



***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



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

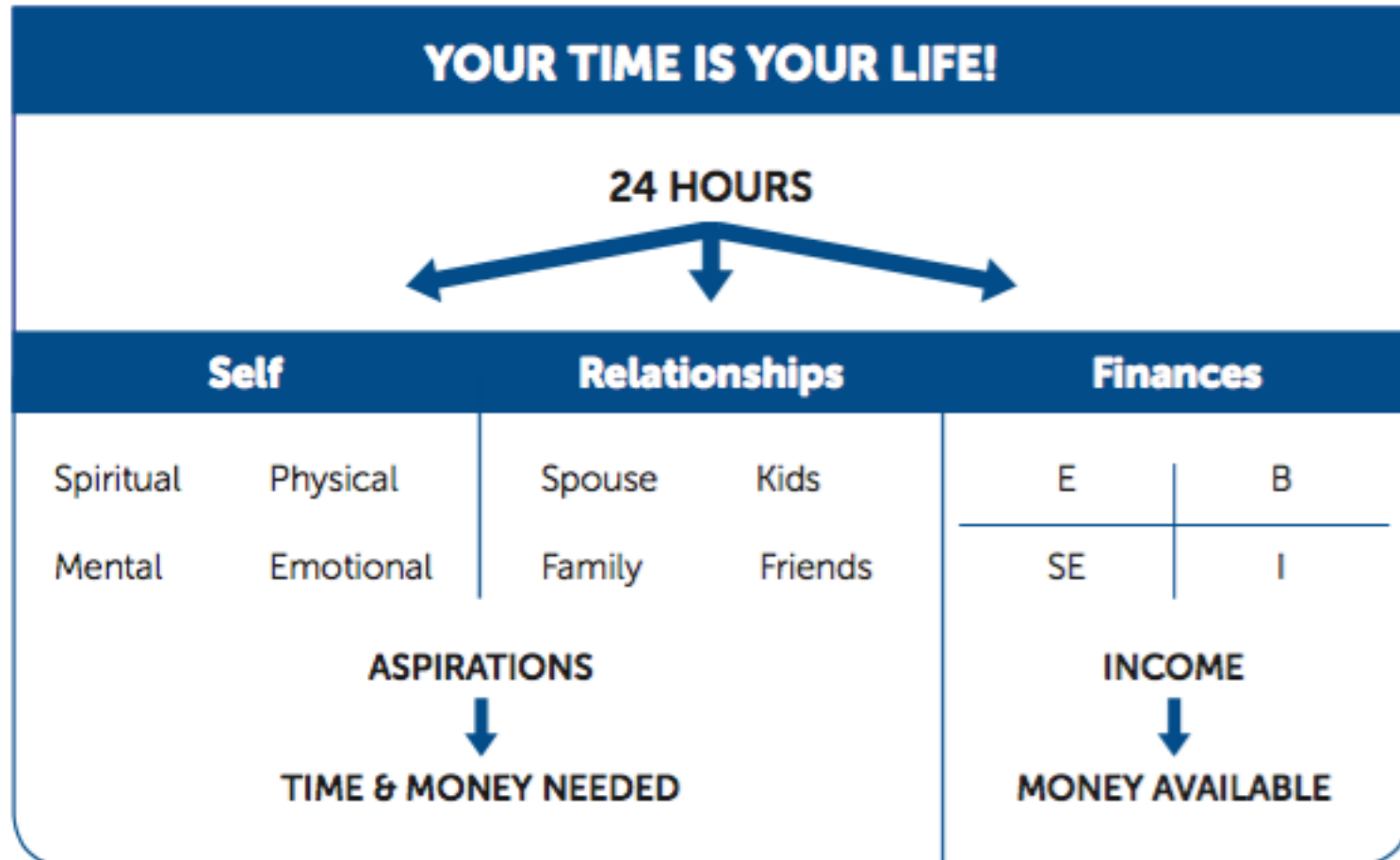
A career in real estate offers the opportunity to generate an unlimited income

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

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.

Career Options

OPTIONS FOR FUNDING YOUR ASPIRATIONS

If you want to live an unlimited life, you must generate an unlimited income.

E **Employee**
Working For Others
LOW CASH – HIGH TIME

B **Business Owner**
Finding and Developing Others
Passive Income with Risk
HIGH CASH – LOW TIME

S **Self-Employed**
Working For You
Developing You
Developing Systems
Funds Require YOU
HIGH CASH – HIGH TIME

I **Investor**
Unlimited Living
Passive Income without Risk
HIGH CASH – NO TIME

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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"!

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?

Y N

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

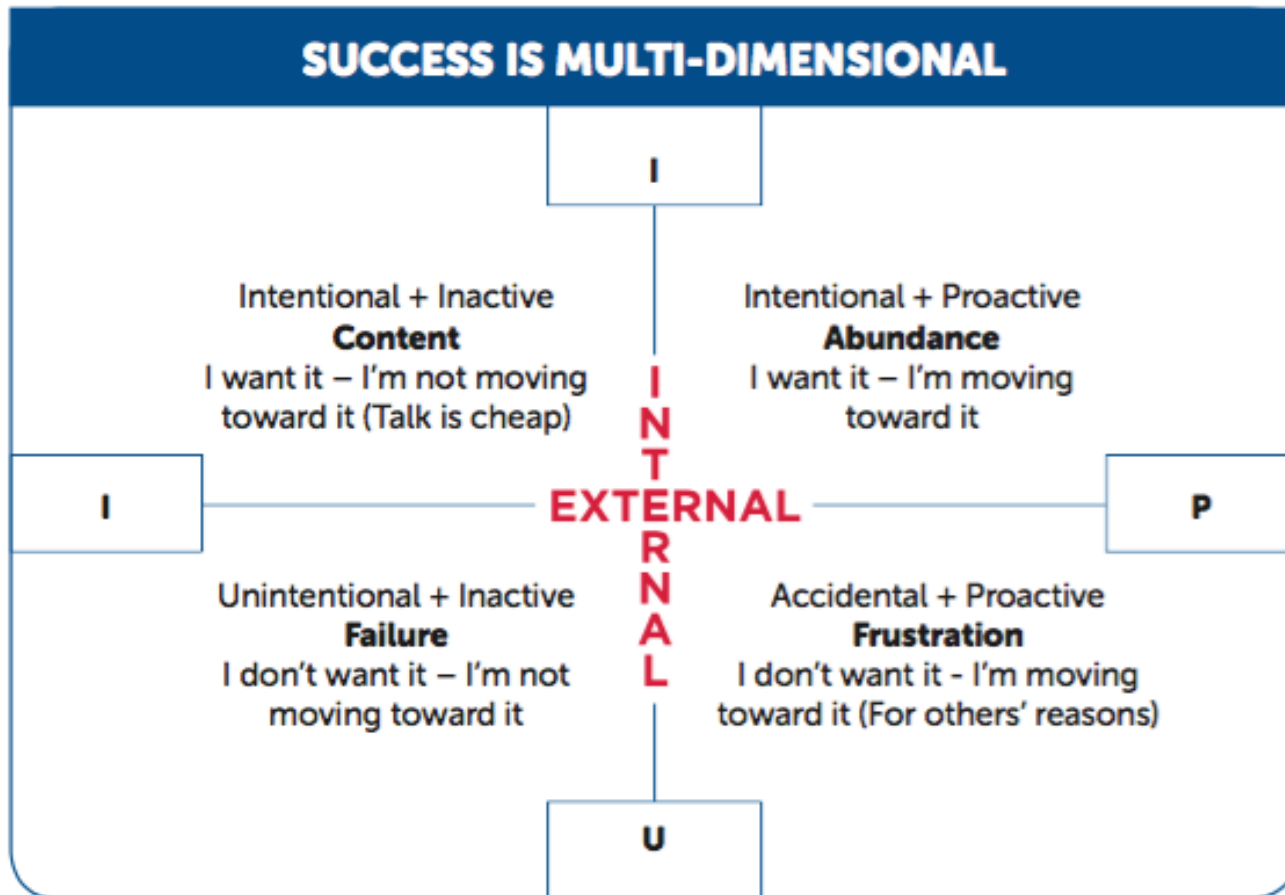
It's not about gaining an understanding of the basics; it's about MASTERING the basics!

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.)

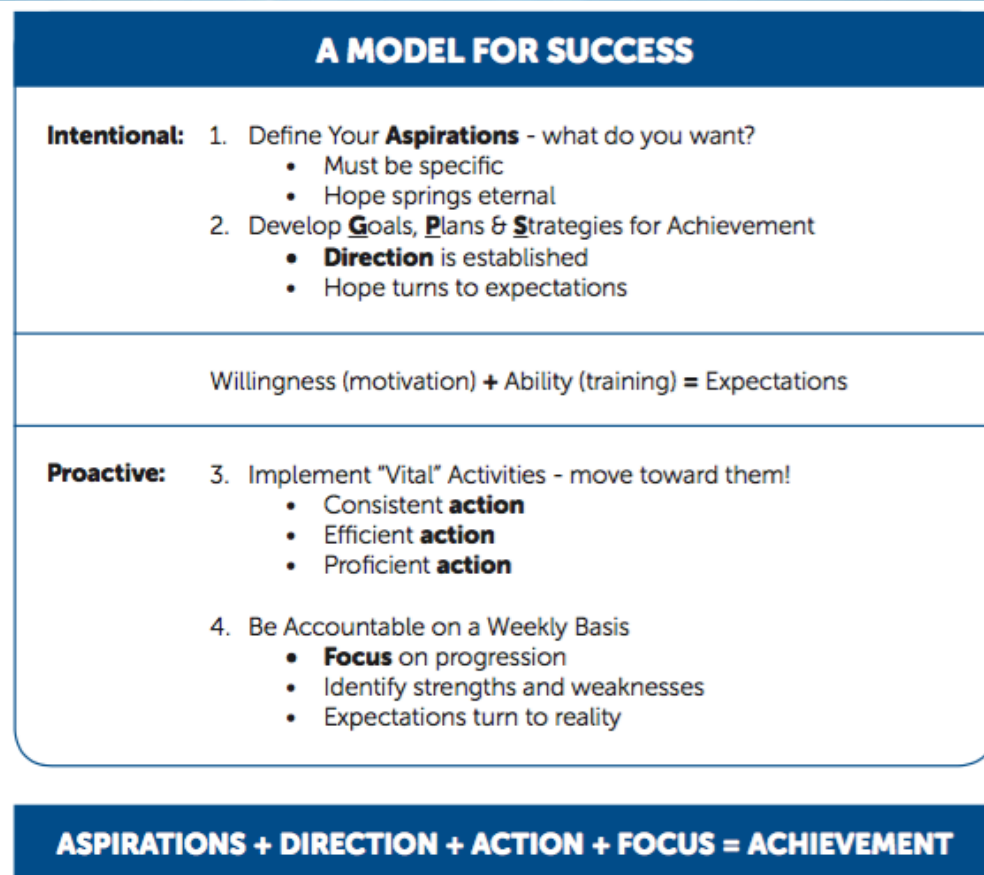
The internal dimension is more about willingness than anything else.

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.)

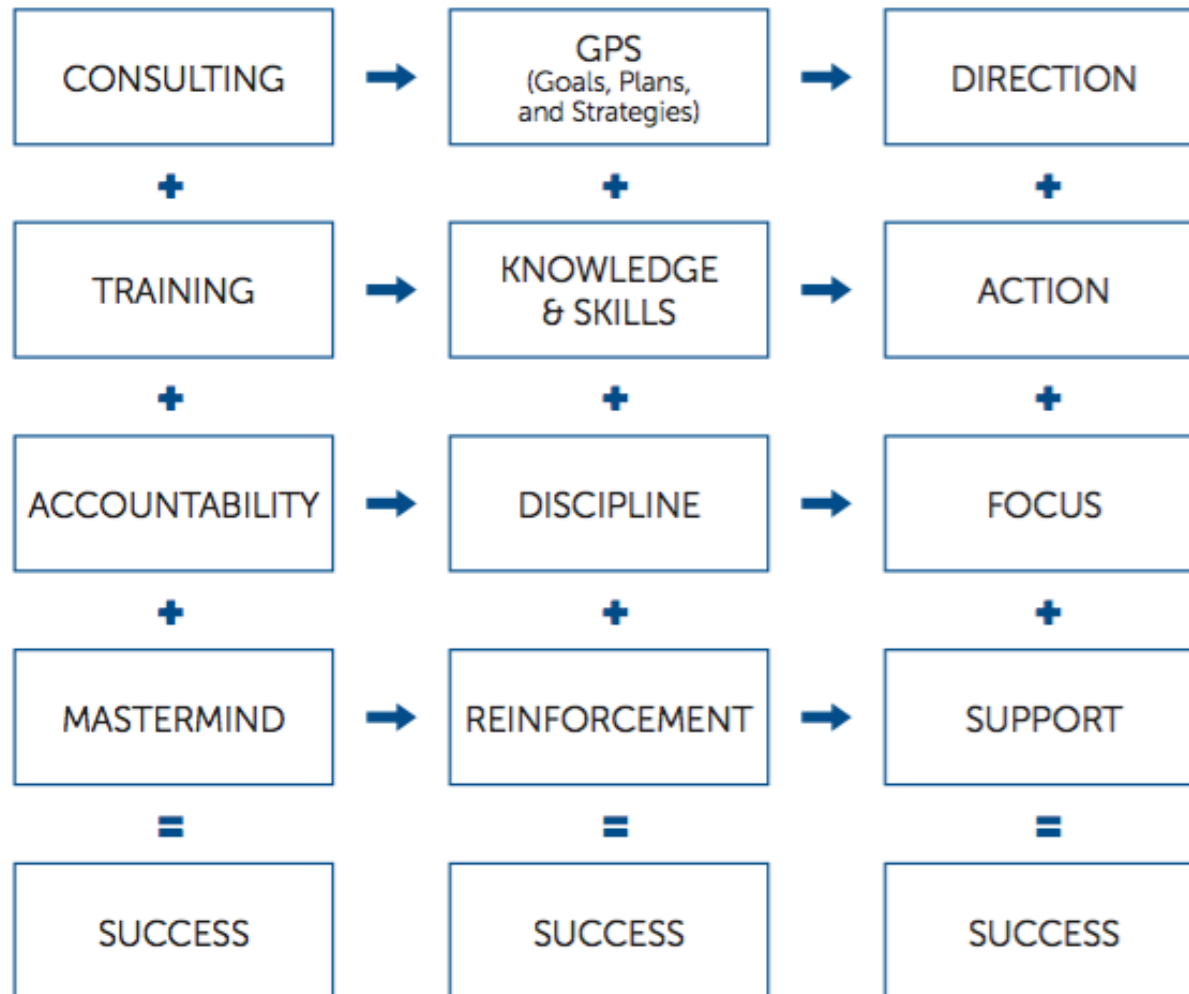
The external dimension is more about ability than anything else.

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!

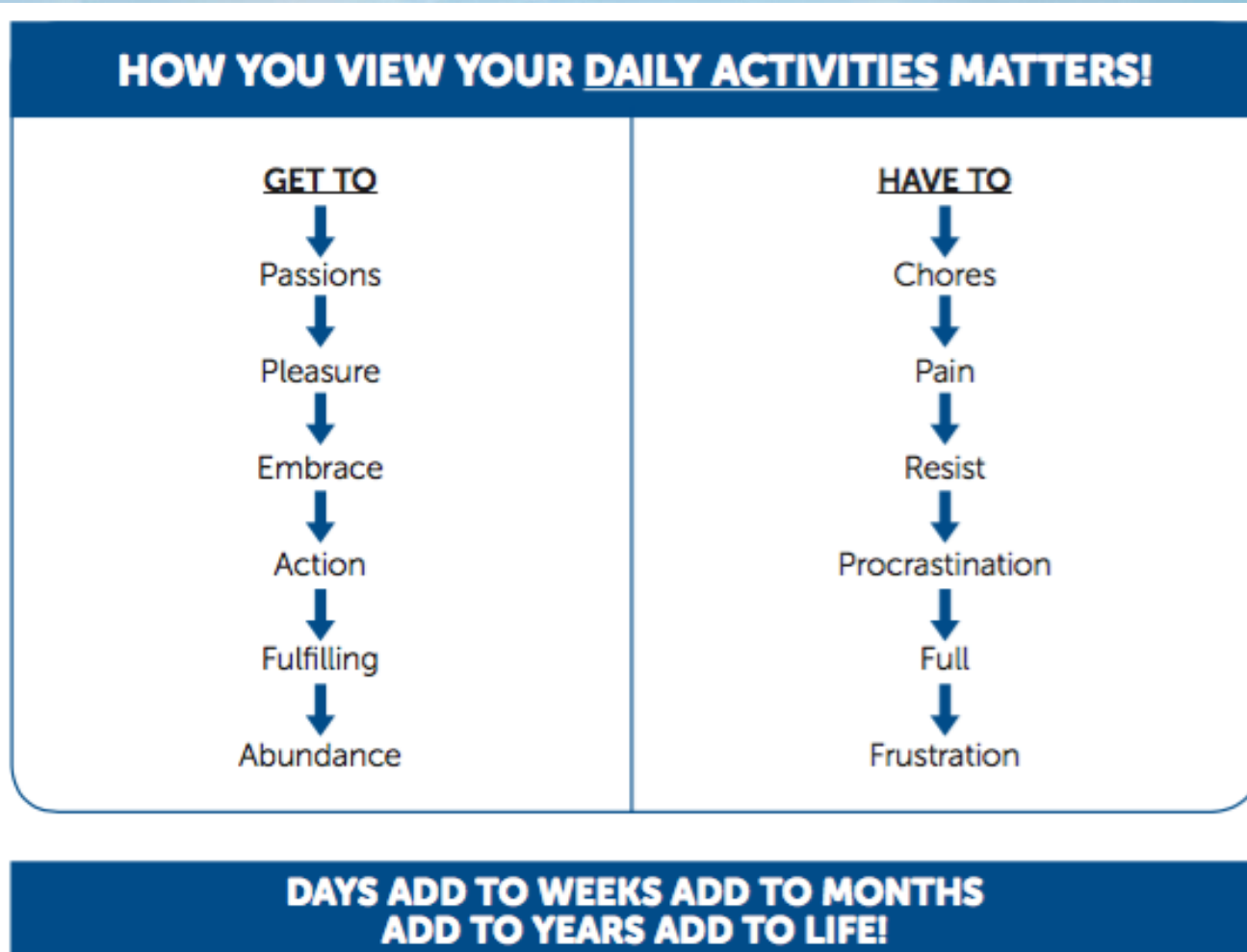
truth

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:

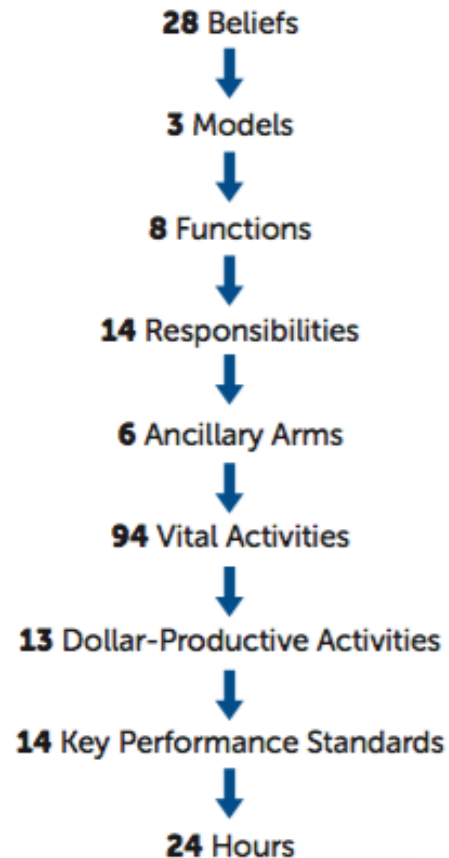
You get out of life what you put into it. If you intentionally have no life plan beyond simply existing day to day, then you will most likely squander your time and never reach your full potential!

Irrefutable Fact #2

Real Estate Sales is
BASIC!

An Introduction to Business Concepts

REAL ESTATE SALES IS A NUMBERS GAME!



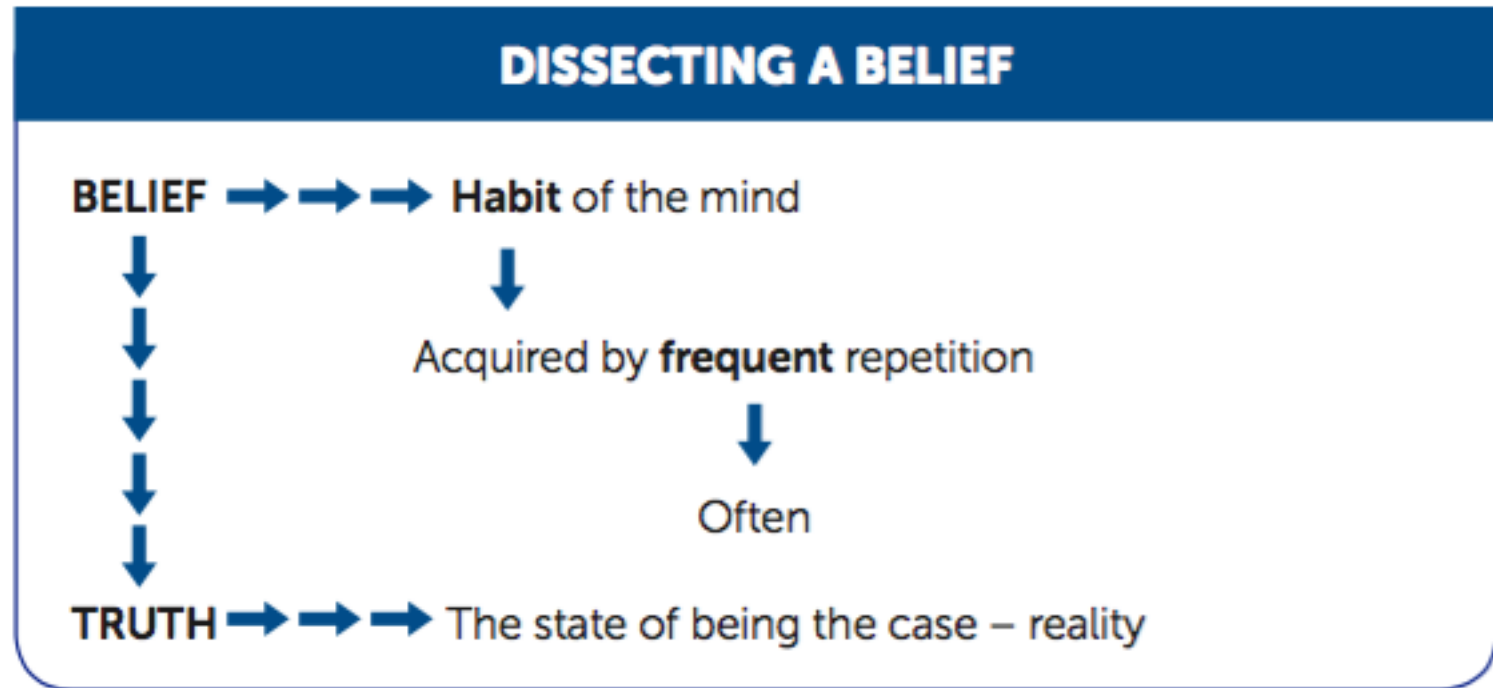
The Importance of Establishing Beliefs

Every thought has a physical consequence, for better or worse!

Beliefs determine perspective and justify behavior. In order to stay focused on the right activities, you must establish and internalize positive, productive beliefs.

The beliefs you possess act as behavioral filters, and when pieced together, begin to create your character and shape your legacy.

The Importance of Establishing Beliefs



The Importance of Establishing Beliefs

THE TRUTH ABOUT TRUTHS

1. What you **frequently** think about becomes internalized and accepted as truth.
2. Truths, once internalized, **guide** your thinking and thus your behavior.
3. Your beliefs ultimately define **YOUR** reality and thus your world.
4. Having well-defined beliefs makes it **easy** to say yes or no.

28 Beliefs

CORE ENTREPRENEURIAL BELIEFS

1. There is no growth without discomfort!
2. I live in a world of abundance!
3. The market does not and will not determine my income!
4. My only limit is time!
5. Focus is the key to success!
6. I reap what I sow!
7. Success stems from duplicable processes and systems!
8. It is unacceptable for my business to earn \$0!
9. People have lived before me!
10. Leverage is the key to abundance!
11. It's win-win or no deal!
12. Cost is only an issue in the absence of value!

28 Beliefs

REAL ESTATE SALES BELIEFS

- 13. Real estate sales is a get-rich business!
- 14. Real estate sales is basic!
- 15. Real estate sales is a task business!
- 16. I will not convert 100% of the leads I do not generate!
- 17. People will trust and follow only what I can logically and tangibly explain!
- 18. It's unacceptable to leave the client's money on the table!

28 Beliefs

LISTING BELIEFS

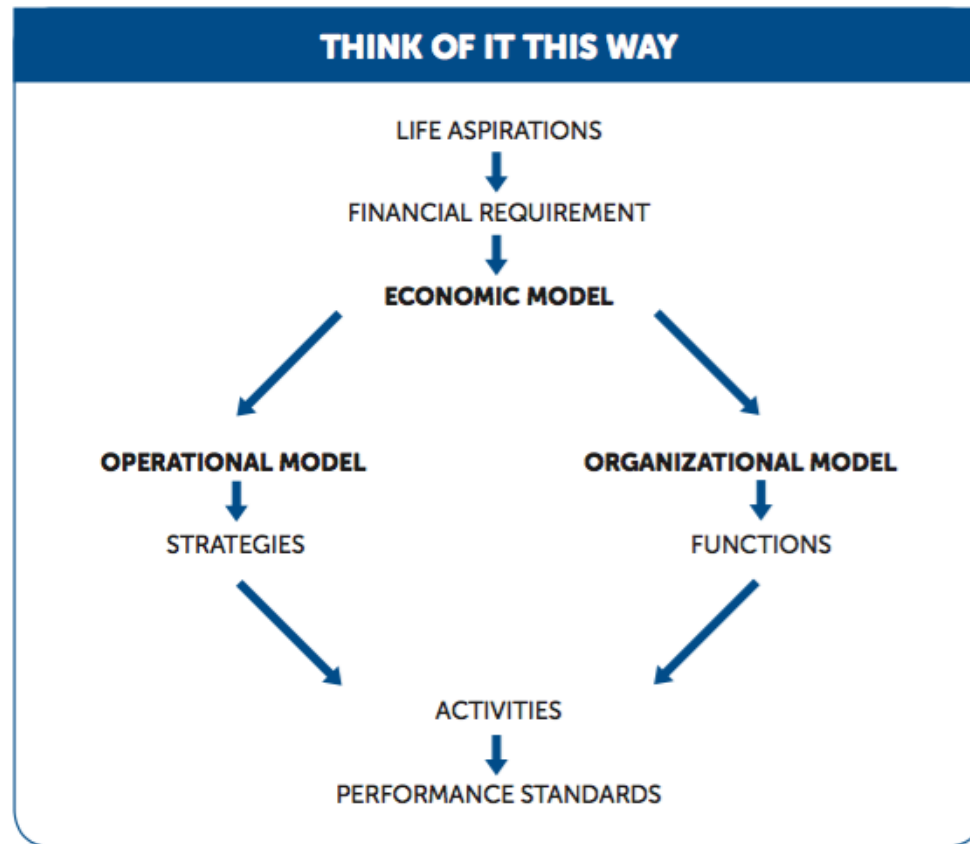
- 19. Homes sell for two reasons: price and exposure!
- 20. The pricing game is all about justification!
- 21. Pricing is neighborhood specific!
- 22. What's put in motion stays in motion!
- 23. Pricing homes is not an exact science!

28 Beliefs

BUYER BELIEFS

- 24. Time reveals all!
- 25. Motivated, qualified and loyal people buy homes!
- 26. Having a process reduces the risk that comes with buyers!
- 27. If they won't meet me, they are not a buyer!
- 28. "A" buyers deserve my immediate time and attention!

3 Models



Economic Model = What your business must do
Operational Model = How your business will do it
Organizational Model = Who in your business will do it

Summary of Business Models

ECONOMIC MODEL INCLUDES

Entrepreneur's Mantra (Profit requirement)
Commission Rate Schedule (Average commission rate)
Transaction Benchmark (Volume)
Financial Statements (Expense budget, balance sheet, income statement, etc.)

Economic Fundamentals:

- Lead with revenue (Limit debt and maintain a reinvestment strategy)
- Keep expenses low (Be frugal, not cheap)

Summary of Business Models

REAL ESTATE SALES BELIEFS

Real Estate Sales Priorities (Lead generation, lead conversion, servicing, etc.)

Lead Generation Strategies (Prospecting and marketing)

Lead Conversion Strategies (Sellers and buyers)

Servicing Strategies (Supporting clients and improving systems)

Operation Fundamentals:

- Know your value proposition (Must be engaging, useful and unique)
- Study your game (Master your model)

Summary of Business Models

LISTING BELIEFS

Organizational Chart (Function specific)

Real Estate Sales Responsibilities (Department specific)

Complete Job Descriptions (All vital activities must be accounted for)

Knowledge, Skills, Dispositions and Expectations (Define ideal candidate)

Organization Fundamentals:

- Maintain business and performance standards (Professional and productive)
- Develop talent (They will demand it)

Economic Model

Basic sales economics revolves around commission and volume. To make money you must adhere to a high commission/high volume, low commission/high volume, or high commission/low volume strategy, as these are the only valid business economic models.

Real estate is a _____margin/_____volume business.

Economic Model

THE BASIC ECONOMIC PREMISE

LOW MARGIN

HIGH REVENUE

X

—

HIGH VOLUME

LOW EXPENSES

=

=

HIGH REVENUE

HIGH PROFIT

Economic Model

CALCULATING YOUR TRANSACTION BENCHMARK

Desired **Profit** + Operating **Expenses** = Revenue Required

Revenue Required ÷ **Avg. Commission Rate** = Volume Required

Volume Required ÷ **Avg. Sales Price** = Transaction Benchmark

Commission Rate Schedule

LISTING DEPARTMENT

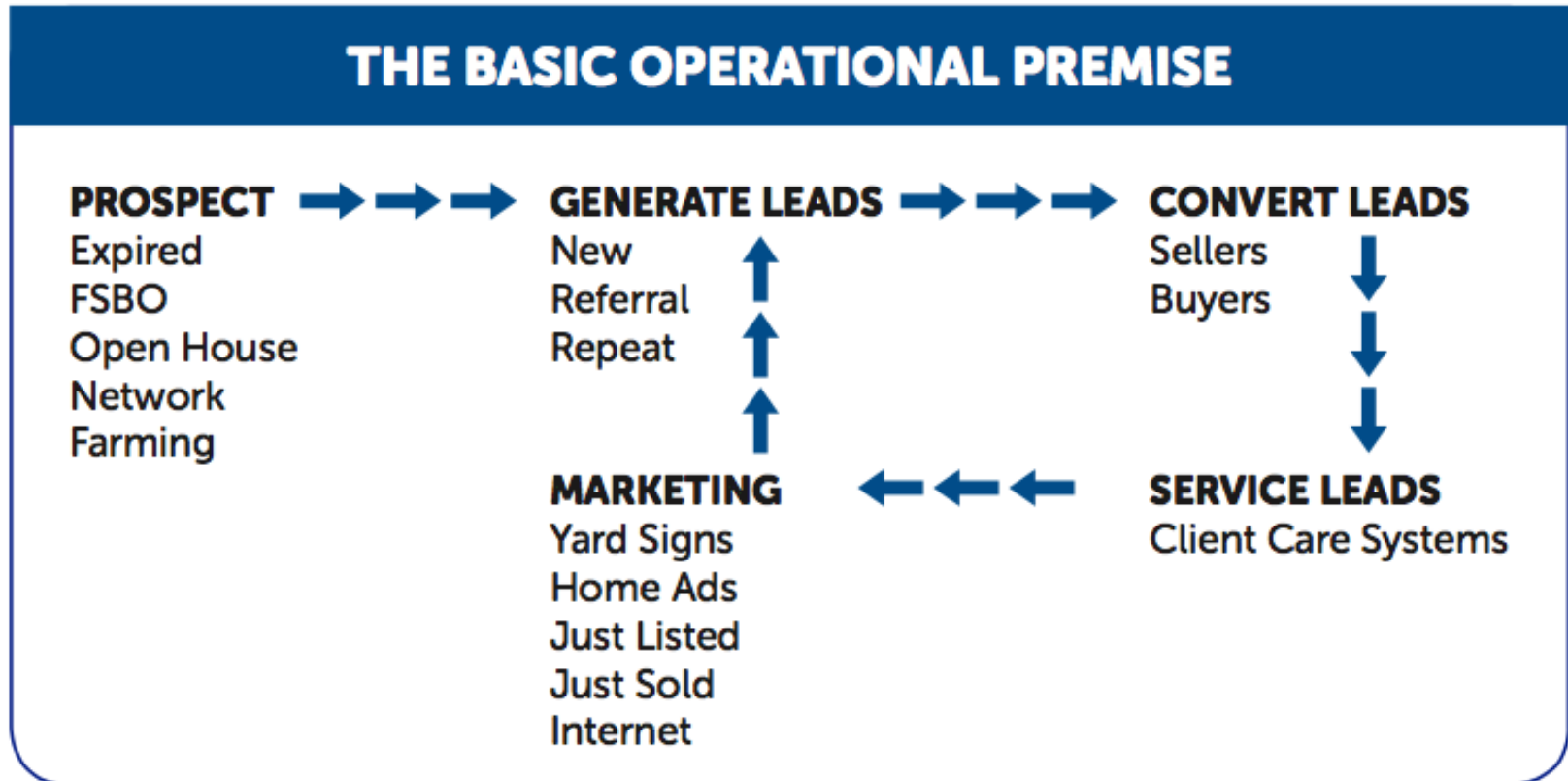
Small Listings (\$_____)	_____ %
Large Listings (\$_____)	_____ %
Doubles (Seller is also buying)	_____ %
Lots	_____ %
Acreage	_____ %
Commercial	_____ %
Investors	_____ %
Home Builders	_____ %
Referral Given	_____ %
Referral Received	_____ %
Transaction Fee	_____ %
Fee for Service (hourly rate)	\$_____/hr

Commission Rate Schedule

BUYER DEPARTMENT

Small Buyers (\$_____)	_____ %
Large Buyers (\$_____)	_____ %
Doubles (Buyer is also selling)	_____ %
Investor	_____ %
Referral Given	_____ %
Referral Received	_____ %
Transaction Fee	_____ %
Fee for Service (hourly rate)	\$_____/hr

Real Estate Operational Model



Real Estate Operational Model

THE 13 MOMENTUM TRAINING COURSES FOR AGENTS

LEAD GENERATION CLASSES:

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

LEAD CONVERSION CLASSES:

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

BUSINESS CLASSES:

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

Lead Generation Plan

MY ABUNDANT LEAD GENERATION PLAN	
<div style="text-align: center;"><u>SOURCE</u> ↓ <u>STRATEGY</u> ↙ ↘</div>	
KNOW	HAVE
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Lead Generation Plan

Putting together plans will force you to strategically analyze each component of your operational model and help you determine your business strengths and weaknesses. Weaknesses will then be used to dictate training and development needs for the year.

Lead Conversion Plan

MY LEAD CONVERSION PLAN	
<u>DEPARTMENT</u> ↓	
<u>STRATEGY</u> ↙ ↘	
KNOW	HAVE
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Operational Model

THE 8 POSITIONS OF A REAL ESTATE SALES BUSINESS

Dollar-Productive Positions:

1. Listing Specialist
2. Buyer Specialist
3. Team Leader

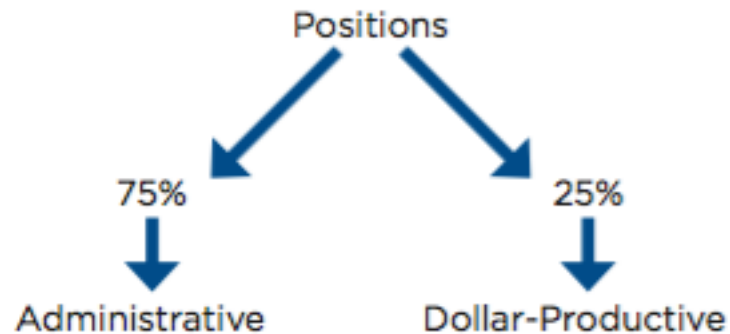
Administrative Positions:

4. Listing Coordinator
5. Closing Coordinator
6. Marketing Coordinator
7. Administrative Assistant
8. Runner

Operational Model

WHY DO MOST AGENTS TEND TO MOVE TOWARD “STUFF”?

Think of it this way:



14 Responsibilities

THE 7 VITAL LISTING RESPONSIBILITIES

1. Lead Generation (finding)
2. Lead Conversion (attracting)
3. Administrative Preparation
4. Marketing and Exposure
5. Presenting and Negotiating
6. Closing Preparation
7. Post-Closing Activities

14 Responsibilities

THE 7 VITAL BUYER RESPONSIBILITIES

1. Lead Generation (finding)
2. Lead Conversion (attracting)
3. Administrative Preparation
4. Showing
5. Writing and Negotiating
6. Closing Preparation
7. Post-Closing Activities

3 Types of Activities

Vital Activities – Those that MUST be done

Relevant Activities – Those that MUST be delegated

Irrelevant Activities – Those that MUST be ignored

6 Ancillary Arms

Ancillary arms represent the people and/or systems that relevant business activities are delegated to so you can remain vital.

6 Ancillary Arms

THE FOLLOWING ANCILLARY ARMS MUST EXIST FOR YOU TO STAY "VITAL"

Mortgage

- Appraisal
- Pre-approval
- Loan underwriting

16-Touch

- Long-term follow-up

Title

- Survey
- Closing
- Commitment

8-in-8

- Short-term follow-up

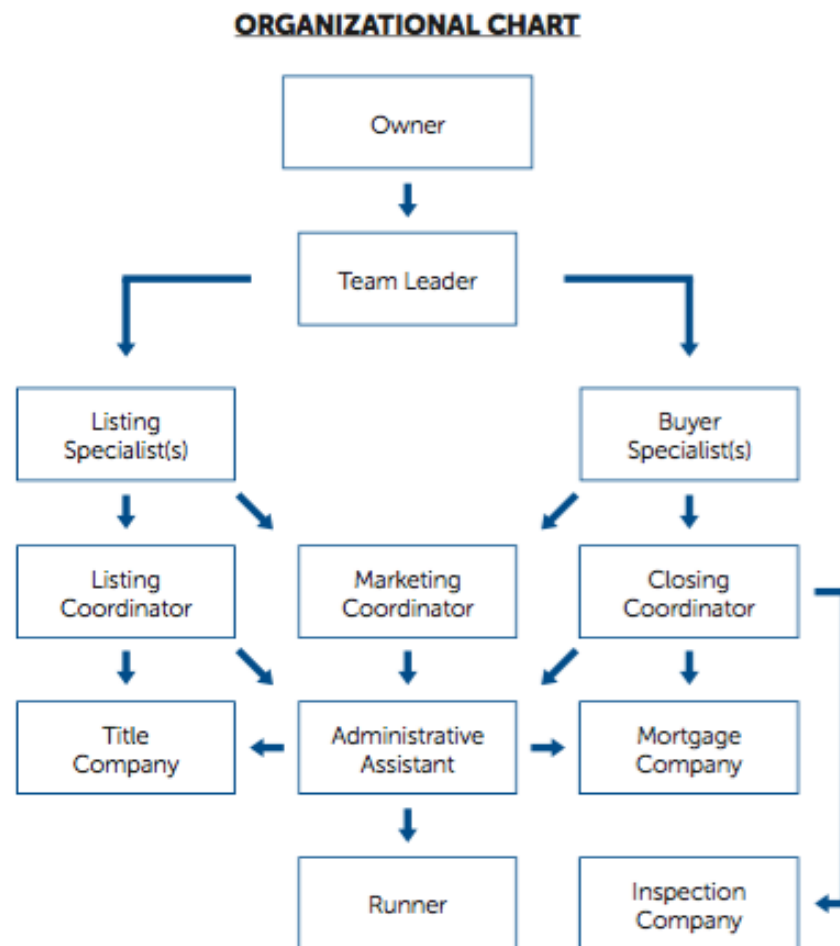
Inspection

- Home inspection
- Inspection report

33-Touch

- Past Clients

Organizational Chart



47 Vital Listing Activities

LEAD GENERATION

- 1. Finding Sellers (face-to-face, phone calls, mail, email)**
 - a. FSBOs
 - b. Expired and terminated listings
 - c. Traditional and social networks
 - d. Just-sold notifications
 - e. Farming

47 Vital Listing Activities

LEAD CONVERSION

2. **Ask Pre-Listing Questions**
3. **Assemble Pricing Tools**
4. **Confirm Appointment**
5. **Prepare Listing Agreement**
6. **Get on the Listing Channel**
7. **Arrive on Time**
8. **Have Listing Conversation**
 - a. Set tone
 - b. Uncover needs
 - c. Prioritize needs
 - d. Transition to pricing tools
 - e. Review pricing information
 - f. Agree on appropriate price entry point
 - g. Transition to roles and expectations
 - Review my role
 - Review your role
 - h. Agree on roles and expectations
 - i. Close in on listing agreement
 - j. Explain listing agreement and notices
 - k. Review staging plan
9. **Sign Listing Agreement**

47 Vital Listing Activities

ADMINISTRATIVE PREPARATION

10. Measure Rooms and Complete MLS Input Sheet
11. Take Interior/Exterior Pictures
12. Place Sign and Lockbox
13. Mail Thank-You Letter
14. Create Listing File
15. Contact Showing Service
16. Deliver Listing Agreement, MLS Sheet and Notices to Office
17. Place Client in Database Management/Touch Program
18. Obtain Loan Payoff

47 Vital Listing Activities

MARKETING & EXPOSURE

19. Place in MLS and on Other Websites
20. Look up Just-Listed Phone Numbers and Addresses
21. Order Just-Listed Cards
22. Request/Create Home Fliers
23. Door Knock 25 Closest Neighbors
24. Call 50 Neighbors
25. Mail 200 Just-Listed Cards
26. Email Home Flier to Area Agents
27. Solicit Feedback from Showing Agents
28. Prepare Weekly Update Sheet
29. Call Seller with Weekly Update(s)

47 Vital Listing Activities

PRESENTING & NEGOTIATING

- 30. Proactively Solicit Multiple Offers
- 31. Present Offer(s)/Counteroffer(s)
- 32. Change Status in MLS and on Other Websites
- 33. Deliver Accepted Contract to Office
- 34. Negotiate Repairs
- 35. Copy Repair Invoices

47 Vital Listing Activities

CLOSING PREPARATION

- 36. Schedule Closing
- 37. Communicate with Seller
- 38. Communicate with Selling Agent
- 39. Review Title Commitment
- 40. Review HUD Statement
- 41. Attend Closing

47 Vital Listing Activities

POST-CLOSING ACTIVITIES

- 42. Mail Customer Survey
- 43. Change Status in MLS and Remove from Websites
- 44. Order Just-Sold Cards
- 45. Door Knock 50 Closest Neighbors
- 46. Call 100 Neighbors
- 47. Mail 300 Just-Sold Cards

47 Vital Buyer Activities

LEAD GENERATION

- 1. Finding Buyers (face-to-face, phone calls, mail, email)**
 - a. Network & Farming
 - b. Open Houses
 - c. Yard Signs & Home Ads
 - d. Internet (website, Craigslist, social marketing, LeadStreet)
 - e. Just Listed

47 Vital Buyer Activities

LEAD CONVERSION

2. **Meet in Office (meeting #1)**
3. **Move to Conference Room**
4. **Get on the Selling Channel**
5. **Have Buyer Conversation**
 - a. Build rapport
 - b. Set the tone
 - c. Uncover needs and wants
 - d. Prioritize wants
 - e. Verify motivation
 - f. Check financial ability
 - g. Transition to roles and expectations
 - Review my role
 - Review your role
 - h. Agree on roles and expectations
 - i. Close in on a working relationship
 - Review Buyer Representation Agreement
 - Give buyers guide and contract
 - Set date for a second meeting
6. **Sign Buyer Representation Agreement**

47 Vital Buyer Activities

ADMINISTRATIVE PREPARATION

7. Mail Thank-You Letter
8. Create Buyer File
9. Verify Price Range with Lender
10. Verify Price Ceiling with Buyer
11. Place Client in Database Management/Touch Program
12. Search MLS and FSBO Inventories
13. Call Listing Agent to Verify Availability
14. Prepare Showing Packages
15. Book Showings

47 Vital Buyer Activities

SHOWING

16. Meet in the Office (meeting #2)
17. Review Buyer Needs
18. Explain Showing Packages
19. Answer Questions
20. Get in the Car
21. Tour Homes
22. Finalize an Offer

47 Vital Buyer Activities

WRITING & NEGOTIATING

- 23. Send Offer to Listing Agent
- 24. Negotiate Offer to Acceptance
- 25. Open Title/Deliver Earnest Money
- 26. Deliver Signed Contract to Office
- 27. Schedule Home Inspections
- 28. Check Home Insurability
- 29. Communicate with Buyer
- 30. Communicate with Listing Agent
- 31. Review Inspection Report with Buyer
- 32. Send Amended Contract to Listing Agent
- 33. Negotiate Repairs

47 Vital Buyer Activities

CLOSING PREPARATION

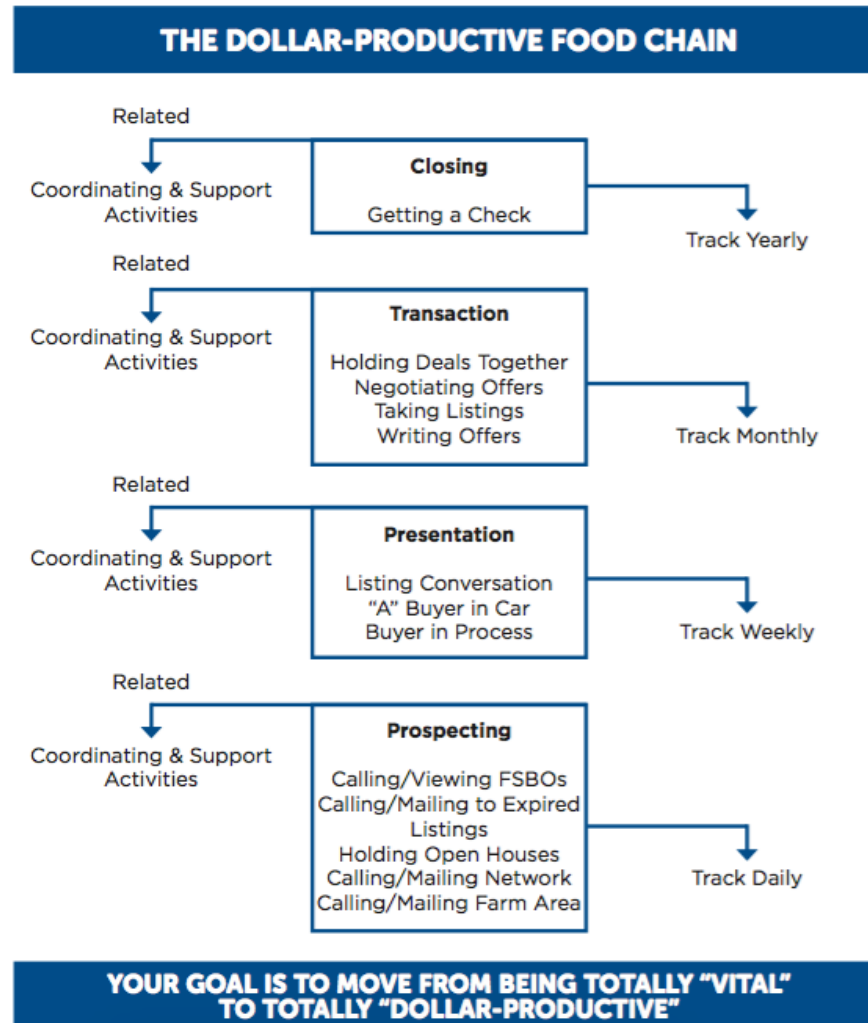
- 34. Schedule Closing
- 35. Communicate with Buyer
- 36. Communicate with Lender
- 37. Review Title Policy
- 38. Review HUD Statement
- 39. Attend Closing

47 Vital Buyer Activities

POST-CLOSING ACTIVITIES

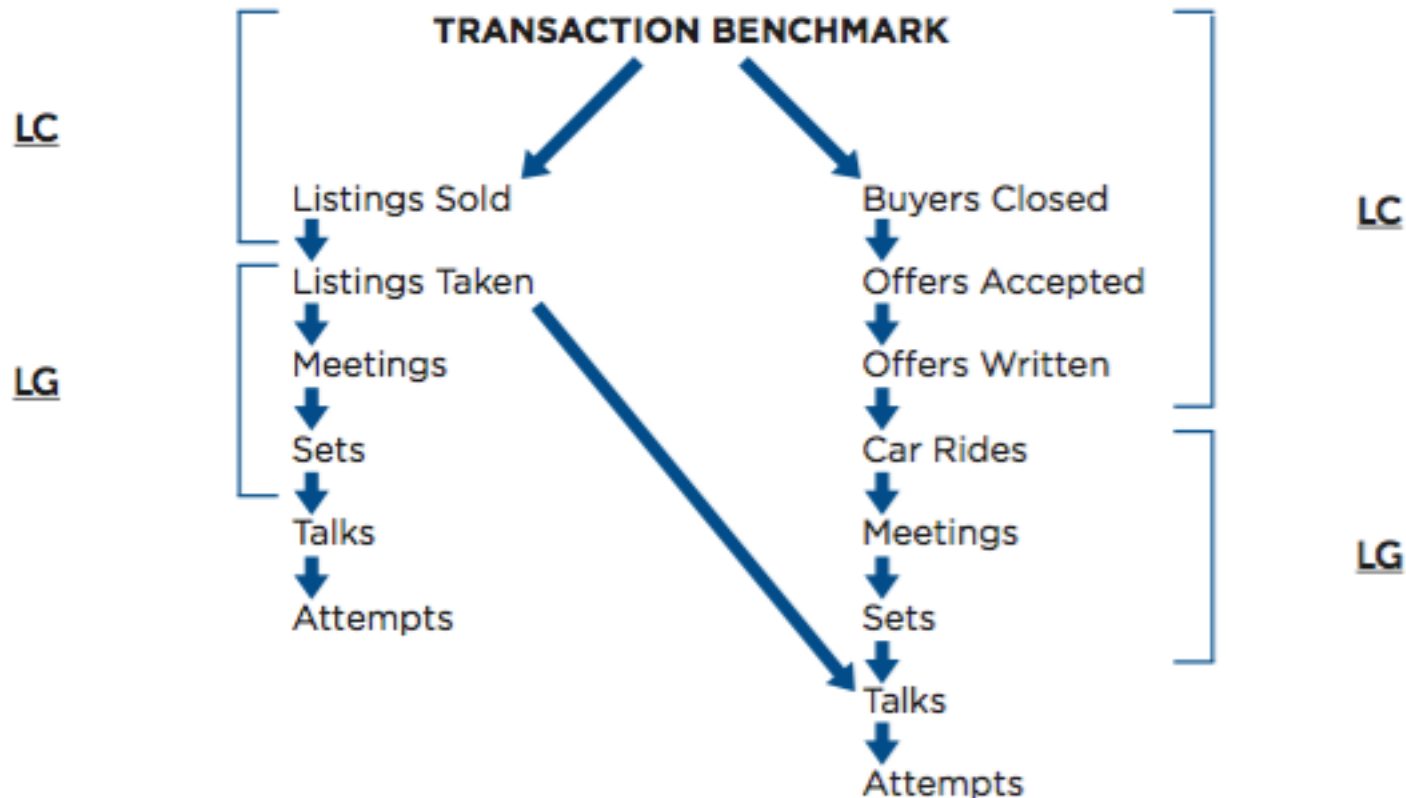
- 40. Mail Customer Survey
- 41. Look up Just-Sold Phone Numbers and Addresses
- 42. Order Just-Sold Cards
- 43. Door Knock 50 Closest Neighbors
- 44. Call 100 Neighbors
- 45. Mail 300 Just-Sold Cards
- 46. Make 7-Day Follow-Up Call to Buyer
- 47. Make 30-Day Follow-Up Call to Buyer

13 Dollar-Productive Activities



14 Performance Standards

Dissecting your transaction benchmark into performance standards is crucial!



Key Conversion Rates

13 KEY CONVERSION RATES

LISTING DEPARTMENT:

- Dials per Talk
- Talks per Set
- Sets per Meeting
- Meetings per Listing
- Sales Percentage
- Buyer Calls per Listings Taken

BUYER DEPARTMENT:

- Dials per Talk
- Talks per Set
- Sets per Meeting
- Meetings per Car Ride
- Car Rides per Offer Written
- Written per Accepted Offer
- Accepted per Closed Offer

24 Hours

There is no such thing as time management because you can't "manage" or "control" time. Time is what it is. There are 24 hours in a day, 168 hours in a week, 730 hours in a month and 8,760 hours in a year.

You are not going to change time and you are not getting any more or less of it. Time passes second-by-second, minute-by-minute and hour-by-hour, regardless of what YOU do or don't do.

It is **impossible** to "manage" time!

24 Hours

You can't manage time. However, you can manage or control the **activities** you implement during the time allotted to your career. Thus, focusing on “activities management” as opposed to “time management” should be your goal.

It is crucial that you create a **time budget** by defining the number of hours you will dedicate to your career (daily, weekly, monthly and yearly).

Once established, simply allocate each day's worth of time to one of four key categories.

This approach will keep you on the right side of **momentum** and greatly support you in your efforts to be proactive.

24 Hours

YOU MUST USE “THE TIME” AS PARAMETERS FOR “YOUR TIME”

All of “your time” should be blocked in one of four categories:

1. Lead Generation (Prospecting and Marketing; Study & Practice)
2. Lead Conversion (Seller Meetings and Buyer Meetings; Study & Practice)
3. Client Care (Sign-to-Close and Contract-to-Close)
4. Personal Development (Consulting, Training, Accountability and Mastermind)

These are the only four categories that lead to real estate sales revenues.

Additional Tools

FAMILY BUDGET	
Account:	Yearly Amount
Automobile Payment	
Charity	
Child Care (Baby Sitting)	
Child Care (Day Care/School)	
Child Care (Extracurricular)	
Clothing/Accessories	
Credit Card Interest	
Entertainment/Meals	
Gasoline	
Gifts	
Groceries	
Health/Beauty	
Hobbies	
Insurance (Auto)	
Insurance (Disability)	
Insurance (Health)	
Insurance (Home)	
Insurance (Life)	
Landscaping/Lawn Care	
Loans	
Medical	
Mortgage	
Pet Supplies	

Additional Tools

FAMILY INCOME STATEMENT (Page 1)		
Account:	Goal	Actual
Earned Income:		
Salary (W-2)		
Other (1099)		
Passive Income:		
Business (Ancillary)		
Dividends		
Interest		
Rental		
TOTAL INCOME		
INVESTMENT FUNDING:		
Savings Account:		
Emergency Fund (\$1,500)		
Cash Reserve (3-6 Months)		
Retirement:		
401(K) (Pre-Tax)		
IRA (SEP) (Pre-Tax)		
IRA (ROTH) (After-Tax)		
Other Investments:		
529 College Fund		
Business (Ancillary)		
Real Estate		
Bonds		
Stocks (General)		

Additional Tools

FAMILY BALANCE SHEET			
ASSETS:	Jan. 1 Prior Year	Jan. 1 This Year	Current Total
Cash:			
Personal Checking			
Business Checking			
Savings			
Wish List Fund			
Total Cash			
Equity Investments:			
Retirement Account(s)			
529 College Fund			
Stocks & Bonds (General)			
Business (Ancillary)			
Fixed Income/Annuities			
CDs			
Total Equity Investments			
Real Estate:			
Homestead			
Real Estate Investments			
Total Real Estate			
Automobiles			
Less: Accumulated Depreciation			

Additional Tools

BUSINESS BUDGET	
Account:	Yearly Amount
Accounting	
Advertising	
Automobile:	
Fuel	
Insurance	
Lease	
Repair/Maintenance	
Tolls	
Bank Charges	
Broker Fees	
Computer Software	
Contract Labor	
Copies	
Depreciation	
Dues:	
Board	
MLS	
E&O Insurance	
Equipment	
Fax	
Gifts	
Health Insurance	
Internet	
Lock Boxes	

Additional Tools

BUSINESS INCOME STATEMENT			
GROSS INCOME:			
Listing:			
Sales			
Leases			
Referrals			
Transaction Fees			
Fee for Service			
Total Listing			
Buyer:			
Sales			
Leases			
Referrals			
Transaction Fees			
Fee for Service			
Total Buyer			
TOTAL INCOME			
EXPENSES:			
Accounting			
Advertising			
Auto:			
Fuel			

Additional Tools

RETIREMENT NEEDS TEMPLATE

(A) Minimum YEARLY income needed at age 65	\$ _____
(B) Divided by safe rate of return	÷ _____ .05
(C) Retirement funds needed	\$ _____
(D) Less current funds in retirement account	- _____
(E) Remaining funds needed to retire	\$ _____
(F) Divided by \$100,000	÷ _____ 100,000
(G) Multiplier (use in calculation below)	_____
Standard retirement age	65
Less current age	- _____
Years left to invest	_____

(Locate the monthly payment amount associated with the number of years you have left to invest on next page)

Monthly payment amount (from payment calculator)	\$ _____
Multiply by multiplier calculated in (G) above	x _____
Monthly amount to be invested	\$ _____

Additional Tools

MONTHLY PAYMENT CALCULATOR				
Years left to Invest	Monthly Amount		Years left to Invest	Monthly Amount
		FV = \$100,000		
1	\$8,069		26	\$114
2	\$3,894		27	\$104
3	\$2,504		28	\$96
4	\$1,811		29	\$89
5	\$1,397		30	\$82
6	\$1,122		31	\$76
7	\$926		32	\$70
8	\$780		33	\$65
9	\$667		34	\$60
10	\$578		35	\$56
11	\$506		36	\$51
12	\$445		37	\$48
13	\$395		38	\$44
14	\$352		39	\$41
15	\$315		40	\$38
16	\$284		41	\$35
17	\$256		42	\$33
18	\$232		43	\$31
19	\$211		44	\$28
20	\$192		45	\$26
21	\$175		46	\$25
22	\$160		47	\$23
23	\$147		48	\$21
24	\$134		49	\$20
25	\$123		50	\$18
PROFIT/(LOSS)				

**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

