from and how well you capture, convert and service your hard-earned leads.

The Perfect Week

This is the tool that keeps you balanced in your week, ensuring that you are focused on the Revenue Producing Activities rather than the Supportive Activities. It should contain all the necessary time blocked activities needed to achieve your goals.

Where Does The Time Go?

This is the ego-crushing wakeup call that we all dread. This is the tool to track where you actually spent your time in the last week. By tracking your activities, you can see where you were most efficient as well as where you wasted precious time or fell short.

Scripts And Dialogues

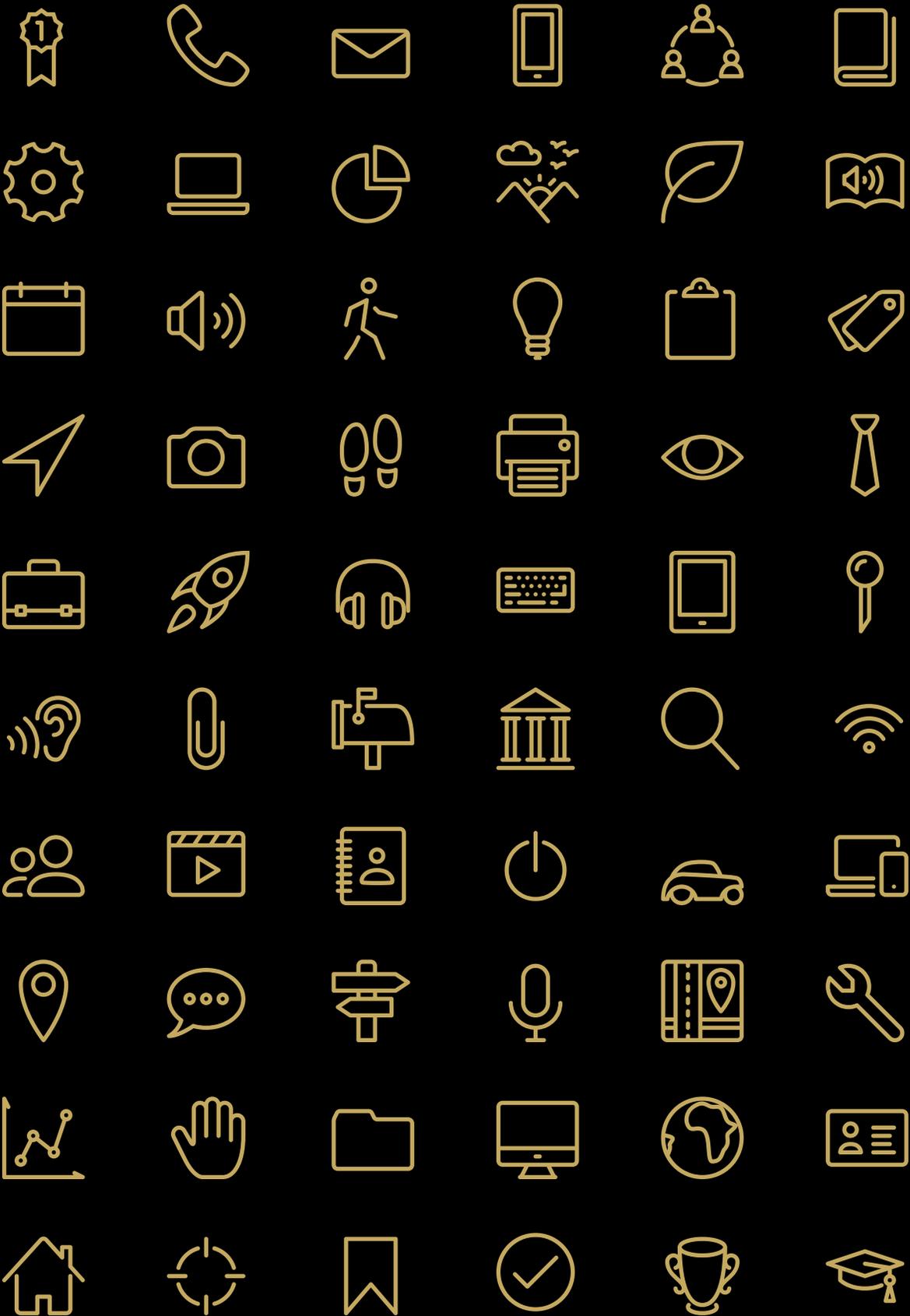
These help you deliver a smooth, consistent message to everyone with whom you work.

All in all, these tools will require only minutes a week in effort, will produce tremendous results, and will ensure that you crush your goals.

RECOMMENDED READING

- The E-Myth Revisited by Michael Gerber
- The ONE Thing by Gary Keller, Jay Papasan
- Millionaire Real Estate Agent by Gary Keller, Dave Jenks
- Fierce Conversations by Susan Scott
- Failing Forward by John Maxwell
- BRAG. The Art of Tooting Your Own Horn Without Blowing it by Peggy Klaus
- The Power of Focus by Jack Canfield, Mark Victor Hansen, Les Hewitt
- Smart Talk by Lou Tice
- Eat That Frog: 21 Ways to Stop Procrastinating and Get More Done in Less Time by Brian Tracy
- Getting Things Done by David Allen
- Awaken the Giant Within by Tony Robbins
- The 7 Habits of Highly Effective People by Stephen R. Covey
- The 7 Levels of Communication by Michael J. Maher
- The Miracle Morning by Hal Elrod





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