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REAL ESTATE  
PERSPECTIVES

**RE/MAX**  
ON MARKET

# MOMENTUM is About *SUCCESS!*

## LEAD GENERATION TRACK

- Expired Boot Camp
- FSBO Boot Camp
- Open House Boot Camp
- Marketing Boot Camp
- Referral Boot Camp

## LEAD CONVERSION TRACK

- Listing Conversion
- Listing Objections Boot Camp
- Pricing Boot Camp
- Buyer Conversion

## BUSINESS PLANNING

- Real Estate Sales Perspective
- The Leverage Summit
- Activities Management
- Master Team Builder



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# *WHY* Are We Here?

1. Assess what needs to change for business growth.
2. Define a path to take action on these changes
3. Lay out the essential tools
4. Plan your work and work your plan

# *WHY* Are You In The Game?

“The missionary is building the product and building the service because they love the customer, because they love the product, and because they love the service.

The mercenary is building the product or service so that they can flip the company and make money.

It’s usually the missionaries that make the most money.”



—Jeff Bezos

# WHY?

- Why do you work?
- How many hours per week do you work?
- Why do you choose to be a real estate agent?
- What do you want more than anything?
- Do you have a written plan?
- Do you work your plan?

# ASPIRATIONS!

**What do you want?**

**How badly do you want it?**



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# GUT CHECK

- What is the maximum number of deals you can do this year? Why?
- Are you better at buyers or sellers? Why?
- Do you like cold calling? Why?
- Do you like asking for help? Why?
- Do you need to be seen as smart? Why?
- Do you have to do things “your way”? Why?



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**EXCUSES**

are limitations

expressed as **REASONS!**



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# Thoughts *MATTER!*

- Write a limited belief you possess?  
(e.g. “I’m not good at listings” “I’m not a good listener” “I’m disorganized”)
- Make a note about what limits it places on you?  
(e.g. “I lose business by not winning listings”)
- **HOMEWORK:** Rewrite your limited beliefs as an unlimited belief  
(e.g. “With the right support, processes and mentorship, I can be the best in my business at listing homes)

Thoughts **MATTER!**

In order to create a life of abundance,  
you must train your mind to think in

**UNLIMITED** terms!



**TRUTH**

Based in reality



**HABIT**

Formed by repetition



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# Why Is This Important?

HAVE TO

Chores



Pain



Resist



Procrastinate



**Frustration**

GET TO

Passions



Pleasure



Action



Fulfilling



**Abundance**



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# Keeping an Open Mind

GROWTH REQUIRES  
CHANGE!

# The Pathway to *MASTERY!*

- Real estate sales is BASIC!
- Can anyone in the room not tell me how top-producing agents generate and close deals?
- Talent is overrated. Mastery is about *time* on a task over time

*10,000 HOURS*

How does that apply to your real estate business?



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# Two Outcomes to Learning

## TO KNOW

Seek Knowledge

Seek Knowledge

Seek Knowledge

Seek Knowledge

Seek Knowledge

**Jeopardy Champion**

Can't use the Knowledge

## TO GROW

Clarify Choices

Take Action

Build Habits

Shape Character

Determine Destiny

**Control Legacy**



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# Why Do People Succeed (Or Not)?

**CONTENT**

INTENTIONAL + INACTIVE

I want it, I'm not moving towards it  
"All talk, no action"

**ABUNDANCE**

INTENTIONAL + PRO-ACTIVE

I want it,  
I'm moving toward it

**FAILURE**

UNINTENTIONAL + INACTIVE

I don't want it,  
I'm not moving toward it

**FRUSTRATED**

ACCIDENTAL + PRO-ACTIVE

I don't want it,  
I'm moving towards it  
"Throwing spaghetti at the wall"



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# A Formula for *SUCCESS*



# Economic *MODEL*

Profit Requirement

Commission Rate and Metrics

Sales Volume and Run Rate

Financial Statements



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# Entrepreneur's *MANTRA*

It is unacceptable for my business  
to profit less than

\$ \_\_\_\_\_

### SALES BUSINESS FINANCIAL MODEL

Desired Profit	\$ 250,000
Budgeted Expenses	\$ 80,000
Average Commission Rate	2.50%
Average Sales Price	\$ 700,000

### TRANSACTION BENCHMARK CALCULATION

Desired Profit	\$ 250,000
(+) Budgeted Expenses	\$ 80,000
(=) Revenue Needed	<u>\$ 330,000</u>
Revenue Needed	\$ 330,000
(÷) Average Commission	2.50%
(=) Closed Volume Needed	<u>\$13,200,000</u>
(=) Closed Volume Needed	\$13,200,000
(÷) Average Sales Price	\$ 700,000
(=) Transactions Needed	<u><b>19</b></u>

IT IS UNACCEPTABLE FOR MY BUSINESS TO PROFIT LESS  
THAN:  
**\$250,000**



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# Economic *MODEL*

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# COMMISSION

## LISTING DEPARTMENT

Small Listings (\$_____)	_____%
Large Listings (\$_____)	_____%
Doubles (Seller is also buying)	_____%
Lots	_____%
Acreage	_____%
Commercial	_____%
Investors	_____%
Home Builders	_____%
Referral Given	_____%
Referral Received	_____%
Transaction Fee	_____%
Fee for Service (hourly rate)	\$_____/hr



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# Economic *MODEL*

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# Economic *MODEL*

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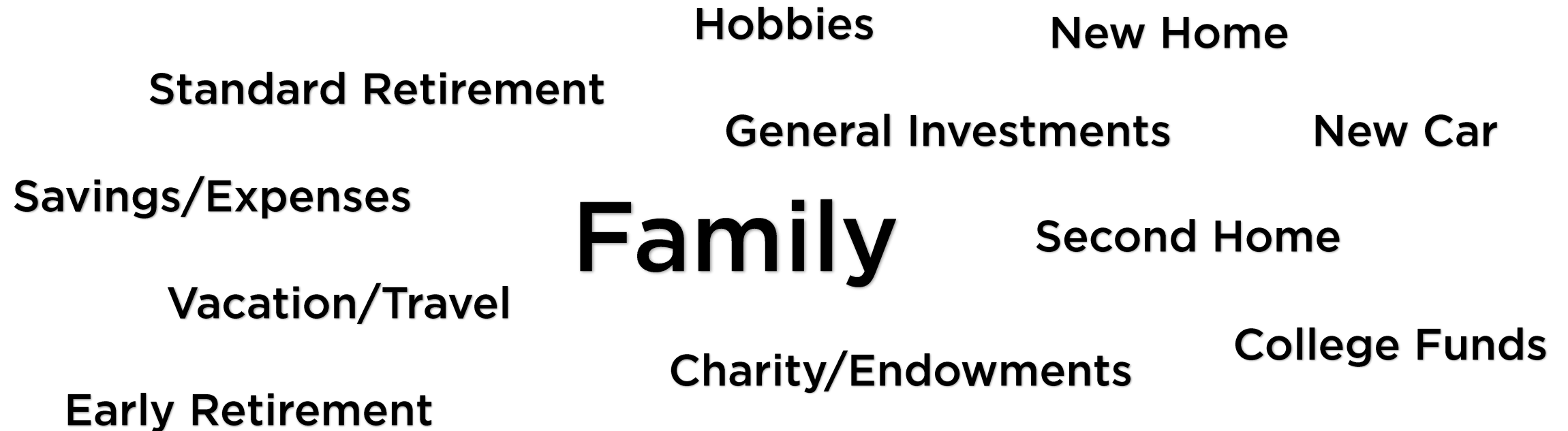
Financial Statements



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# *FOCUS* on Finance Requirement



Once you have established appropriate funding categories,  
the next step is to prioritize and budget.

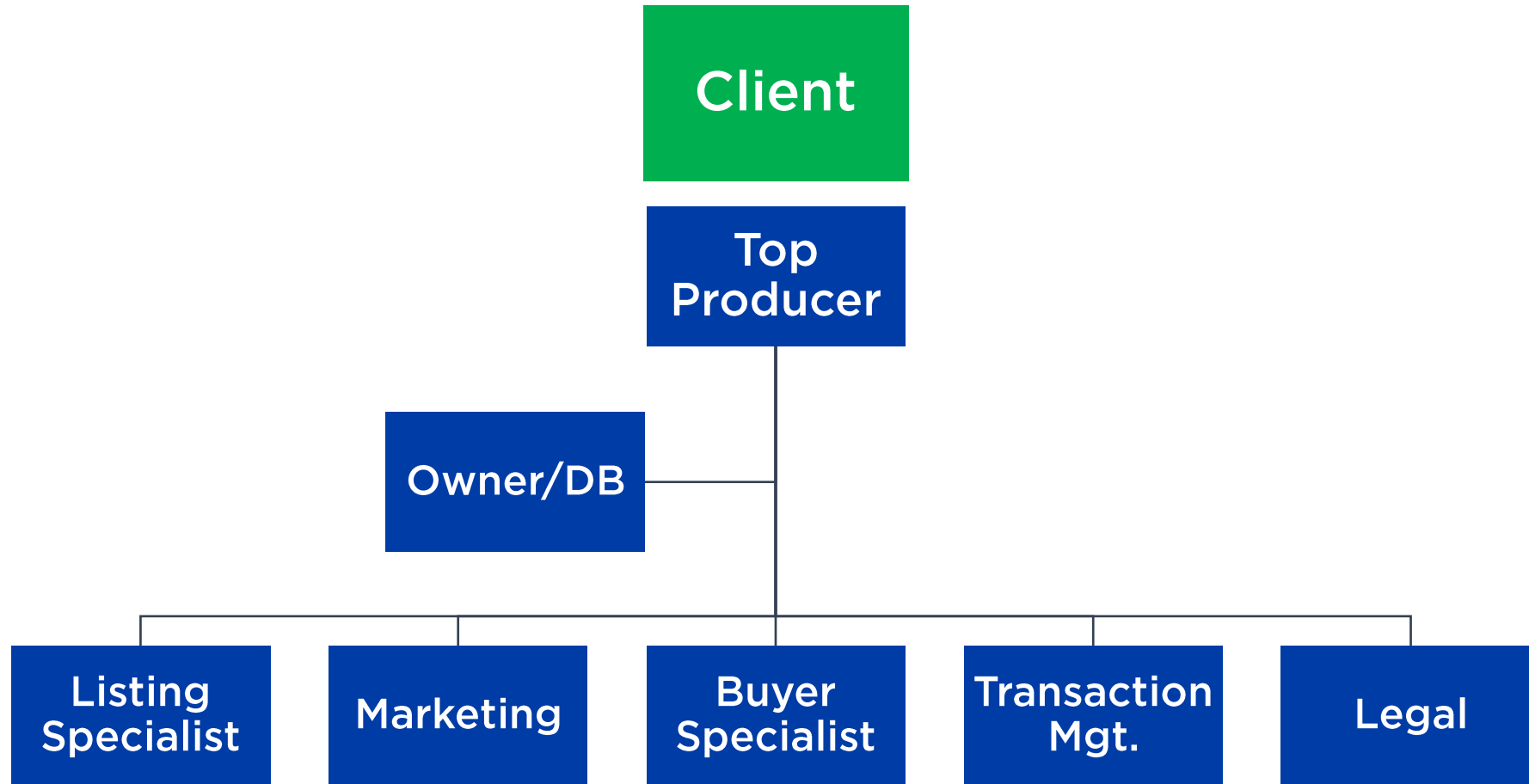
# Sample *BUDGET*

	Yearly Amount	Monthly Amount
Family Expenses		
Reserve Funds		
Standard Retirement		
College Fund		
Early Retirement		
Rental Home Fund		
2 Family Vacations		
New Car Fund		
Vacation Home Fund		
Total		
Charity and Taxes (30-40%)		

# Operational *MODEL*



# Organizational *MODEL*



# *TIME* Management

- You can't manage time, only activities during time allotted
- Focus on activities management is the goal
- Create a time budget to define the number of hours you will dedicate to career
- Allocate each day's worth of time to key activities:
  - Lead Generation
  - Lead Conversion
  - Client Care
  - Personal Development

# ACTIVITIES

- There are only 24 hours in a day.
- Why work a moment more than you have to?

VITAL  
RELEVANT  
IRRELEVANT



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# GUT CHECK

Recent analysis suggests 80% of agents spend 80% of their time looking for something to do.

You've got to ask yourself one question...

What do I have going on?

# TODAY

# *RELEVANT* Activities

Essential but non vital activities that can be delegated to people and/or systems so you can remain vital.

- Marketing Department
  - Legal Support
- Transaction Management
  - Mortgage Lender
  - Title and Escrow
    - Inspectors



# *IRRELEVANT* Activities

Activities that should be avoided!

Irrelevant Slide!

# TAKE AWAY

- Growth requires change in beliefs, commitments, methods and systems
- Plan every area of your business using economic, operational and organizational model
- Forecast and measure performance against goals and adjust to stay on track
- Always be in action
- Put systems in place to hold yourself accountable

SURROUND YOURSELF WITH PEOPLE  
WHO FORCE YOU TO DO BETTER

A GOAL IS JUST A WISH  
WITHOUT A PLAN!



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