

BLACK BELT

IN REAL ESTATE



BACK TO BASICS

As an experienced agent who worked within an EBU with Bill Kington we understand and have learned the success created is, and always will be in direct correlation with the attention and effort invested in getting the small stuff right.

With a team of 3 we were able to list 25-30 properties per month and sell on average 10 properties a month and have an additional 10-15 properties be sold by agents within the company.

THE KEY TO THIS WAS IN GETTING THE BASICS RIGHT!

We found the very difference between ourselves and the other agents in our office came down to just 5 things:

1. We had goals
2. We had a daily routine
3. We had a daily plan
4. We prospected
5. We focused on the basics

OVER THE NEXT 6 WEEKS WE WILL COVER THE 6 AREAS THAT CHANGED OUR CAREERS eventually saw us go from listing 4-5 per month to 25-30 properties each month consistently, not just in a good market or 'normal' market but also through down turns like the 90s recession, interest rate rises and the Global Financial Crisis.

So much has changed in that time frame – infrastructure and technology but one thing that hasn't changed is the **FUNDAMENTAL ELEMENTS THAT DRIVES SUCCESS IN OUR INDUSTRY AND MORE IMPORTANTLY, PEOPLE.**



GOALS

WEEK 1

We have heard it before – without goals we don't know where we are headed!

But how do you set goals?

Where do you start?

1. Your goals must stir an emotion
2. You need some short-term goals
3. Some long term goals
4. You need to know how to achieve your goals

Before we start, lets talk about the power of goals, what grit is and about a study at Harvard on a Business Graduate class.

STEP 1

Let go of what you know!

Where do you want to be in 5 years from now- Its important to take time to dream and expand your mind and go big, be careful to not come from a place of limitations and remember you need to come from a place of possibilities!

1. Income
2. Health
3. Family/spouse
4. Wealth
5. Lifestyle

STEP 2

Short term goals are the 'bubbles' in life ! These are the rewards along the way for being on track with your goals, these are the things you will do in the next 12 months, these are the things you will purchase in the next 12 months.

THINGS	PLACES	FOR YOU	FOR OTHERS



GOALS

WEEK 1

STEP 3

How do we achieve our goals, how do we write them?

1. Write them as though they were done
2. Write them or record them in a journal /or electronic device
3. Let's start with your 5 year goals
4. Now 3 x one-year goals
5. What about the 'bubbles'? list the stuff in between this 12 months

STEP 4

Let's create lasting change – Get the goals that drive you and write these every day. By doing this every day you are greatly increasing your ability to achieve your goals by as much as 80%. Why is that?

WE ARE A SUM OF WHAT WE FOCUS ON!

What's next – write down 5 things you are grateful for each day and lastly , what are today's actions that need to be done in order to take you one step closer to achieve these goals.

STEP 5

This is the final step in preparing yourself to achieve your goals.

Let's have a look at this process and identify who we need to become and what we need to do.

WHAT I AM DOING NOW?	WHAT I NEED TO STOP DOING	TO ACHIEVE THE GOALS WILL HAVE TO DO



STRATEGY

WEEK 2

PLAN / STRATEGY

So many times in my career "If you fail to plan, you plan to fail"! yes, over used and very status quo, however, so true. Whenever I have had a colleague, a team member or coaching client, I have noticed two things, the quality of plan and the amount of action they are taking was and always will be in direct correlation with their results.

HERE IS WHAT I HAVE ABOUT REAL ESTATE, IT'S SO SIMPLE, NOT MUCH HAS CHANGED OTHER THAN TECHNOLOGY. REALLY, THERE ARE ONLY 5 AREAS THAT DRIVE RESULTS.

1. Prospect / Lead Production
2. Communication
3. List / Compete
4. Reduce / Adjust
5. Sell

Let's have a look at each area and break down what we are going to do to generate the results we are aiming to achieve.

You have to know your numbers! But what numbers are the ones I need to know and why?

1. Call to appointment
2. List to Lose
3. Appointment list
4. Appointment to Offer
5. Offer to Sale
6. List to Sell
7. Time on Market



STRATEGY / ACTION SHEET

LISTINGS

LISTING SOURCE

SALES

APA'S

LISTING APPOINTMENTS

SOURCE

CONNECTIONS

APPOINTMENTS

1. _____
2. _____
3. _____
4. _____
5. _____

- _____
- _____
- _____
- _____
- _____

- _____
- _____
- _____
- _____
- _____

BUYER APPOINTMENTS

SOURCE

CONNECTIONS

APPOINTMENTS

1. _____
2. _____
3. _____
4. _____
5. _____

- _____
- _____
- _____
- _____
- _____

- _____
- _____
- _____
- _____
- _____

LIST

SOURCE

CONNECTIONS

APPOINTMENTS

1. _____
2. _____
3. _____
4. _____
5. _____

- _____
- _____
- _____
- _____
- _____

- _____
- _____
- _____
- _____
- _____

APA'S

STRATEGY

CONNECTIONS

APPOINTMENTS

1. _____
2. _____
3. _____
4. _____
5. _____

- _____
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- _____
- _____
- _____

- _____
- _____
- _____
- _____
- _____



STRATEGY

WEEK 2

28 DAY PLAN – RESULT / INFORMATION / TESTIMONIAL /
APPRAISAL OFFER / MARKET UPDATES / SUCCESS STORY

JUST LISTED / JUST SOLD / LIVES

Post content daily. The above are suggested topics. Post / Video

1	2	3	4
5	6	7	8
9	10	11	12
13	14	15	16
17	18	19	20
21	22	23	24
25	26	27	28



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STRATEGY

WEEK 2

LIST

PRE LIST

1. _____
2. _____
3. _____
4. _____
5. _____

PRESENT

- _____
- _____
- _____
- _____
- _____

FOLLOW UP

- _____
- _____
- _____
- _____
- _____

If not listed, what's your process?
Chase listing, @risk list

SELL / PRIORITIES OUT

DATA

1. _____
2. _____
3. _____
4. _____
5. _____

STRATEGY

- _____
- _____
- _____
- _____
- _____



ACTIVITY CHART

BUYER APPOINTMENTS

TARGET: _____

ACTUAL: _____



LISTINGS APPOINTMENTS



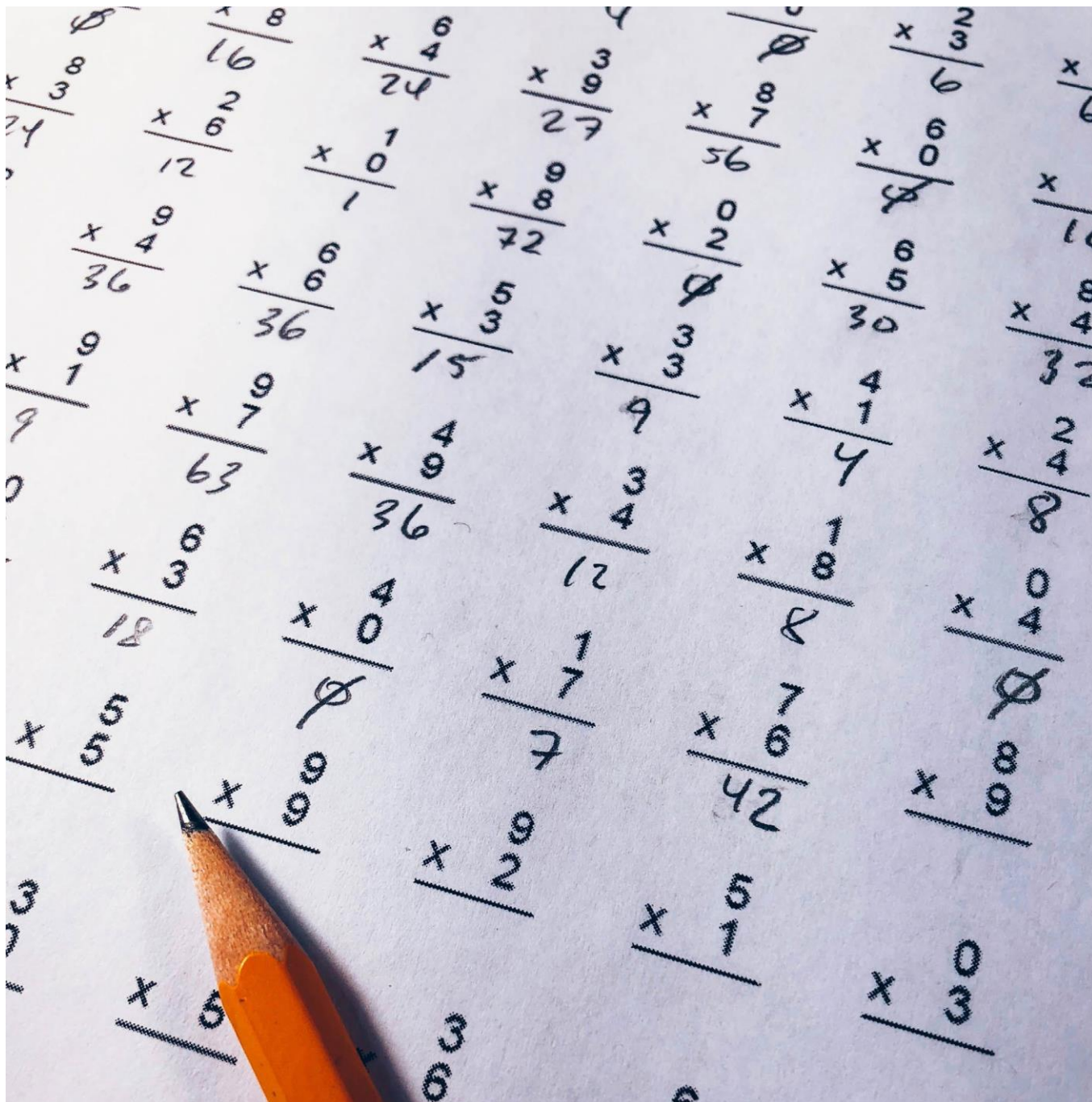
DATE: _____

AGENT: _____

STRATEGY

WEEK 2

How we know our numbers, we have taken the guess **WORK OUT WHAT WE NEED TO DO TO GET A RESULT**, we now know this many calls equals an appointment, these many appointments equal a result, by knowing our numbers essentially, we have the ability of determining if we succeed or fail.



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REAL ESTATE SUCCESS / HEALTH WHEEL

WEEK 3

WHERE DO I START? WHAT DO I WORK ON?

So, you want to identify which area of your career needs work. Your results are lagging and you not sure what to do, or you are searching for the magic bullet, have tried everything and nothing is changing.

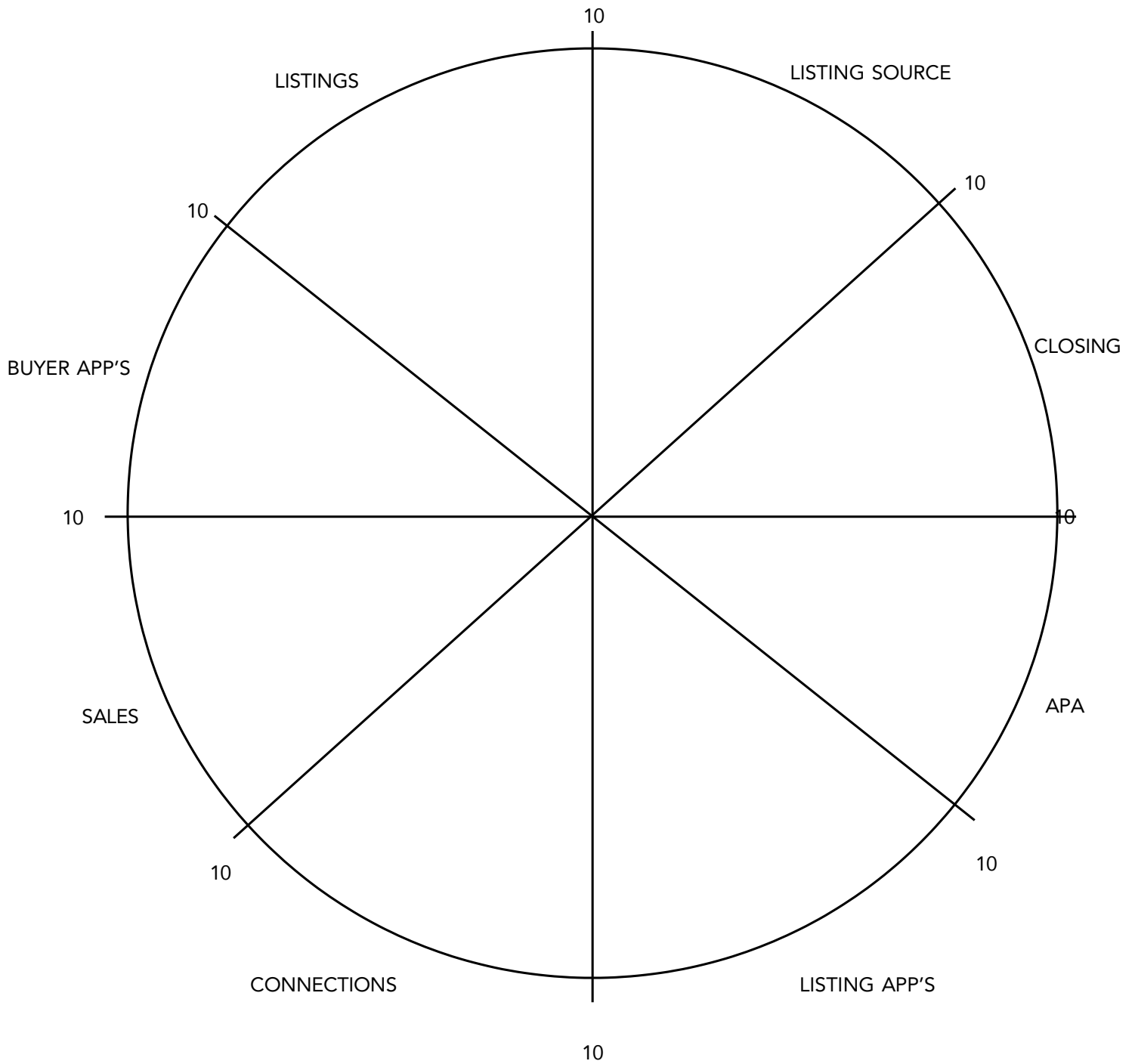
Let's start by looking at the **HEALTH OF YOUR REAL ESTATE CAREER** by dissecting each area and identify where we are at, and then and only then are we able to identify what we are going to do, and how much of it we need to do.



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REAL ESTATE SUCCESS WHEEL



DATE: _____

AGENT: _____



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LISTINGS

1. _____
2. _____
3. _____
4. _____
5. _____

CONNECTIONS

1. _____
2. _____
3. _____
4. _____
5. _____

LISTINGS SOURCE

1. _____
2. _____
3. _____
4. _____
5. _____

APA'S

1. _____
2. _____
3. _____
4. _____
5. _____

SALES

1. _____
2. _____
3. _____
4. _____
5. _____

CLOSING

1. _____
2. _____
3. _____
4. _____
5. _____

BUYER APPOINTMENTS

1. _____
2. _____
3. _____
4. _____
5. _____

LISTING APPOINTMENTS

1. _____
2. _____
3. _____
4. _____
5. _____



REAL ESTATE SUCCESS / HEALTH WHEEL

WEEK 3

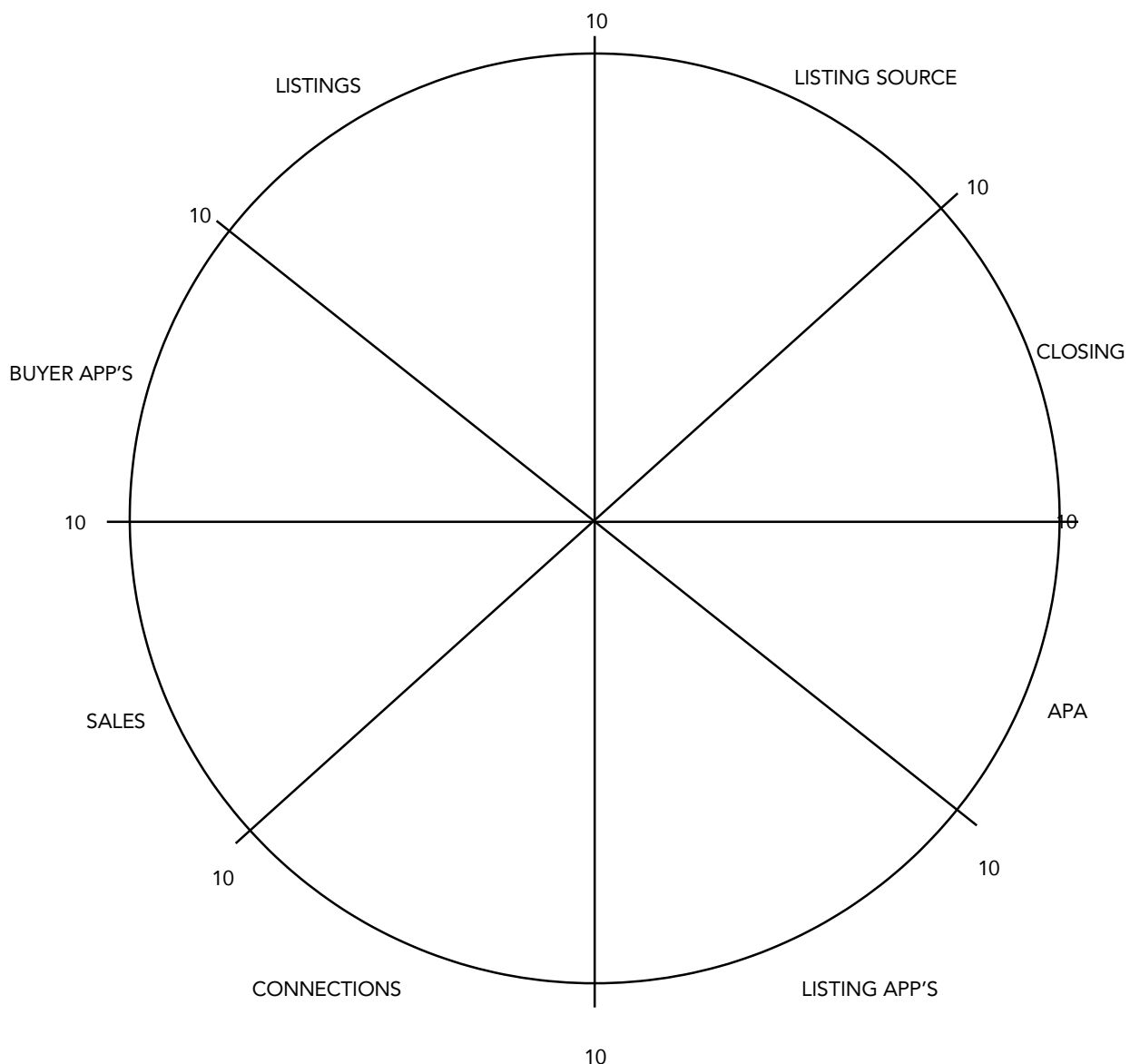
SO, HOW DOES THIS WHEEL WORK?

Well, let's get each area and work through it together.

(General discussion about how we use the wheel)

We assess each area based on what our targets are or where we would like to be.

REAL ESTATE SUCCESS WHEEL



NOW WHAT?

Let's look at each area and identify what are the actions we can have that will have us back on track or heading in the right direction again, here is what I LOVE about our industry. Typically we already know what it is we need to do!

FACE TO FACE TOURS

WEEK 4

ARE YOU BEING DOLLAR PRODUCTIVE?

Whether you are putting in the hours but can't seem to get anywhere or want to know how you can take your performance to the next level, the process is exactly the same. What we need to do is access where we are spending our time, more often than not we are not spending as much time on the dollar productive tasks as we think we are; let's look at our tasks like this:

RESULT – SALE - LISTING

FUTURE RESULTS – PROSPECTING

ADMIN – (AS IT SAYS)

Where are you spending the majority of your time?

Now we have identified where our time is being spent, let's identify how much dollar productive time should be a base level to start from, THE BASE LEVEL IS 25 DOLLAR PRODUCTIVE HOURS A WEEK, OVER 5 DAYS! (MINIMUM). This means 5 hours a day spent on the tasks that can generate an income.

1. Buyer appointment / listing appointment / APA conversation
2. Prospecting

THIS IS PRETTY MUCH IT!



FACE TO FACE TOURS

WEEK 4

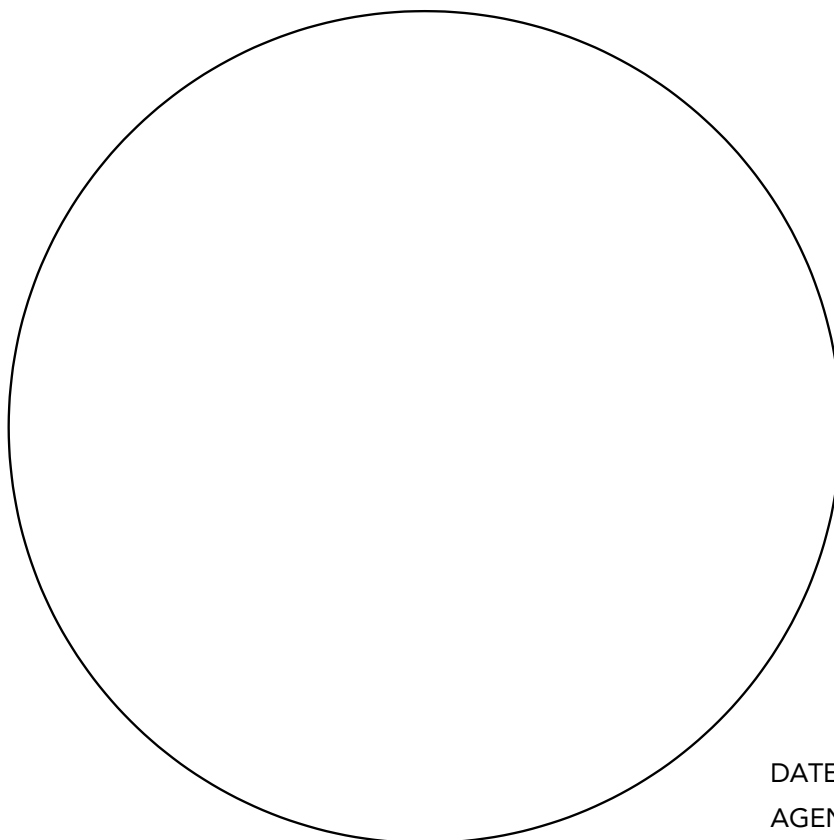
FACE TO FACE HOURS

Each week, and each day we need to set a target for face to face hours (dollar productive), at the end of each week I want you to graph your hours like this:

FACE TO FACE HOURS

M	T	W	T	F	S	S

TOTAL HOURS ACHIEVED 25/



DATE: _____

AGENT: _____

By tracking your hours daily, weekly and monthly, it gives you the ability of catching yourself in the moment and ensuring you are spending your time in the right areas!



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3 PILLARS TO SUCCESS

WEEK 5

WHAT ARE THE 3 PILLARS TO SUCCESS?

Anthony Robbins trains on this very topic, let's have a look at how the decisions made around a GOAL, STRATEGY, and the amount of actions determines the levels of success you will be able to experience and create!

THE 3 PILLARS TO SUCCESS



GOALS



STRATEGY



ACTIONS



3 PILLARS TO SUCCESS

WEEK 5

THE PILLARS

1. GOALS

In order to do something, you must be working towards something, a plane without a destination is never leaving the tarmac (never adjust goals down, only ever adjust them up).

2. STRATEGY

You have goals, but what's the strategy? Is it the right strategy? Is the strategy big enough? One estimate what is required, underestimate what is the biggest cause of goals never being achieved.

3. ACTIONS

This is the effort you are putting into your strategy. In order to achieve the goals, you need to overestimate the amount of action / activity required to obtain them!

THE SECRET SOURCE WHEN OFF TRACK

WHAT NOT TO DO.

Never adjust your goals down!

WHAT TO DO.

Double your actions!

Triple your actions!

And then, and only then would you consider changing strategy! This is the one characteristic the 1% of the population share! **THAT'S WHY THEY GET THEIR GOALS, THEY DO THE COMPLETE OPPOSITE TO EVERYONE ELSE!**

They:

1. Adjust their actions
 - a) double
 - b) triple
2. They measure what's working, they know their numbers!
3. Lastly, they review their strategy!
4. They never adjust their goals down

Whether you are off track or on track you now know where to start! **START WITH YOUR ACTIONS** and know where you are headed and measure what's working and give it time to work!



3 PILLARS TO SUCCESS

WEEK 6

INFLUENCE

I want you to think about this, when two people participate in a conversation one person always leaves feeling more influenced than the other, whether it's for good or bad, the fact is one person is more influenced and takes on the other persons energy!

With this awakening we must ask ourselves what influence are we having on others, and more importantly, when we converse with our clients, who is being the greater influence?

INFLUENCE IS ENERGY!

You want to learn how to influence others, well forget about NLP and start pay attention to your own start, your own energy!

All energy is infectious the questions is when people catch your energy is it:

1. Poisonous
2. Is it life giving

Your energy is either value adding or subtracting.

WHAT IS PEAK STATE AND HOW CAN I MANIFEST IT?

Peak state is one of those moments when you are at your best! YOU HAVE THE MIDAS TOUCH!

This is how you can manifest Peak State.

1. Thoughts (mindset)
2. Philosophy (how you hold yourself)
3. Movement (motion)
4. Create your power move!
5. Create your trigger!

What was that moment in your life when you thought I got this? What was that moment in the last weeks you thought you were unstoppable, what about when you have a successful outcome, how do you feel?

**LET'S GRAB THAT, BRING THAT FORWARD TO NOW, AND
CONNECT THAT TO YOUR TRIGGER!**



3 PILLARS TO SUCCESS

WEEK 6

NOW YOU ARE READY FOR THE LAST STEP OF MASTERY INFLUENCE!



WHAT IS ERBN, LRBN, DRAB?

ERBN – Emotional reason to buy now

LRBN – Logical reason to buy now

DRAB – Direct reasons associated to not buying now

When we make decisions, here is how we process it.

1. How do I feel about the person giving me the advice?
2. Emotionally, what will this mean for me?
3. What's the downside?
4. What's the logic behind it that supports my reasoning, or the advice being given to me?

So, this is what we do, this is how we communicate our services / offering advice to be in line with how we naturally make decisions.

1. Paint a picture / create an emotion (positive) of what this will do / achieve
2. Provide the logic which supports the advice
3. Create pain associated to not acting on the advice

The pain associated is the trigger, the data the validation and the upside, the SOLUTION!

YOU ARE NOW A MASTER OF INFLUENCE!

CONGRATULATIONS ON YOUR BLACK BELT IN REAL ESTATE!