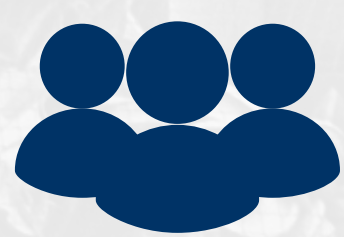


10 KEYS TO SUCCESS



1. Create a Community

Have a database of everyone you know and put everything you know about them in it, including their dog named Fido, etc.



2. Grow Your Community

Become intentional, structured and disciplined about adding people to your social sphere of influence, your tribe.



3. Know Your Community

Stay in touch. These are important people to you. Act like it. Take a sincere interest in their lives.



4. Ask Your Community

Ask for referrals and make sure you have a good referral dialogue something that can add specific value to someone's life.



5. Thank Your Community

The people who give you referrals are simply stated, important. Express your gratitude and appreciation for the critical role they play in your life. People love to be valued and appreciated.



6. Focus on Getting Clients

In the real estate business, seller-based activity is somewhere between 600% in 1200% more efficient and effective as a dollar-per-hour income-producing activity..



7. Have a Dialogue

The magic moment of the real estate business is when someone says, "I am thinking about buying or selling a home." Have dialogues. Practice your dialogues. Use your dialogues!



8. Do a Presentation

Professionals use professional tools. Have a visually-appealing, attractive and professional presentation.



9. Add Value

This is perhaps the most philosophical of the 10 Keys. Listen carefully, be calm and compassionate and emotionally available. Suit up, show up and be your best self.



10. Be an Entrepreneur

We believe real estate agents are business owners and business owners have:

- Business plans,
- Profit and loss statements.
- Budgets (Spend less than they make)
- Save money and have cash reserves



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FOR AGENTS