



***mo*mentum**SM
MAXIMUM RESULTS

Real Estate Perspective



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COLD CALLING

When cold calling, be aware of the requirements of the national (and, if applicable, state) Do Not Call Registry before placing calls. Additionally, be aware of federal and state laws regarding calling consumers before 8 a.m. or after 9 p.m.



AGENT MOMENTUM TRAINING SERIES

It is a complete agent development program designed to give our team a competitive advantage in the marketplace

Specifically to help everyone increase their real estate sales results



THE OVERALL PROGRAM HAS THREE PRIMARY COMPONENTS:

1. Consulting
2. Training
3. Accountability

Training without consulting and accountability is worthless



THERE IS A VERY IMPORTANT DIFFERENCE BETWEEN EDUCATING AND TRAINING

- The goal of educating is knowledge
- The goal of training is action

We are looking for action to help increase your business to another level



MOMENTUM HAS 13 CORE CLASSES THEY ALL SUPPORT AN AGENT OPERATIONAL MODEL:

Lead generation

Lead conversion

Servicing your clients

Process



The idea is for you to prospect to generate leads (GL), once the lead has been generated to convert the lead (CL), then you want to service your client

Part of the servicing is marketing that relationship with the client and that in turn generates more leads



REAL ESTATE PERSPECTIVE

My guess is everyone taking the class will eventually have to make a change



3 THINGS HAVE TO CHANGE TO REACH THE HIGHEST LEVEL IN YOUR CAREER:

Mindset - How you think

Behavior - Systems in place to change your behavior

Relationships - Right people in the right positions to help
propel your career



IT ALL STARTS AND BEGINS WITH THE WAY YOU THINK

Part of perspective is about seeing the overall playing field - it is about helping you to change how you think so you can act in a way that results in you getting what it is you say you want - behavior has to match what you say you want

Irrefutable Fact #1

Real Estate Sales is a GET RICH Business!

I did not say real estate is a quick get rich business

A career in real estate offers the opportunity to generate an unlimited income

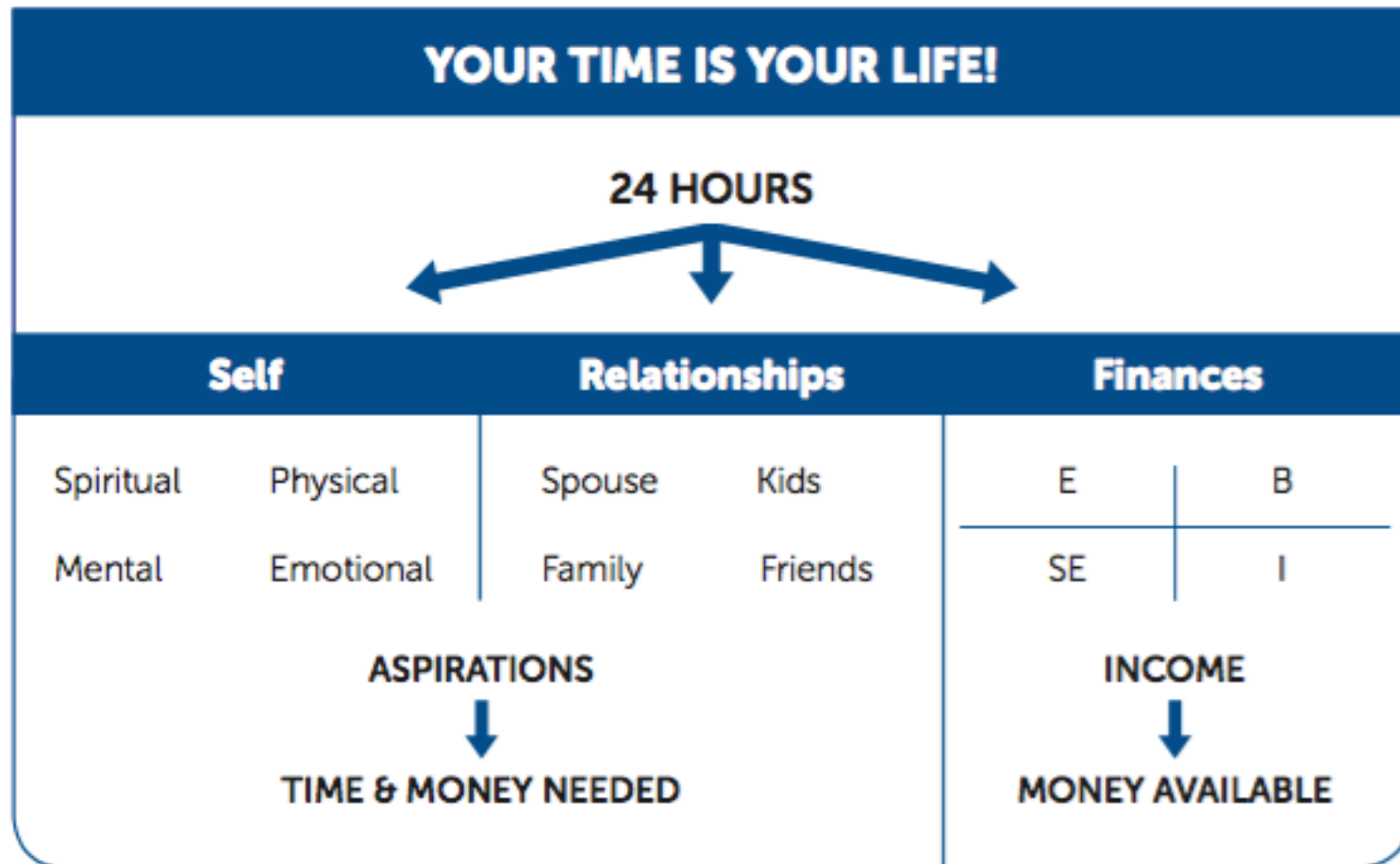
You can make as much money as you have passion to make by focusing on the right activities

Unfortunately, a majority of realtors today choose to act in very spontaneous and reactive ways, and as a result, end up spending way too much of their time on irrelevant activities. When results don't show up, they resign themselves to blaming external factors such as market conditions instead of looking inward towards things they can actually change and control

Top earners intentionally move towards dollar productive activities that generate the highest amount of income per hour

Why Work?

Answer: _____



Why Work?

YOU DON'T LIVE TO WORK. YOU WORK TO LIVE!

Creating an unlimited life of abundance requires both time and money

Earned Income



Work is a Necessity



Money

Passive Income



Work is a Choice



Time & Money

The goal is to live an unlimited life in a limited amount of time.

It Begins With The Way You Think



Most people don't progress because they place limits on themselves, which usually show up in the form of excuses as to why they "can't"!

Thoughts rule the world for the simple reason that thoughts determine feelings and actions. We can think ourselves into happiness or a deep depression. We can think ourselves into health or illness. We can think ourselves into peace of mind or a raging fury. We can think ourselves into a narrow, limited world characterized by procrastination and paralysis, or we can think ourselves into a noble, creative life and the actions that give it shape and substance. If we only take care of our thoughts, our feelings and actions will take care of themselves.

For better or worse, we give to others the fruits of our own thinking. By the same token, we are influenced by the thinking of those with whom we associate. It certainly helps to make friends with people who have made friends with their own minds. Observe people who are chronically bored or depressed, and you will invariably find that they dwell on negative thoughts. Observe people who are consistently happy, creative and productive, and you will find remarkable similarities in the quality of their thinking.

By our thinking, we create our individual and collective experience of reality. Changing our thinking for the better improves the quality of our own lives, and in so doing, uplifts all around us.

Thoughts Matter

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

These may seem harmless until you realize that your beliefs form the rules by which you play the game of life!

Thoughts Matter

WRITE 5 LIMITED BELIEFS YOU POSSESS

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

Thoughts Matter

REWRITE YOUR LIMITED BELIEFS AS UNLIMITED BELIEFS

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

Keeping An Open Mind

Growing to your next level requires you doing something beyond what you are currently doing (adding), doing what you are currently doing at more effective, efficient levels (improving), and/or leveraging yourself and your business (developing). All three require an open mind and willingness to learn. Since **growth requires change**, the key is becoming and remaining learning-based!

Keeping An Open Mind

LEARNING-BASED: "I know what I know and there is more to know!"

If you're not learning-based, you're ignorance-based!

IGNORANCE-BASED: "I know what I know and I'll ignore everything else!"
or "I know it all!"

The fact you are here today indicates one thing: you are learning-based!

QUESTION:

Can someone be learning-based but not committed to self-mastery?

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Two Outcomes to Learning

Don't learn for the sake of
knowing; learn for the
sake of growing!

Two Outcomes to Learning

THINK OF IT THIS WAY

Learning to **KNOW**



Seek Knowledge



Seek Knowledge



Seek Knowledge



Seek Knowledge



Seek Knowledge



Jeopardy Champion

Learning to **GROW**



Clarify Choices



Take Action



Build Habits



Shape Character



Determine Destiny



Control Legacy

Two Outcomes to Learning

Learning new and irrelevant things may be entertaining, but it doesn't increase the bottom line! What increases the bottom line is your **willingness to study, practice and implement the vital activities of a thriving agent**. A willingness to focus only on the basics!

truth

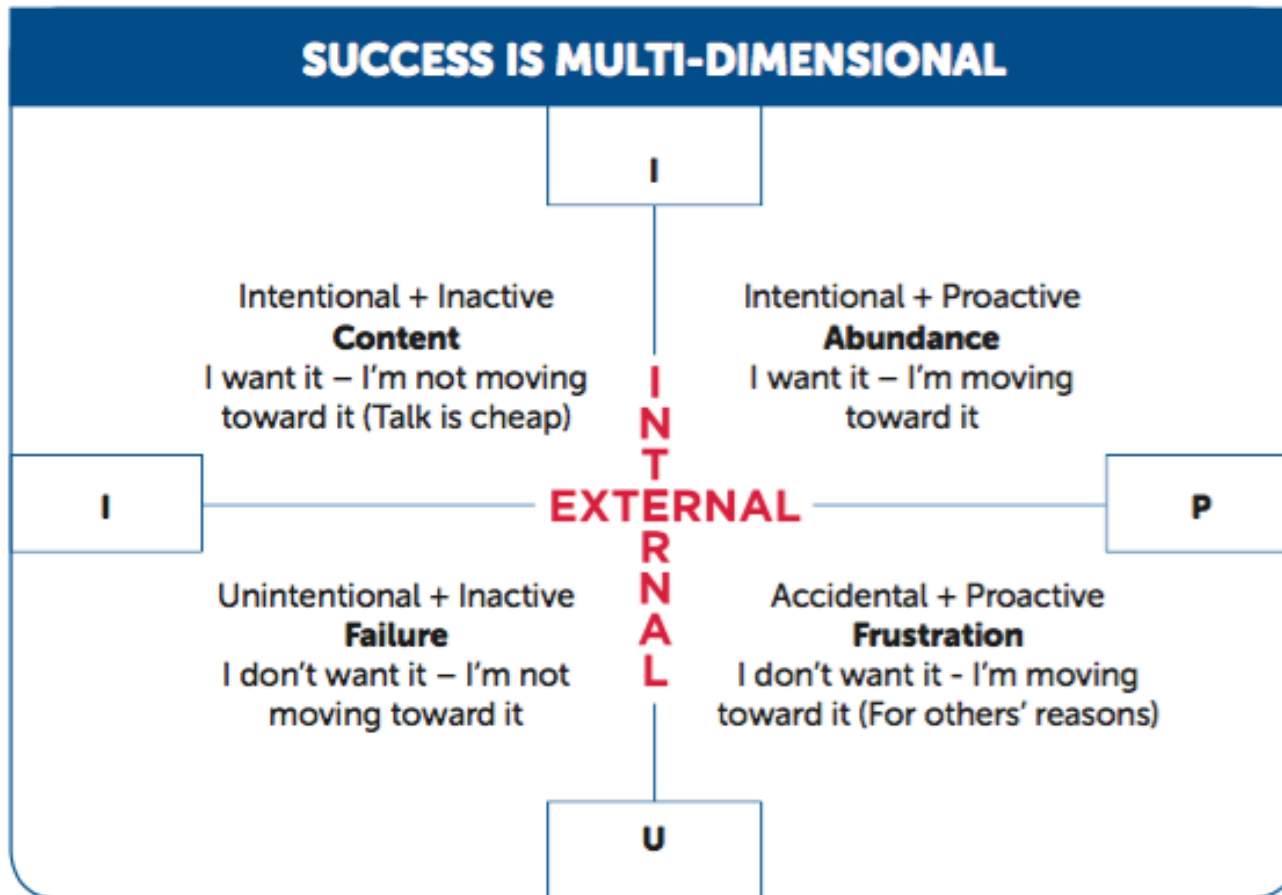
It's not about gaining an understanding of the basics; it's about MASTERING the basics!

The Pathway to Mastery



Why Do People Succeed?

Answer: _____



Why Do People Succeed

INTERNAL DIMENSION: An overwhelming, burning commitment to take action. (An intense feeling of passion stemming from specifically defined aspirations and plans.)

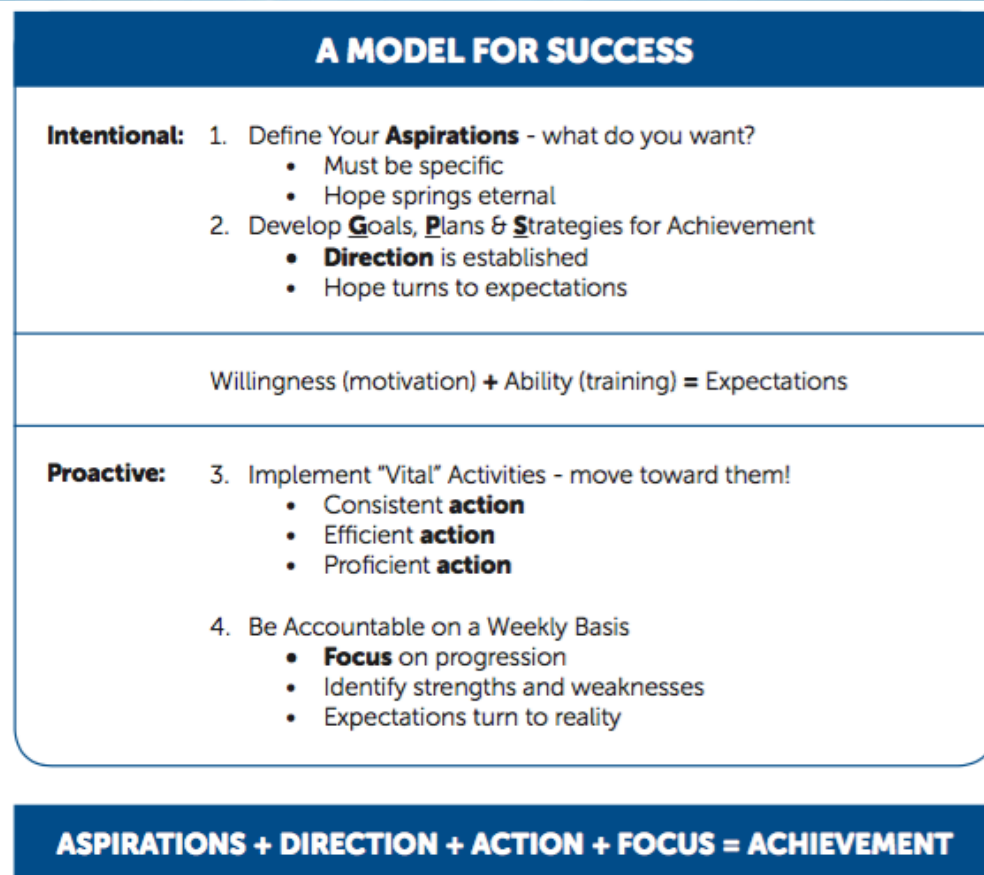
The internal dimension is more about willingness than anything else.

Why Do People Succeed?

EXTERNAL DIMENSION: Moving toward an environment that best supports your goals. (Seeking out the training, systems, tools and relationships needed to achieve your aspirations.)

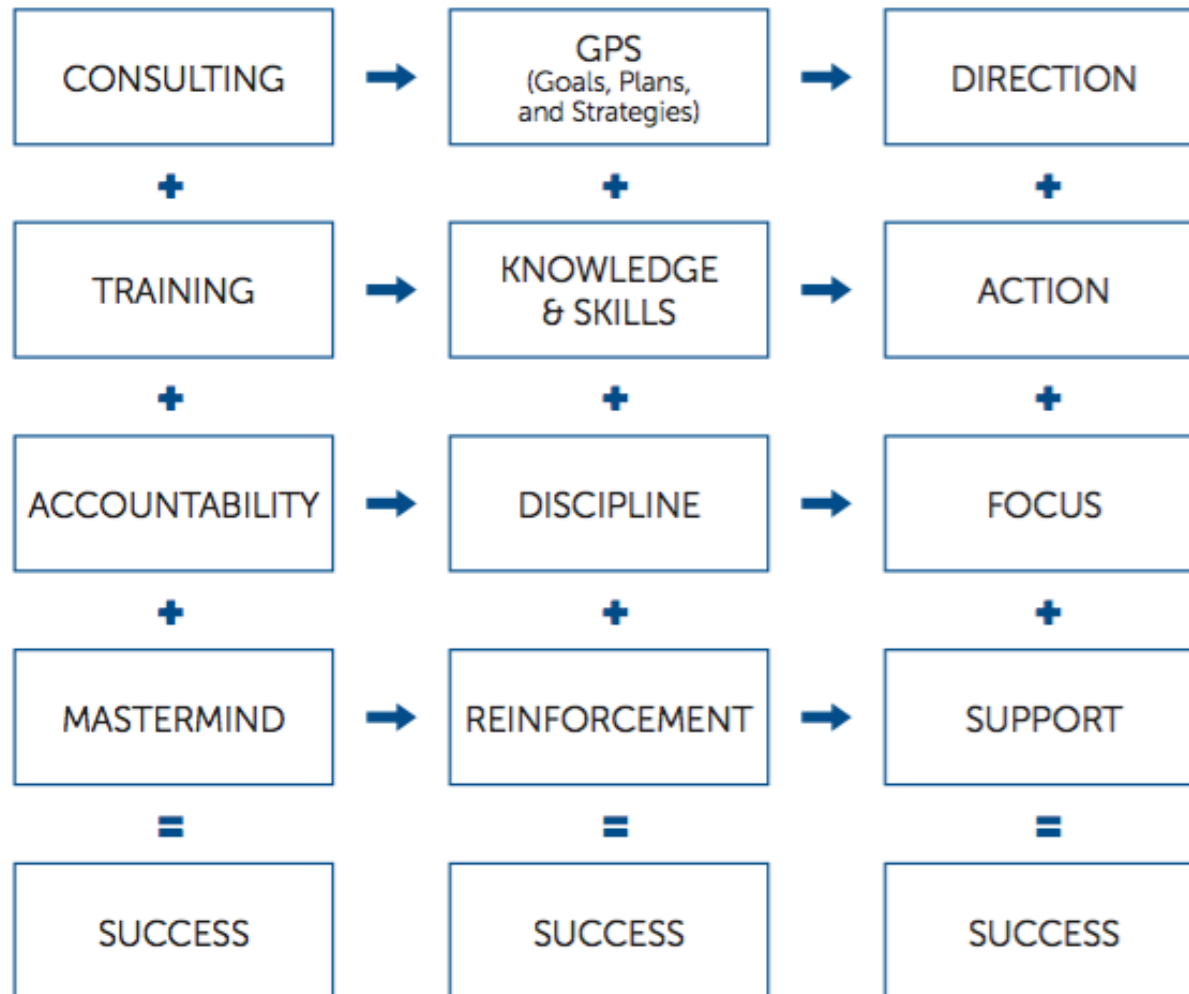
The external dimension is more about ability than anything else.

Becoming Intentional and Proactive



Your **willingness and abilities** must match your expectations. If you are unable to effectively and efficiently implement the strategies necessary to achieve your goals, you must seek out the necessary training.

A Formula for Abundant Success



Define Your Aspirations

1. WHAT DO YOU WANT?

In a macro-sense, what needs funding in your life?

Specificity is crucial because the answers, when “linked” to your business, become requisite justification for leaving your comfort zone. (Which is required.)

2. HOW BADLY DO YOU WANT IT?

All aspirations begin as wants, however wanting something is not enough. Therefore, your wants must evolve if you expect them to be realized.

Define Your Aspirations

THE FOUR STAGES OF AN ASPIRATION

1. **Want** - Define and talk about it (talk is cheap)
2. **Desire** - Move toward it as long as the path remains easy and convenient (comfortable)
3. **Passion** - Willing to "suffer" for it (get uncomfortable)
4. **Obsession** - Let it take over and totally control your life (unhealthy)

YOU MUST BE WILLING TO PROGRESS TO THE PASSIONATE LEVEL!

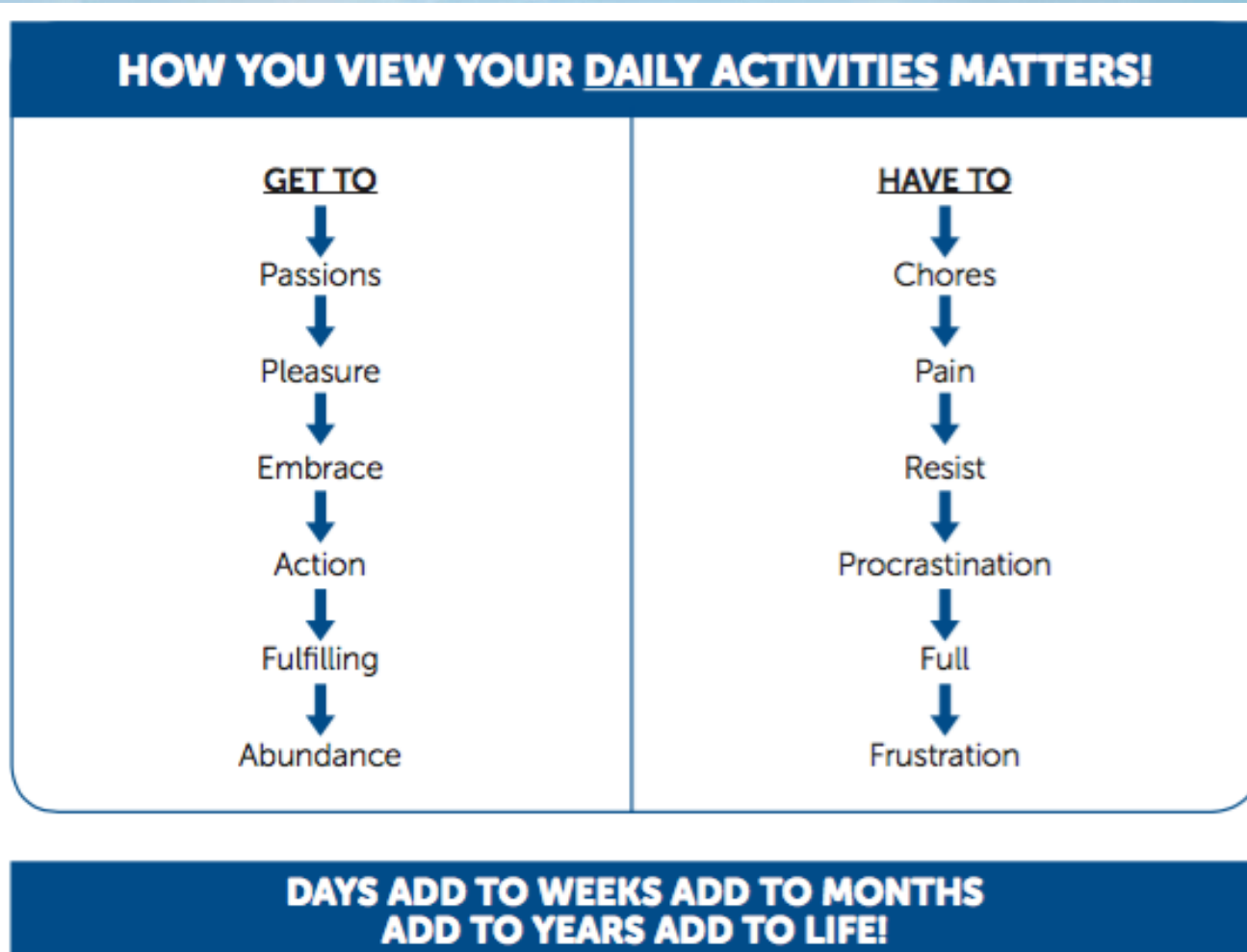
truth

No one is passionate about making more money. They are passionate about what making more money provides. Vague aspirations end up in a vast wasteland of wants and desires.

Why is this so Important?

When you attach your personal needs, wishes, dreams and endowments to your career activities, you in essence create passion links!

Why is this so Important?



You must view your daily activities as the means to a passionate end!

Truth: Passion links help you endure the temporary pains of being out of your comfort zone!

Defining Your Financial Requirement

PLACE YOUR FUNDING NEEDS INTO THE FOLLOWING CATEGORIES

Family Expenses
Savings Account
Standard Retirement
College Fund
Early Retirement
General Investments

Vacation/Travel
Hobbies
New Home
New Car
Second Home
Charity/Endowments

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

Sample Prioritized Budget

BE INTENTIONAL AND PROACTIVE WITH YOUR MONEY			
	Yearly Amount	Yearly Totals	Monthly Totals
Family Expenses	\$50,000	\$50,000	\$4,167
Savings/Reserve Funds	\$10,000	\$60,000	\$5,000
Standard Retirement	\$20,000	\$80,000	\$6,666
College Fund	\$10,000	\$90,000	\$7,500
Early Retirement	\$20,000	\$110,000	\$9,167
Rental Home Fund	\$15,000	\$125,000	\$10,417
2 Family Vacations	\$15,000	\$140,000	\$11,667
New Car Fund	\$15,000	\$155,000	\$12,917
Vacation Home Fund	\$25,000	\$180,000	\$15,000
		÷ .60	
After Charity & Federal Income Taxes (40%*)		\$300,000	\$25,000

*10% to charity (endowment), 30% to federal income taxes.

Sample Prioritized Budget

**NOT FUNDING SOMETHING ON YOUR PLAN
SHOULD IGNITE A FEELING OF PAIN**

Truth:

Most people fail to create wealth because they have no plan for their money!

Yearly Financial Requirement

THE ENTREPRENEUR'S MANTRA

IT IS UNACCEPTABLE
FOR MY BUSINESS TO
PROFIT LESS THAN

\$ _____ !!!

PLACE YOUR EXPECTED YEARLY PROFIT IN THE BLANK ABOVE

Yearly Financial Requirement

NOTE:

Now that you have established a meaningful economic benchmark, you can begin **designing** an appropriate funding vehicle. This entails assembling your business goals, plans and strategies. (Equipping your “vehicle” with the appropriate GPS.)

REMEMBER:

You get out of life what you put into it. If you intentionally have no life plan beyond simply existing day to day, then you will most likely squander your time and never reach your full potential!

**You don't have to be great to start,
but you have to start to be great.**

~ Joe Sabah

SUCCESS IS A JOURNEY,
NOT A DESTINATION

