

BUILDING CHAMPIONS

COACHING BUSINESS AND LIFE | ON PURPOSE

# Better Together

Coach Bill Hart



"Better Together"

Coach Bill Hart

“What’s up with the Boots?”



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"Every bit as thrilling as *Black Hawk Down* and, unexpectedly, quite moving."  
—DALLAS MORNING NEWS

**#1 NATIONAL BESTSELLER**

# LONE SURVIVOR



THE EYEWITNESS ACCOUNT  
OF OPERATION REDWING AND  
THE LOST HEROES OF  
SEAL TEAM 10

★ ★ ★

MARCUS LUTTRELL  
WITH PATRICK ROBINSON

WITH A NEW AFTERWORD BY THE AUTHOR



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“What’s up with the Boots?”

The screenshot shows the homepage of the Boot Campaign website. At the top, there is a navigation bar with a shopping cart icon and the text "THE STORE". Below this, there are social media icons for Twitter, Facebook, YouTube, and Google+, followed by a "DONATE" button and a "GET INVOLVED" button. The main header features the Boot Campaign logo, which consists of a stylized green and gold boot with a star, and the text "BOOT CAMPAIGN" in large, bold, gold letters. Below the header, there are two main content areas. The left area is titled "ABOUT" and features a large graphic with the text "BOOT CAMPAIGN" in blue and "AWAKENING THE PATRIOT IN US ALL" in white on a red background, with a blue star graphic. The right area is titled "WHAT WE DO" and features a video thumbnail for "THE BOOT GIRLS" showing a group of women sitting on a red car, and a "FREQUENTLY ASKED QUESTIONS" button. At the bottom of the page, there is a footer with the text "ABOUT" and "The Boot Campaign is a national nonprofit", and a "WHAT WE DO" section with the text "We Cultivate Awareness:".



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“What’s up with the Boots?”

BOOT CAMPAIGN'S  
**REBOOT**  
MIND. BODY. WHOLE.

BOOT CAMPAIGN'S REBOOT

GIVING OUR VETERANS A POSITIVE DIRECTION TO MENTAL AND PHYSICAL WELL-BEING.

LEARN MORE...



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# GO FARTHER



Wearing combat boots with civilian clothes makes a statement. It starts a conversation, illuminating struggles that result from service and sacrifice.

[LEARN MORE](#)



Just like waving a flag or tying a yellow ribbon, our boots are a personal, tangible way to show support for America's servicemen and women.

[LEARN MORE](#)



Every pair of boots sold helps fund our assistance programs, which directly benefit active duty and veteran families of all generations.

[LEARN MORE](#)



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If You're In...

ALL



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# video



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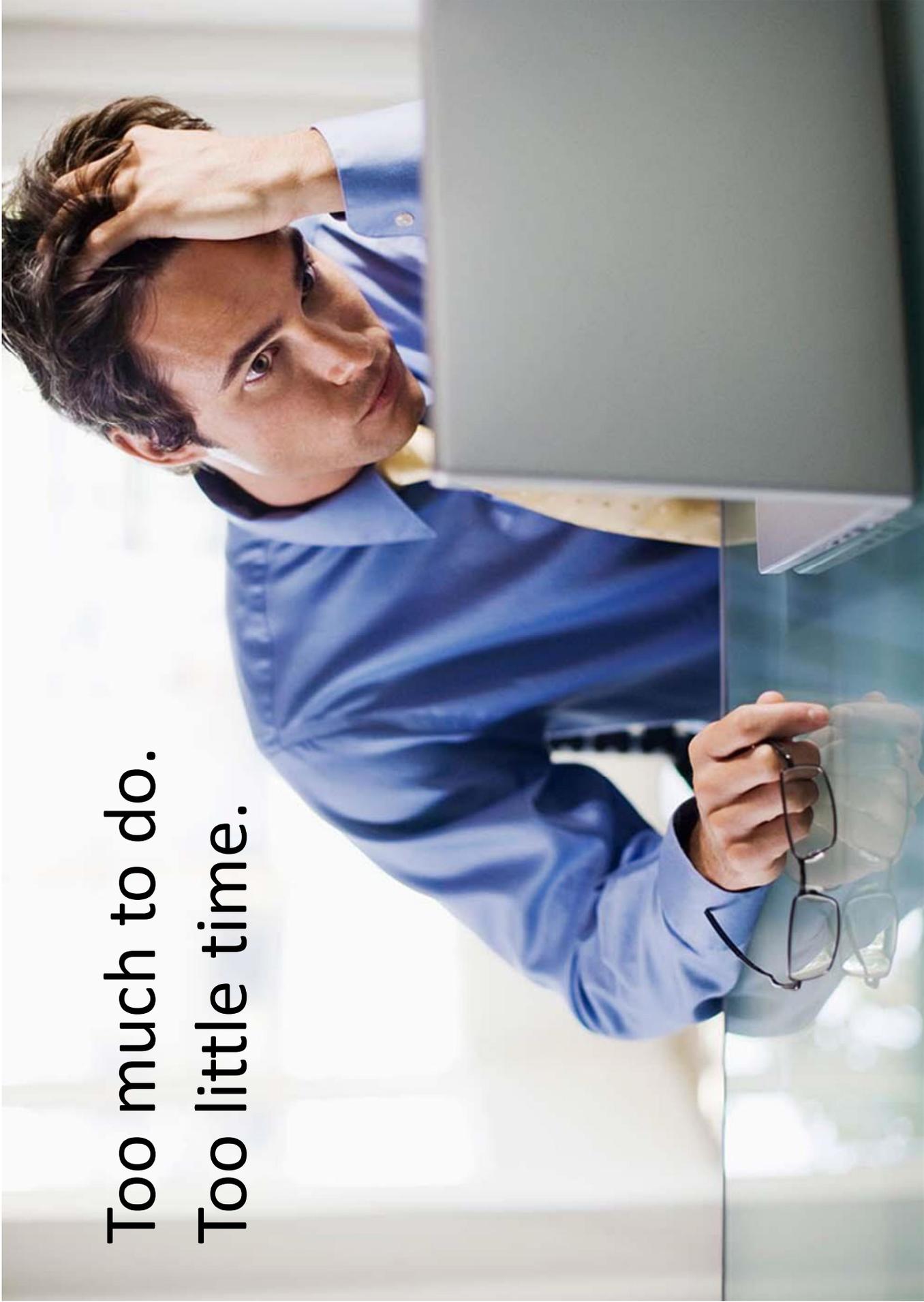
**LESS,  
BUT  
BETTER.**



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Too much to do.  
Too little time.



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# FOMO



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# The Perils of Multitasking



Of people can multitask effectively, show studies

98% For the remaining, Multitasking can do more harm than good

Technology is Encouraging More and More Fruitless Multitasking



Even though 45% of US workers already believe they have to work on too many things at once



On an average, they generate 65 new screen windows per lecture



Smartphones Make it Hard Not To Multitask

When it comes to checking email or internet via smartphones:



Even When People are Relaxing, the Urge to Multitask Takes over



People who multitask feel like they're accomplishing more, but they're actually cutting down their own productivity

You May Feel Like You are Accomplishing More, But Really... trying to focus on more than one thing causes 40% drop in productivity



If You are Trying to Study



If You are Trying to Multitask in the Car

Using cell phone, handheld or hands-free, delays a driver's reactions. As much as having a blood alcohol content of 0.08%



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BUT  
BETTER.**



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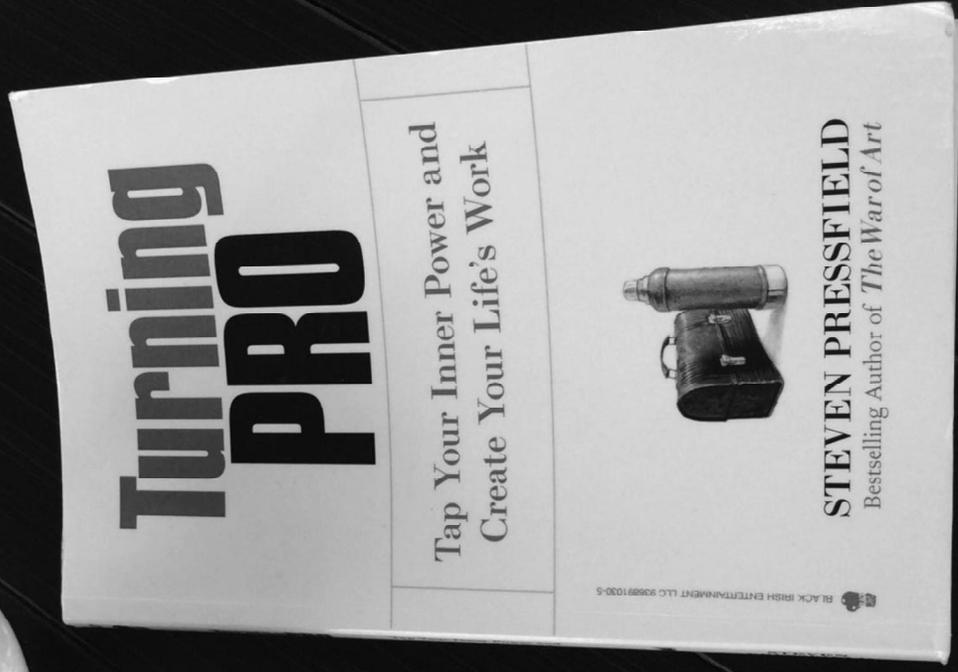


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"All you have to do is change your mind." - Steven Pressfield



BLACK IRISH ENTERTAINMENT LLC 928891030-5

**“TURNING PRO IS A MINDSET. IF WE ARE STRUGGLING WITH FEAR, SELF-SABOTAGE, PROCRASTINATION, SELF-DOUBT, ETC., THE PROBLEM IS, WE’RE THINKING LIKE AMATEURS. AMATEURS DON’T SHOW UP. AMATEURS CRAP OUT. AMATEURS LET ADVERSITY DEFEAT THEM. THE PRO THINKS DIFFERENTLY. HE SHOWS UP, HE DOES HIS WORK, HE KEEPS ON TRUCKIN’, NO MATTER WHAT.”**

**STEVEN PRESSFIELD**

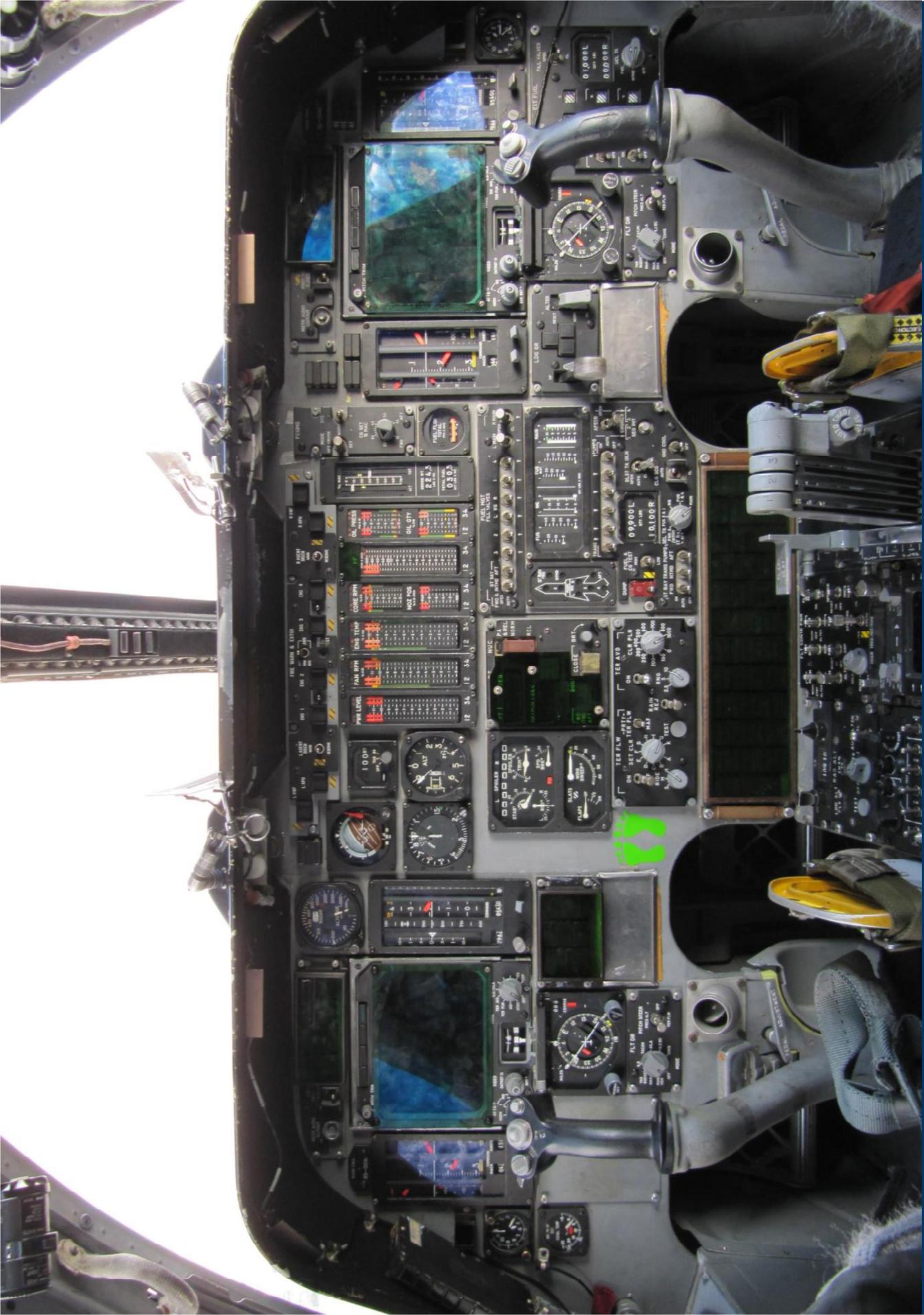


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BUT  
BETTER.**



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2017



2018



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60% of the market



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# Dallas Market

- Almost 40,000 people moving to North TX for jobs.
- 22,298 Listings (up 11% over Sep, 2016)
- Still only 3 month supply of houses. (about half of normal)



# Dallas Market

- Home prices have risen by more than 40 percent here in the last four years.



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“It’s not about the market...  
It’s about **you.**”



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“The Mediocre Majority”

vs.

“Proactive Marketing Activities”



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## Great Video Interviews with Bill Hart

**Larry Kendall**  
"Ninja Selling: Subtle Skills. Big Results"  
Fort Collins, Colorado  
[NinjaSelling.com](http://NinjaSelling.com)



# FLOW



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# Chapter 23

## “The Power of Flow”

### NAR “Profile of Buyer and Sellers”

#### **-Sellers-**

- 65% said they would definitely use the REALTOR again
- 19% said they would probably use the REALTOR again, as well as refer them to friends
- A total of 84% said they would definitely or probably use and refer their REALTOR

On their next transaction, how many used their REALTOR again?

Just 25%. (1 in 4)!



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# Chapter 23

## “The Power of Flow

### NAR “Profile of Buyer and Sellers”

#### **-Buyers-**

- 73% said they would definitely use the REALTOR again, as well as refer them to friends
- 15% said they would probably use the REALTOR again, as well as refer them to friends.
- A total of 88% said they would definitely or probably use and refer their REALTOR.
- This time only 19% used their REALTOR on their next transaction!



# FLOW



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# “Auto Flow” and “Live Flow”

## **Auto Flow:**

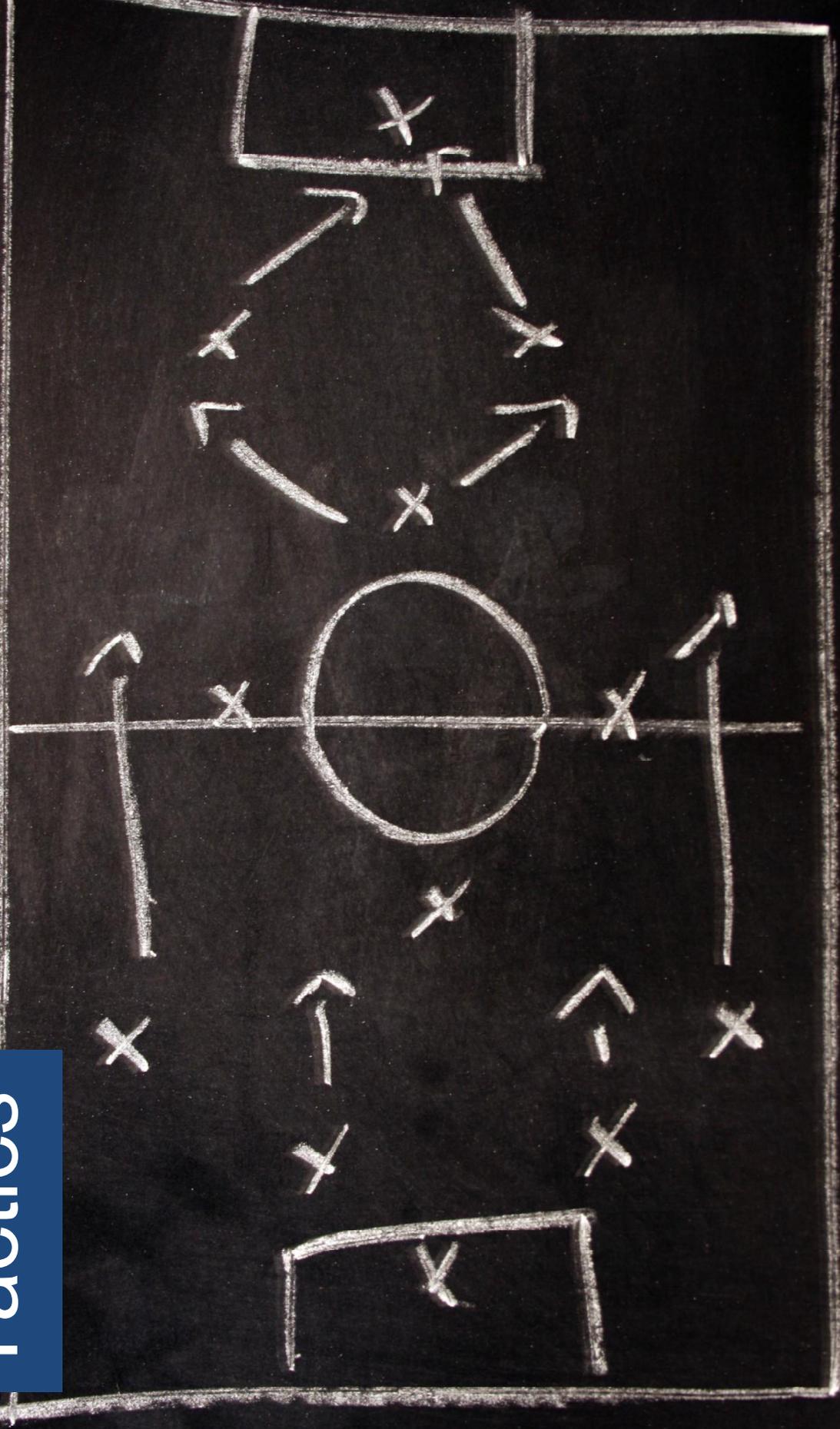
3 touches/mo – mail and email

## **Live Flow:**

50 F2F or phone/week



# Tactics



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# Disciplines



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# Time



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# Ways to “Top Producer”

- **Geographic Farming**
- **Sphere of Influence**
- **FSBO’ s/Expired’ s**
- **Call Capture**
- **Radio/TV**
- **Web Leads**
- **Social Media**



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# 6 Steps to Steady Growth

- 1. Get Clear**
- 2. Time Block**
- 3. Generate Leads (“At Bats”)**
- 4. Crave Efficiencies**
- 5. Radiate Confidence**
- 6. Track**



80:20

93:7



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# Moving Truck



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# Disney Movie Night



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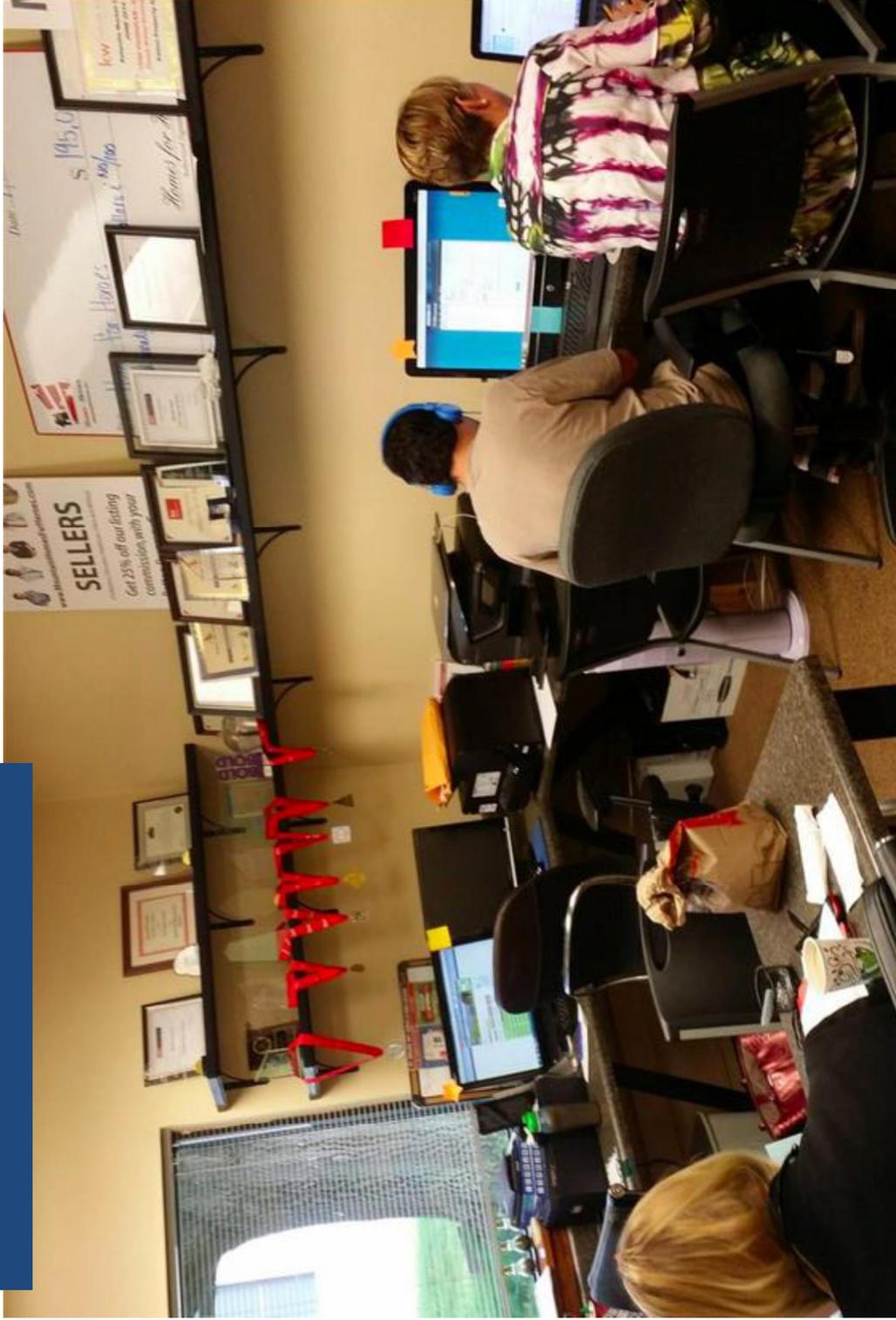
# Team



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# Team



**Rowena Patton**  
September 26 · 🌐

Power hour rolling, 3 appointer team — with Jamie Jones, W Ashley Oliver and Benjamin F

Like · Comment · Share

👍 17 people like this.



**Rowena Patton** \*\*\*\* W wearing sunglasses. Cc  
September 26 at 6:57ar



**Katie Rosenthal** Jamie gotta wear shades 😊  
September 26 at 8:23ar



**Ceinwen Simpson** Get  
September 26 at 7:54pr



Write a comment...



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# Easy Exit Listing Agreement



## Dave Heeter's EASY EXIT<sup>SM</sup> Listing Agreement

*This addendum is attached to and forms part of the listing agreement dated*

*\_\_\_\_\_ made between Dave Heeter of Keller Williams Realty/ Nashua and*

*to sell the property located at \_\_\_\_\_*

No questions asked. Cancellation will become effective within 24-hours of notification. Notice may be made in writing by telephone or facsimile - no explanation needed (but appreciated). The commission shall still be payable if a binding contract of sale is entered into, within 90 days after the date of the listing cancellation, between the sellers and a buyer who was introduced to or shown the property by Dave Heeter or any other member of Keller Williams Realty during the term of the listing contract.

Signed this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_.

Owner \_\_\_\_\_

Dave Heeter | Keller Williams Realty



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# Guaranteed Sale

**SOLD**  
HOME FOR SALE

503.594.0805

WE GUARANTEE TO SELL YOUR HOME...  
Or We Will Buy It!

**WESTONE**  
NICK SHIVERS  
KELLER WILLIAMS  
PORTLAND CENTRAL  
NICK SHIVERS  
503-594-0805

**QUICK SEARCH**

PROPERTY TYPE  
- Property Type -

BED - Bedrooms +

BATH - Bathroom +

PRICING MIN. - Minimum Pri +

PRICING MAX. - Maximum Pri +

ACCESS LISTING

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## Why use Nick Shivers & the WestOne Properties Group?

- EXPERIENCE:** With over 79 million in listing inventory and 75 million in sold properties in 2012, we get results! (98.8% of all our properties receive offers, we pride ourselves in doing what it takes in this market to get our client's homes sold fast)
- EXPERTISE:** We know the ins and outs of the Portland real estate market. We are constantly keeping up to date with the latest trends in the market and our extensive experience with short sales and foreclosures help us find the best values for our clients. We are the #1 certified specialists of Portland short sale & REO property in the metro area. (our team has a 94% bank approval ratio and in the last 5 years have successfully negotiated hundreds of bank owned and short sale properties)

Follow Us On:



**GUARANTEED HOME SELLING PROGRAM**  
LEARN MORE

**EASY EXIT LISTING PROGRAM**  
LIST TODAY!

**GUARANTEED HOME BUYERS PROGRAM**  
SIGN UP NOW!



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# Massive Action



Joshua Smith  
September 22 · 🌐

2500 Flyers Going Out... Massive Levels Of Action = Massive Opportunities!

Like · Comment · Share

👍 39 people like this.

🗨️ 1 share

**Nate Brill** Lowe's & Dual Mega Neighborhood Open houses!!! 😊  
September 22 at 8:40am · Like · 🔄3

**Donna Rigsby** Do you mail them insert them in the newspaper or walk the neighborhood?  
September 22 at 8:43am · Like · 🔄2

**Joshua Smith** We use a company to drop these, we pay about \$.15 per door so about \$90 for 500 to be delivered....  
September 22 at 8:47am · Like · 🔄4

**Donna Rigsby** Fantastic! Are they nationwide? Do they operate in New Jersey?  
September 22 at 9:03am · Like · 🔄2

**Nevin Hollett** Be interested to see your method on this. How many per open house, what radius, etc.  
September 22 at 9:45am · Like · 🔄1

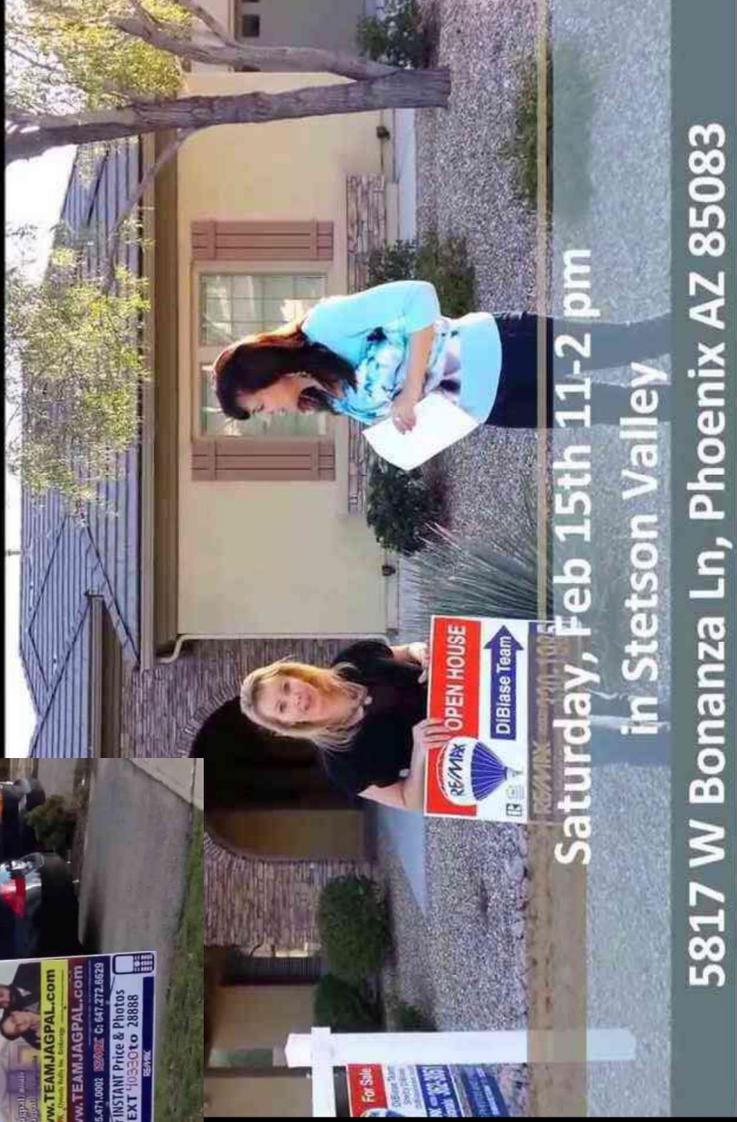
Write a comment...



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# Mega Open House



Saturday, Feb 15th 11-2 pm  
in Stetson Valley

5817 W Bonanza Ln, Phoenix AZ 85083



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# What can YOU learn from these mega-agents?



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# 1

# Get Clear



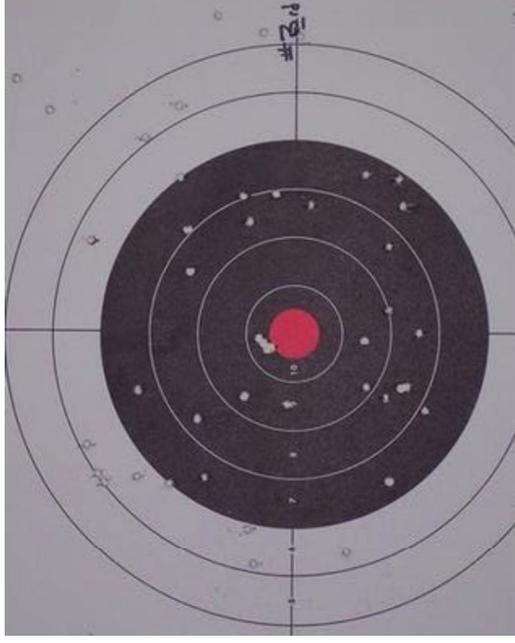
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# Focus



## Sniper's Scope



## Shotgun



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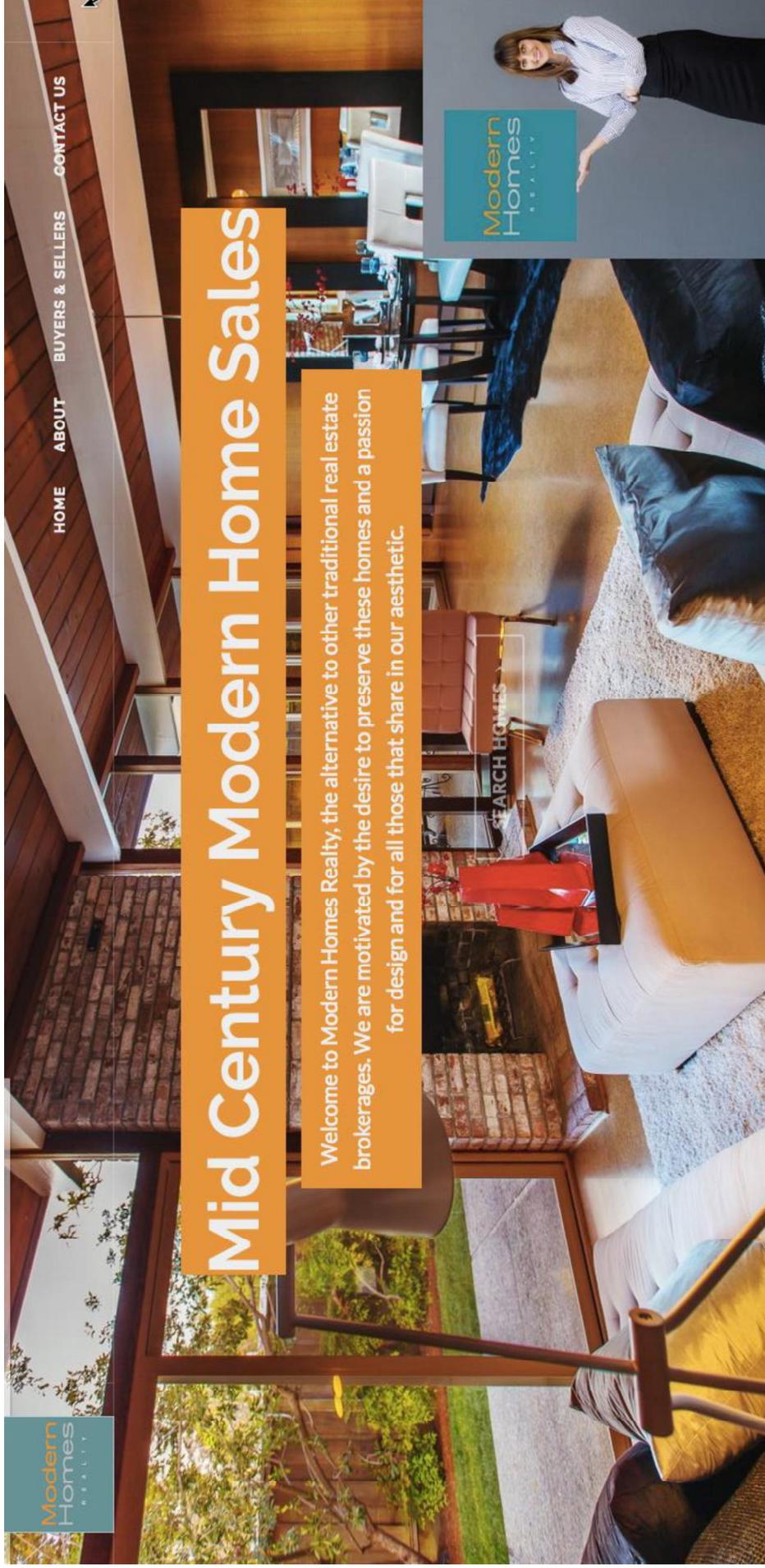
# Core Four: Business Vision



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# Monique Lombardelli



## Mid Century Modern Home Sales

Welcome to Modern Homes Realty, the alternative to other traditional real estate brokerages. We are motivated by the desire to preserve these homes and a passion for design and for all those that share in our aesthetic.



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# 2

# Win the Day



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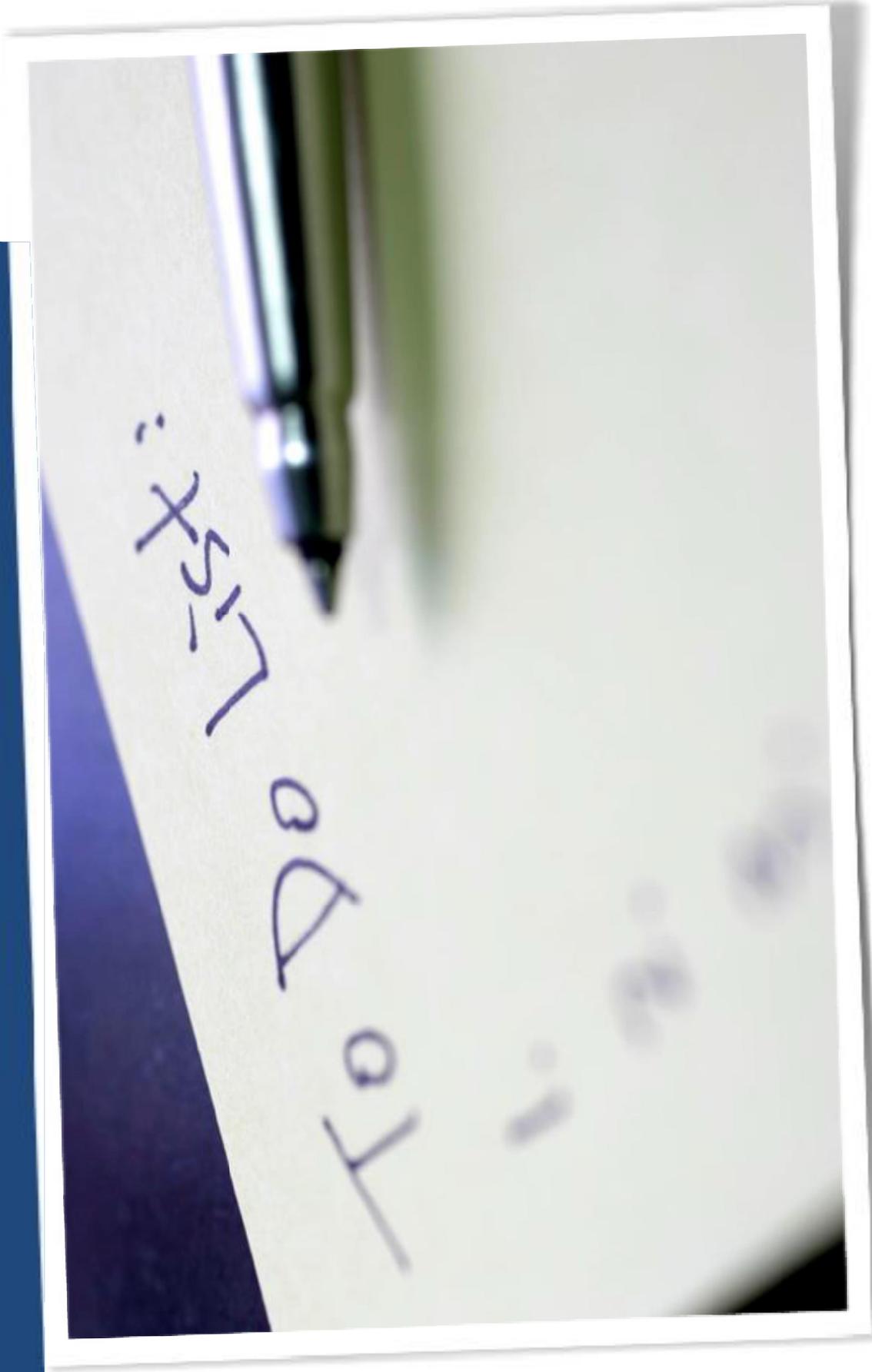
# Core Four: Priority Management



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# Time



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# Reactivity



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# Proactive



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# Not all time is equal...

ON	IN	GROWTH
Improvements	Process Management	Dollar Producing Activities
Thinking through the plan for productivity & profitability	Administration of the flow	Selling part of your job; \$ producing results
AM - 30 minutes to 1 hour daily	PM - Up to 2 hours, or during lower energy time	AM - Up to 3 hours or during highest energy time
Reading	Preparation for appointment	Listing Presentations
Research	Review schedule	Appointment setting/Prospecting
Listening to audio programs/podcasts	Follow-up	Presenting Offers
Attending Seminars	Answer emails and voice mails	Negotiating Contracts
Writing	Organize	F2F w/ Prospective Buyers/Sellers
Masterminding	Ordering	One on Ones with team members (leader)
Training the team	Communication	
Strategizing	Team Meetings	
Visualizing	Delegating	
Completing action plans	Reports	
Timeblocking	Evaluation	
Scripting	Marketing	
Journaling	Problem solving	
Planning	Projects	Prospecting



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Planning	Projects	Prospecting



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**BUILDING CHAMPIONS™**  
COACHES EMPLOYED BY THE DISTRICT

# TIME BLOCKING SCHEDULE

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6:00 AM							
7:00							
8:00							
9:00							
10:00							
11:00							
Noon							
1:00							
2:00							
3:00							
4:00							
5:00							
6:00							
7:00							
8:00							
9:00							
10:00 PM							

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# Sample REALTOR Time Block

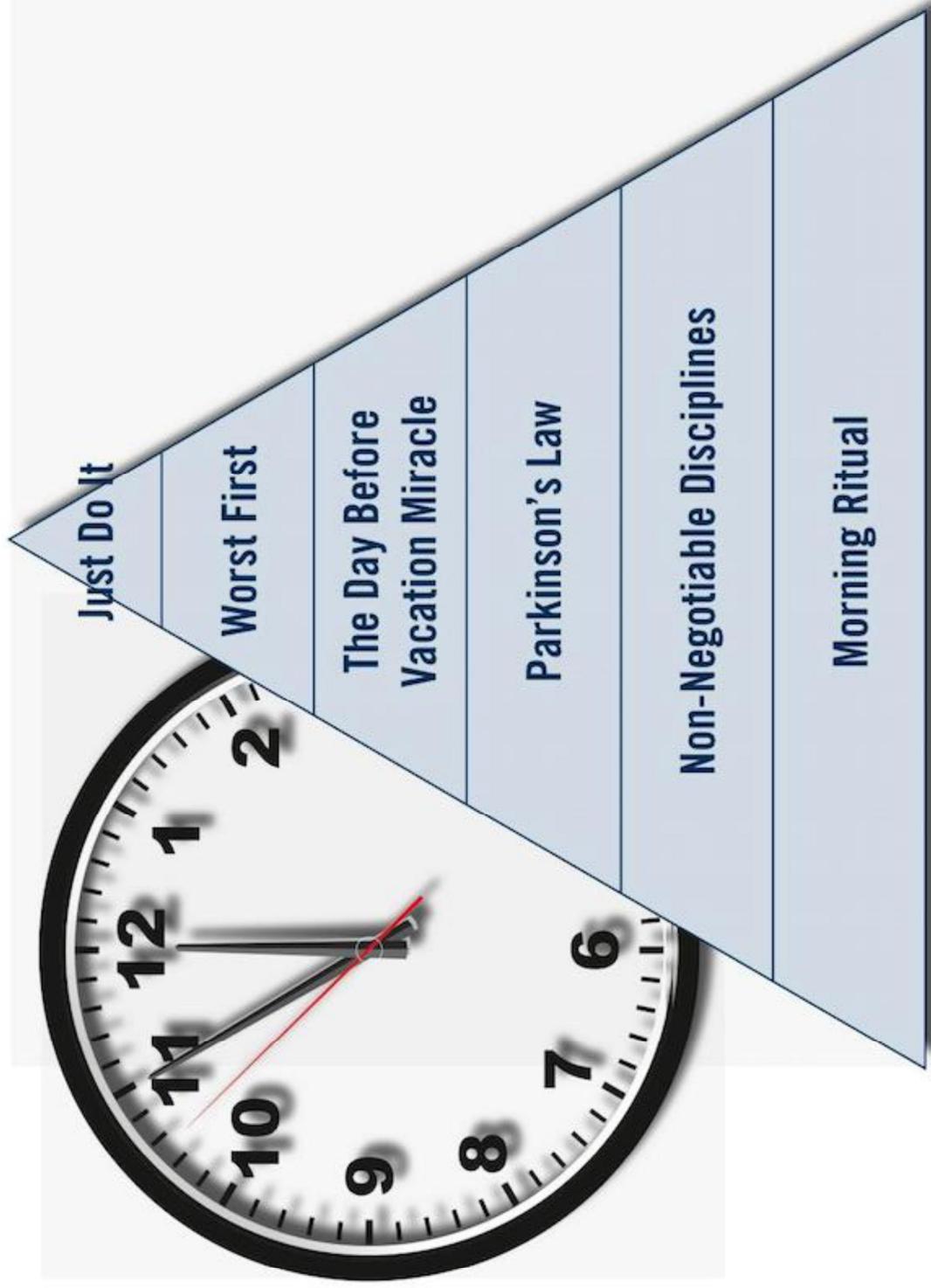
	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
6 a.m.		Wake Up	Wake Up	Wake Up	Wake Up	Wake Up	
6:30	Sleep in	Work Out - Weights	Work Out - Cardio	Work Out - Weights	Work Out - Cardio	Work Out - Weights	Work Out - Cardio
7							
7:30	Eat Breakfast	Eat Breakfast	Eat Breakfast	Eat Breakfast	Eat Breakfast	Eat Breakfast	Eat Breakfast
8	Family and Faith	Daily Planning	Daily Planning	Daily Planning	Daily Planning	Daily Planning	Family and Friends
8:30		Prospecting	Prospecting	Sales Meeting/ Masterminding	Role Play & Script Workout	Role Play & Script Workout	
9							
10							
10:30		Follow Up Calls	Follow Up Calls	Follow Up Calls	Follow Up Calls	Follow Up Calls	
11		Return Calls & Email	Return Calls & Email	Return Calls & Email	Return Calls & Email	Return Calls & Email	
11:45							
12 p.m.		Eat Lunch - Short Walk	Eat Lunch - Short Walk	Eat Lunch - Short Walk	Eat Lunch - Short Walk	Eat Lunch - Short Walk	
1	Open House (Alternating Weeks)	Admin/Paperwork	Admin/Paperwork	Admin/Paperwork	Admin/Paperwork	Admin/Paperwork	Open House Buyer Prospecting
2		Prep For Appointments	Prep For Appointments	Prep For Appointments	Prep For Appointments	Prep For Appointments	
3		Return Calls & Email	Return Calls & Email	Return Calls & Email	Return Calls & Email	Return Calls & Email	
4		Listing/Buyer Appointments	Listing/Buyer Appointments	Listing/Buyer Appointments	Listing/Buyer Appointments	Listing/Buyer Appointments	
5			Personal Time			Open House Preparation	
6		Negotiate Offers	Negotiate Offers	Negotiate Offers	Negotiate Offers		
7		Dinner	Dinner	Dinner	Dinner	Dinner	
8							Personal Time
9		Reading	Reading	Reading	Reading		"ON-Time"
9:30		Bed	Bed	Bed	Bed		Growth-Time
10 p.m.	Reading Bed						"IN-Time"



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# By Noon Effect



# www.WinByNoon.com



HOME ORDER LOAN OFFICER EDITION REAL ESTATE AGENT EDITION ABOUT CONTACT

ORDER NOW!



## Win By Noon – Real Estate Agent Edition

Have you ever finished your day and realized that it was entirely spent reacting to crises and other people's problems without accomplishing your most important priorities for the day? The concept of Winning By Noon resulted from the realization that my biggest successes in sales resulted when I time-blocked a portion of my morning, every morning, to complete those activities that drove my future business. The Real Estate Agent Edition of the Win By Noon Planner is here to change your daily focus and accomplish your most important goals and priorities by mapping out Real Estate Agent specific goals and production measurements.



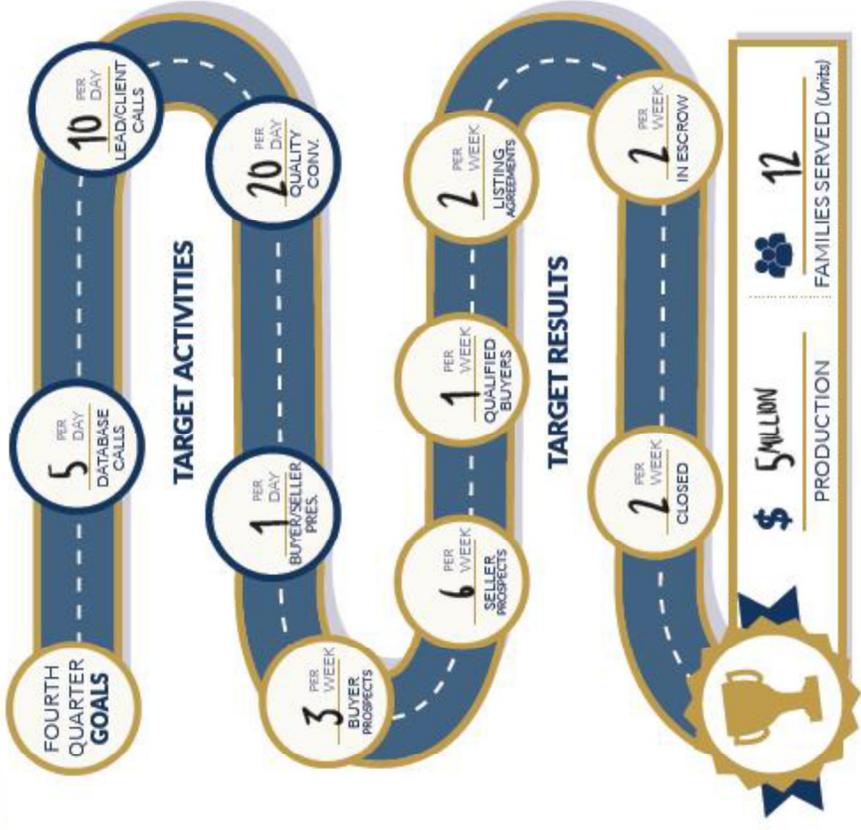
The **WIN BY NOON PLANNER** has been a game changer for our team allowing us to create an even more transparent environment, have more accountability, and ultimately close more deals.



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**QUARTER AHEAD ACTION PLAN** **EXAMPLE**



FOUNDATION GOALS		PIT CREW	
SLEEP	7.5 HRS / NIGHT	CRITICAL RELATIONSHIPS	
EXERCISE	4 DAYS / WEEK	1. TARA BOOKSPAN	
ON TIME	5 HRS / WEEK	2. ADAM NELSON	
REAL ESTATE REVIEWS	3 PER WEEK	3. LEVI BLANK	
		4. BRANDI HILL	
		5. ANGELA LUDLUM	

WIN BY NOON PLANNER © 2017 // 2

OCT 2 MONDAY	OCT 3 TUESDAY	OCT 4 WEDNESDAY	OCT 5 THURSDAY	OCT 6 FRIDAY	OCT 7/8 SAT/SUN
6 AM	6 AM	6 AM	6 AM	6 AM	6 AM
7 AM	7 AM	7 AM	7 AM	7 AM	7 AM
MORNING ROUTINE	MORNING ROUTINE	MORNING ROUTINE	MORNING ROUTINE	MORNING ROUTINE	MORNING ROUTINE
8 AM	8 AM	8 AM	8 AM	8 AM	8 AM
CLEAR EMAIL & VOICEMAIL	CLEAR EMAIL & VOICEMAIL	CLEAR EMAIL & VOICEMAIL	CLEAR EMAIL & VOICEMAIL	CLEAR EMAIL & VOICEMAIL	CLEAR EMAIL & VOICEMAIL
9 AM	9 AM	9 AM	9 AM	9 AM	9 AM
PROSPECTING CLIENT & DB CALLS	PROSPECTING CLIENT & DB CALLS	PROSPECTING CLIENT & DB CALLS	PROSPECTING CLIENT & DB CALLS	PROSPECTING CLIENT & DB CALLS	PROSPECTING CLIENT & DB CALLS
10 AM	10 AM	10 AM	10 AM	10 AM	10 AM
11 AM PLAN THE WEEK	11 AM TRANSACTION UPDATES	11 AM PRE-QUAL CALLS	11 AM REAL ESTATE REVIEW CALLS	11 AM WEEKLY REVIEW	11 AM OPEN HOUSE
NOON	NOON	NOON	NOON	NOON	NOON
1 PM	1 PM	1 PM	1 PM	1 PM	1 PM
CLEAR EMAIL/VOICEMAIL	CLEAR EMAIL/VOICEMAIL	CLEAR EMAIL/VOICEMAIL	CLEAR EMAIL/VOICEMAIL	CLEAR EMAIL/VOICEMAIL	CLEAR EMAIL/VOICEMAIL
2 PM	2 PM	2 PM	2 PM	2 PM	2 PM
SHOWING/ LISTING APPOINTMENTS	SHOWING/ LISTING APPOINTMENTS	SHOWING/ LISTING APPOINTMENTS	SHOWING/ LISTING APPOINTMENTS	SHOWING/ LISTING APPOINTMENTS	SHOWING/ LISTING APPOINTMENTS
3 PM	3 PM	3 PM	3 PM	3 PM	3 PM
4 PM	4 PM	4 PM	4 PM	4 PM	4 PM
CLEAR EMAIL/VOICEMAIL	CLEAR EMAIL/VOICEMAIL	CLEAR EMAIL/VOICEMAIL	CLEAR EMAIL/VOICEMAIL	CLEAR EMAIL/VOICEMAIL	CLEAR EMAIL/VOICEMAIL
5 PM	5 PM	5 PM	5 PM	5 PM	5 PM
GO HOME	GO HOME	GO HOME	GO HOME	GO HOME	GO HOME
6 PM	6 PM	6 PM	6 PM	6 PM	6 PM
EVENING ROUTINE	EVENING ROUTINE	EVENING ROUTINE	EVENING ROUTINE	EVENING ROUTINE	EVENING ROUTINE



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# 3

## Generate Leads



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# “At Bats”



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# Traditional Approach

- **FSBO' s**
- **Expired' s**
- **Direct Mail**
- **Telemarketing**
- **Door Knocking**
- **Open Houses**
- **Floor Time**



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# Lead Generation 2.0

- **REALTOR.com**
- **Zillow**
- **Yelp**
- **RealPro**
- **BoomTown**
- **Call Capture**
- **SEO**
- **Pay-Per-Click**
- **Facebook ads.**



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“The fortune is in the follow-up.

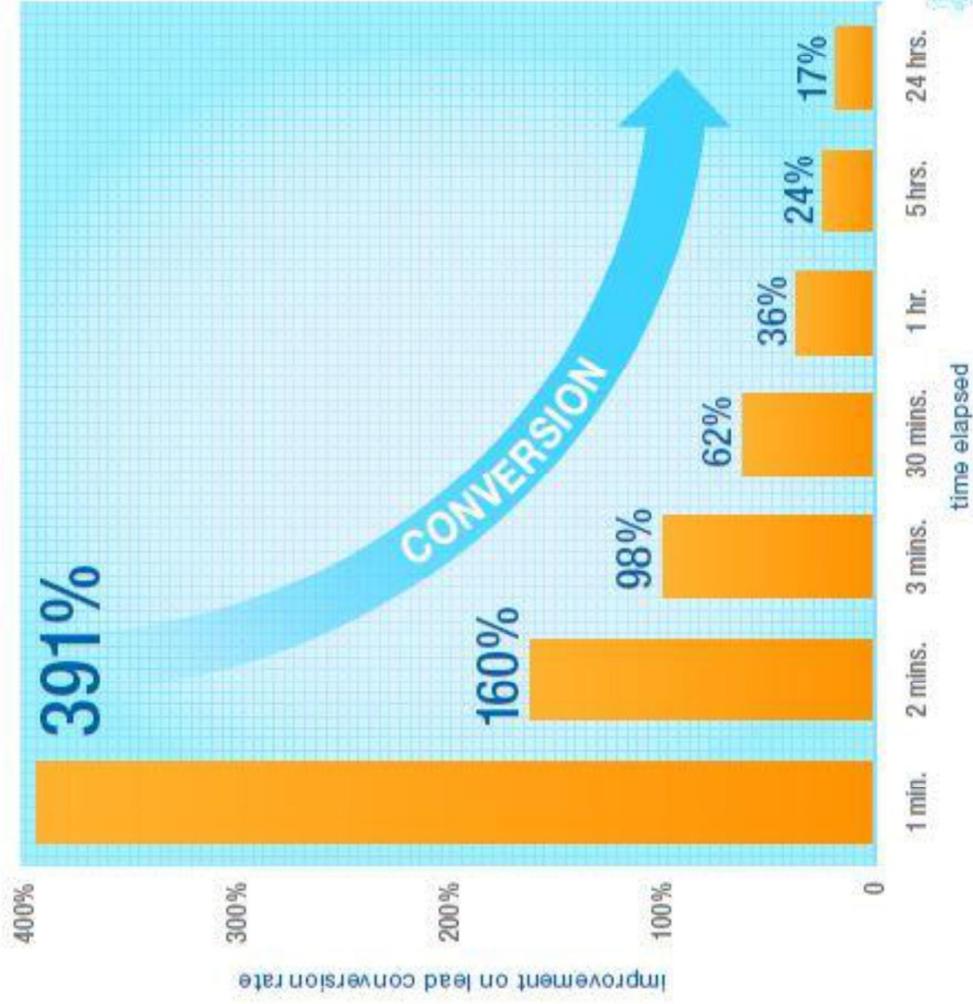
Lead generation alone is  
worthless.”



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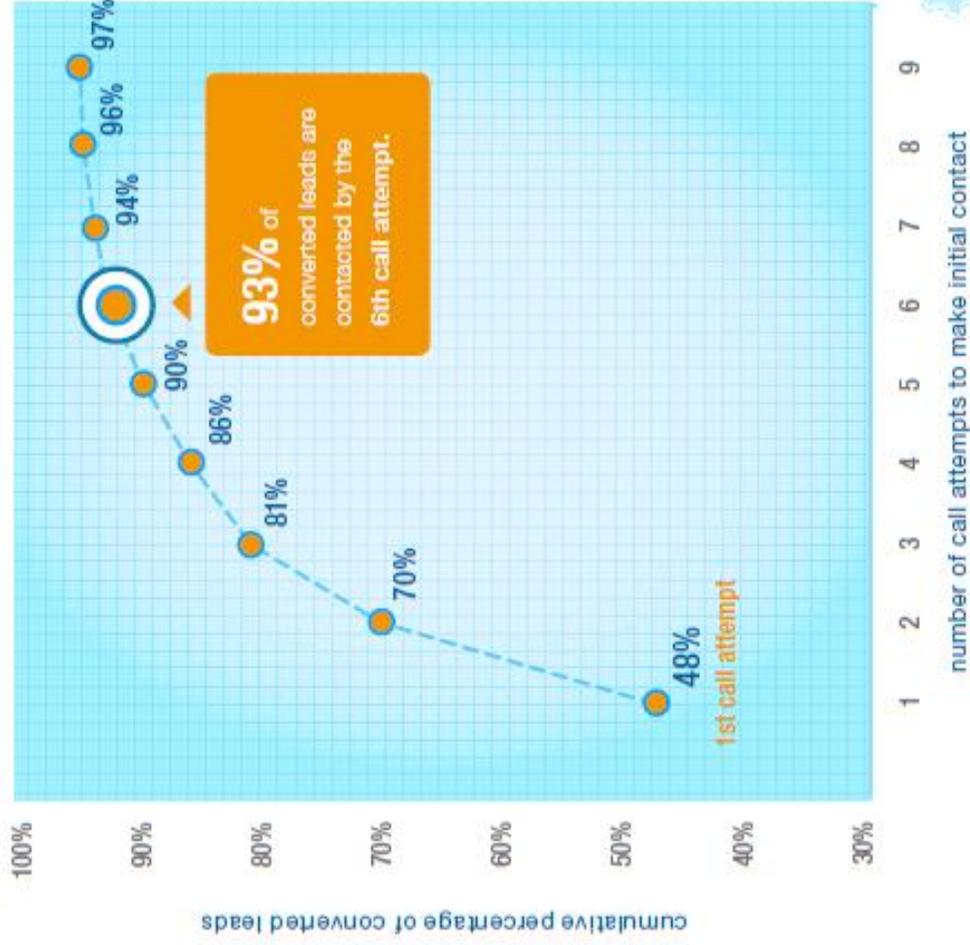
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Figure 1: The impact of speed-to-call on conversion



SALES OPTIMIZATION STUDY

Figure 2: The optimal number of calls



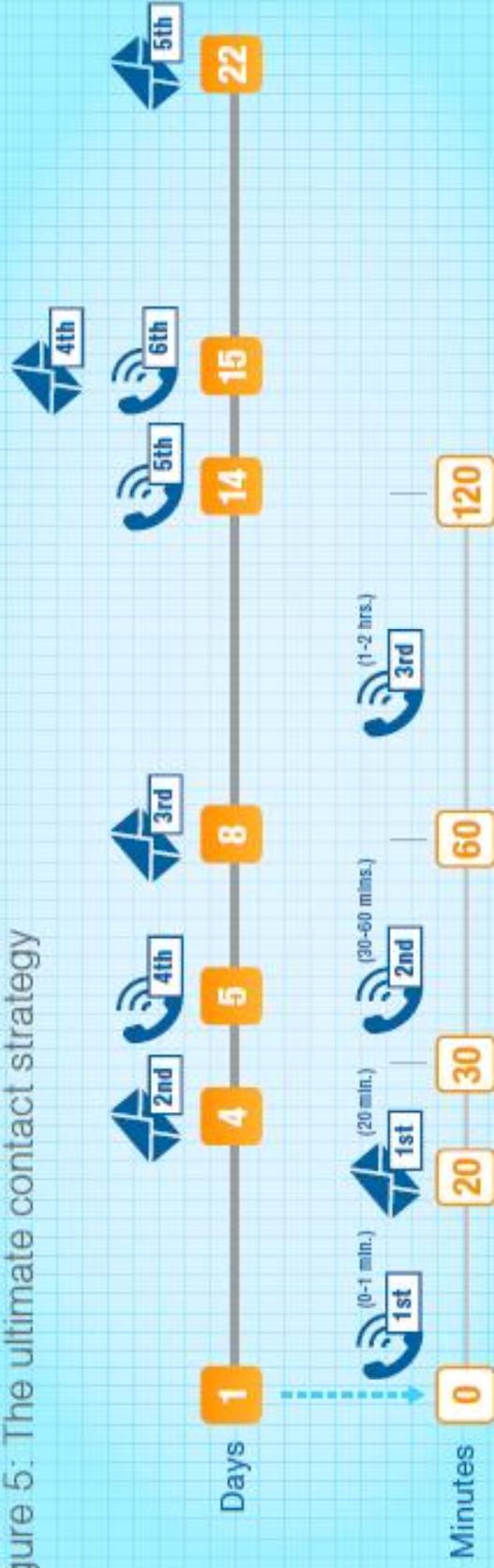
SALES OPTIMIZATION STUDY



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Figure 5: The ultimate contact strategy

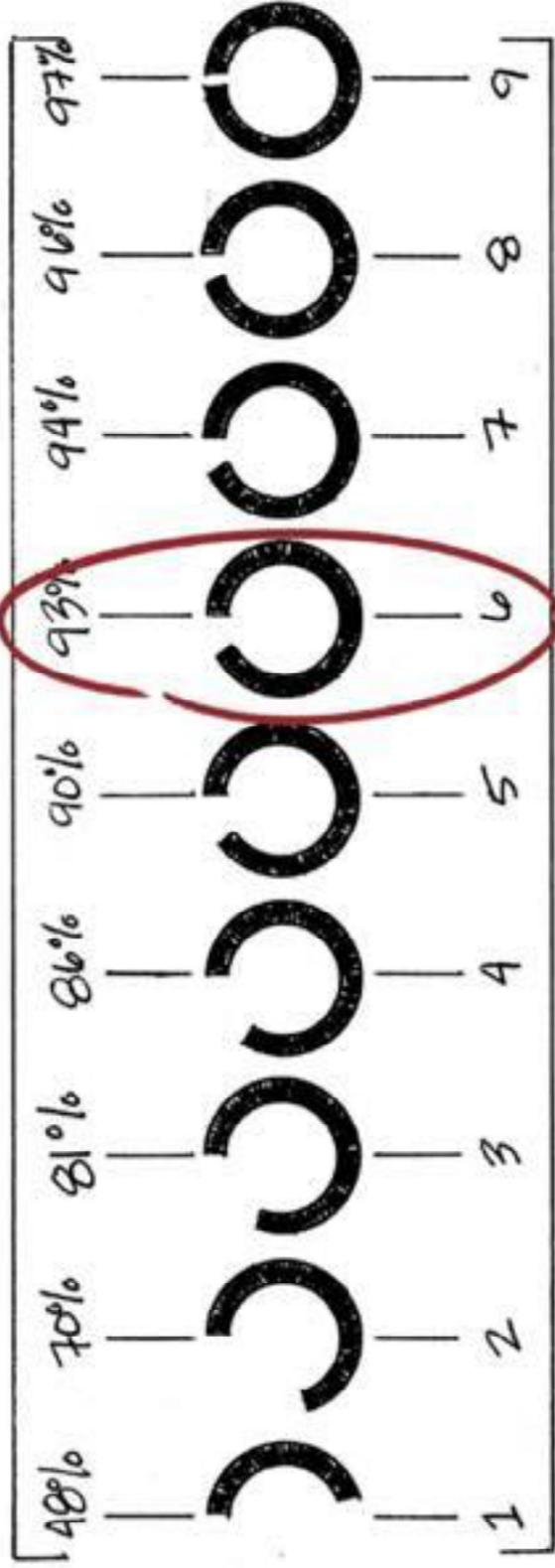


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# THE OPTIMAL # OF CALLS

CUMULATIVE % OF CONTACTED LEADS



# OF CALL ATTEMPTS TO MAKE INITIAL CONTACT



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# 5 STARS MATTER



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# Bridget Martin

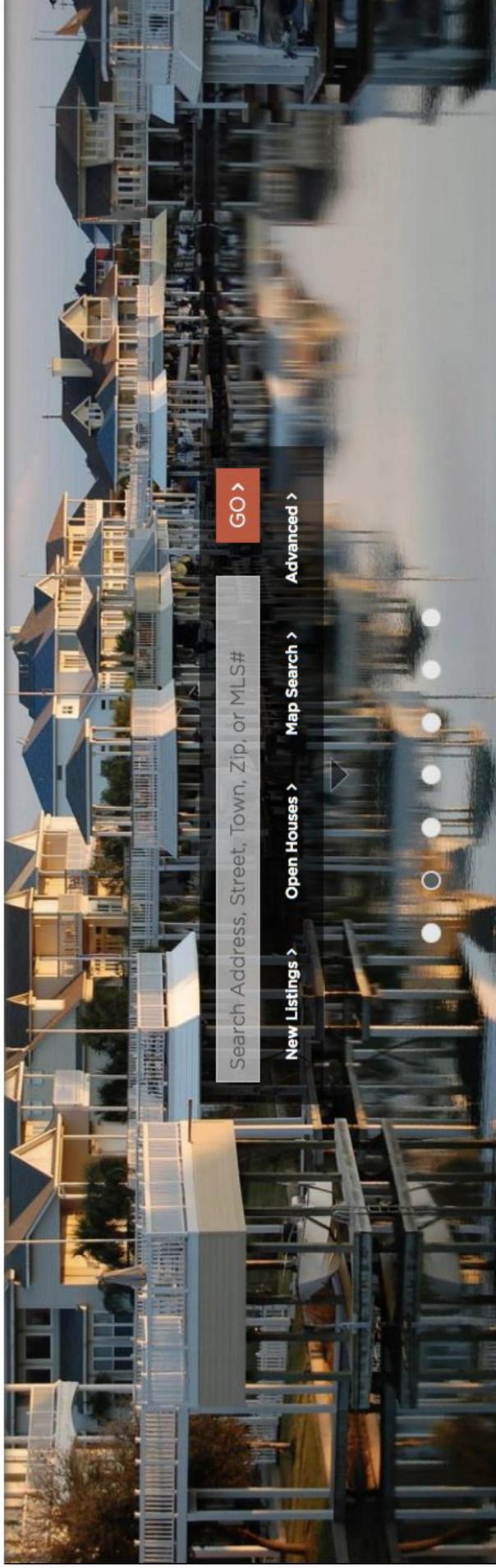


BRIDGET MARTIN  
DIRECT: 832-656-2472  
BROKER ASSOCIATE  
MEMORIAL >

★★★★★ 4.97/5.0 >

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[www.remax.com/realstateagentoffice/livermore-ca-94550-larrysmith-ic25107247.html](http://www.remax.com/realstateagentoffice/livermore-ca-94550-larrysmith-ic25107247.html) ▾

Larry Smith is one of the best agents in Livermore, CA real estate. Study this agent's listings and expert profile here at RE/MAX.

### Larry Smith - Smith Properties - Susanville

[www.smithpropertiesinc.net](http://www.smithpropertiesinc.net) ▾ Agents ▾

Larry Smith. Larry Smith. 530-310-1592 530-257-2441. Email Larry ... sitemap • admin • ©2017 All Rights Reserved • Real Estate Website Design by IDXCentral.

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### [Larry Smith | Real Estate Agent Details - Home Seekers](#)

[www.homesekers.com/AgentSearch/AgentInfo.aspx?PersonID=10731501](#) ▾

[Larry Smith](#). Broker. Mobile : 951-310-9600. Direct Office : 951-310-9600. Main Office : 800-858-0765. Office FAX : 800-858-0765. CalBRE# 01028535.

### [Larry Smith, Real Estate Agent in Enid | Trulia](#)

[https://www.trulia.com/profile/larry-smith-agent-enid-ok-zgbgfcz5/](#) ▾

★★★★★ Rating: 5 - 1 vote

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1

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Find all Huntsville, AL real estate. Search homes for sale in South Huntsville, along with sale short homes. Contact Amanda Howard Real Estate.

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### About Amanda Howard Real Estate

[www.amandahowardrealestate.com/about-amanda-howard-real-estate/](http://www.amandahowardrealestate.com/about-amanda-howard-real-estate/)

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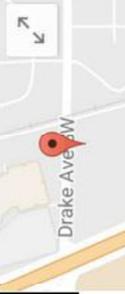
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Rating: 4.9 - 213 reviews

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**See photos**



**See outside**

## Amanda Howard Real Estate | Huntsville ★

4.8 ★★★★★ 68 Google reviews  
 Real estate agency in Huntsville, Alabama

Website

Directions

**Address:** 3005 L and N Dr SW #1, Huntsville, AL 35801  
**Phone:** (256) 799-9000  
**Hours:** Closed now



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<https://www.facebook.com/Places/Huntsville,Alabama/RealEstate> ▾

★★★★ Rating: 4.9 - 121 votes

**Amanda Howard Real Estate** | Huntsville, Alabama. 3878 likes · 108 talking about this · 2898 were here. **Amanda Howard Real Estate** is a Team...

## Amanda Howard Real Estate Real Estate Listings in Alabama: Search ...

[realestate.al.com/?classification=directory&temp\\_type=browse&ip...](http://realestate.al.com/?classification=directory&temp_type=browse&ip...) ▾

Listings 1 - 10 of 162 - Listing Search Results. Home | New Search. THESE PROPERTIES OFFERED BY. Broker: **Amanda Howard Real Estate** ...

## 'Shark Tank' investor, NYC real estate mogul endorses Amanda ...

[www.al.com/business/index.ssf/2015/05/shark\\_tank\\_investor\\_nyc\\_real\\_e.html](http://www.al.com/business/index.ssf/2015/05/shark_tank_investor_nyc_real_e.html) ▾

May 19, 2015 - Howard, founder of **Amanda Howard Real Estate** in Huntsville, said Barbara Corcoran, the self-made multi-millionaire who sold The Corcoran ...

## Amanda Howard Real Estate - Real Estate Agents - 3005 L N Dr ...

<https://www.yelp.com/HomeServices/RealEstate/RealEstateAgents> ▾

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## Amanda Howard Real Estate - Huntsville, AL - Inc.com

[www.inc.com/profile/amanda-howard-real-estate](http://www.inc.com/profile/amanda-howard-real-estate)

Real estate agency in Huntsville, Alabama

**Address:** 3005 L and N Dr SW #1, Huntsville, AL 35801

**Phone:** (256) 799-9000

**Hours:** **Closed now** ▾

Suggest an edit

## Reviews from the web

Zillow

4.9/5

213 reviews

Facebook

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121 votes

## Reviews

Write a review

Add a photo



"I would highly recommend their **services** to friends and **family!**"



"This team offers innovative guarantees and world **class service.**"



"Amanda Howard Real Estate is an amazing **place to work!**"

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## Profiles



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“Thank You”



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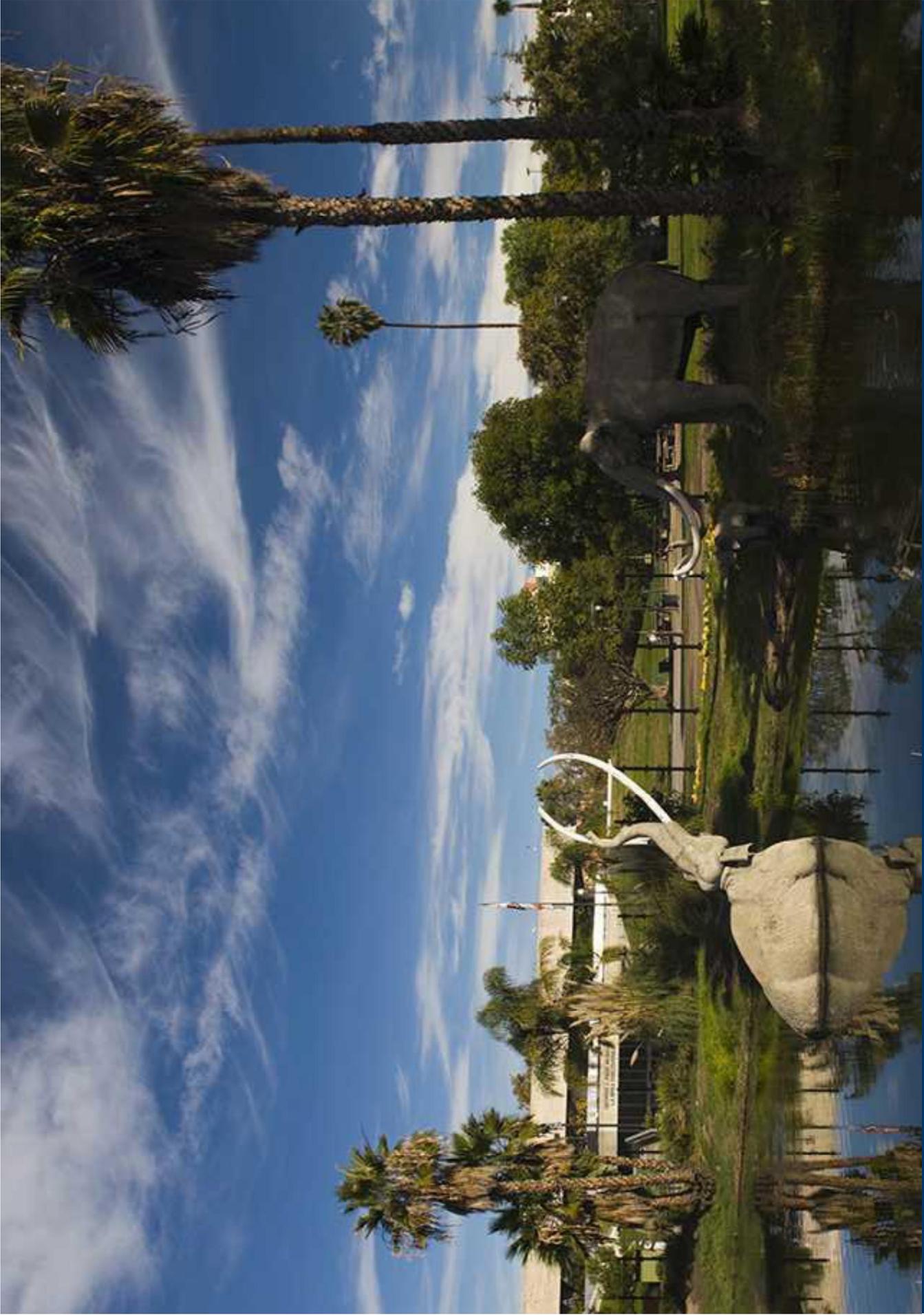
Script it. Nail it.

*“You are so welcome. Here’s the thing, two sentences from you on (enter site) would be HUGELY appreciated... and by the way, (laughing), 5 stars matter!”*



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# A

## Crave Efficiencies



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# Crave Efficiencies

- Listing Systems
- Buyer Systems
- Referral Systems
- Annual Buyer Reviews
- Client Appreciation Events
- Video; pre-listing and personalized offers to seller
- Set expectations/scripting (vacations & time off)
- H/W notes and phone calls
- Lead Generation
- Property photography
- Industry conferences
- Open Houses



# Build a Brand



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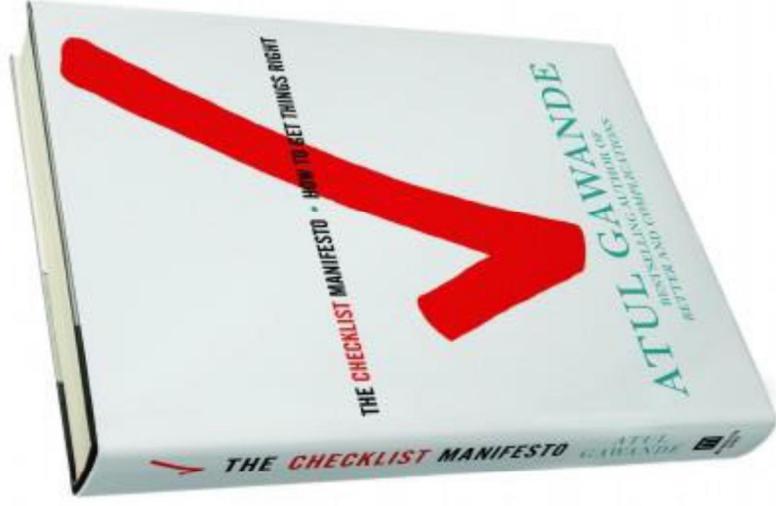
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# The Checklist Manifesto by Atul Gawande



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# The Checklist Manifesto by Atul Gawande

*“the volume and complexity of what we know has exceeded our individual ability to deliver its benefits correctly, safely, or reliably.”*

- Atul Gawande,  
“The Checklist Manifesto”



# Social Media. Engage with Your Tribe

1. IF ALL YOU DO IS RESPOND TO COMPLAINTS, THAT'S ALL PEOPLE WILL SEND YOU.

2. **STOP & ASK**  
Would an ACTUAL person talk that way?

3. EVERYONE SAYS THEY DON'T WANT TO BE MARKETED TO. REALLY, THEY JUST DON'T WANT TO BE TALKED DOWN TO.

4. THE CONSUMER IS OUT FOR HIMSELF. NOT FOR YOU.

5. AS MONETIZATION ATTEMPTS GO UP, CONSUMER EXPERIENCE GOES DOWN.

6. DON'T TRY TO BE CLEVER. **BE CLEVER.**

7. SOCIAL IS 24/7. NOT A ONE-TIME STUNT.

8. *Always* WRITE BACK. HAVE AN ROI. HAVE AN ROI.

9. *Always* WRITE BACK. HAVE AN ROI. HAVE AN ROI.

10. PEOPLE WOULD RATHER TALK TO *Comcast, Melissa* THAN *Facebook*.

11. SOLVE PROBLEMS FOR PEOPLE WHO TALK ABOUT YOU, EVEN IF THEY DON'T ADDRESS YOU.

12. *Not everything will work, and THAT'S FINE.*

13. EMBRACE NEGATIVE CONTENT ABOUT YOUR BRAND.

14. EVERYONE'S AN INFLUENCER. 15. If fans distribute your content without your permission. **OFFER TO HELP.**

16. IT'S GREAT TO DRIVE PEOPLE TO YOUR **YOUR SITE** (METHOD OF FACEBOOK'S).

17. UPDATE YOUR PAGE OR DELETE IT.

18. Don't make people do X, Y, then Z. **STICK WITH X.**

19. *LAST REPS: Pump out content. THIS REPS: Optimize content.*

20. BECOME **BFFS** with your FACEBOOK REPS.

21. SOCIAL MEDIA DOESN'T EXIST IN A VACUUM. MAKE TRADITIONAL MEDIA AND SOCIAL WORK TOGETHER.

22. Desktop is conquered territory. **MOBILE IS THE BATTLEFIELD.**

23. IF YOU DON'T SEE FINANCIAL RESULTS, YOU WASTED YOUR MONEY.

24. PEOPLE FIGHT FOR THEIR PRIVACY.

25. THE ONLY WAY TO SCALE WORD OF MOUTH: **PAID ADVERTISING.**

26. **HAVE A CRISIS PLAN.**

27. DON'T USE ADS TO PROP UP BORING CONTENT. **USE ADS TO ACCELERATE SUCCESSFUL CONTENT.**

28. FORGET INDIVIDUALS. YOU'RE CREATING CONTENT THAT ENCOURAGES **GROUPS** TO FORM.

29. *People don't want to shop where they socialize.*

30. CONTESTS AND SWEEPSTAKES ARE FINE. IF YOU WANT TO ENCOURAGE SHORT RELATIONSHIPS.

31. People care what you had for breakfast— if you're a food brand.

32. **INTEREST WORKS.**

33. **YOUR FANS OWN YOUR BRAND.**

34. IF YOU'RE BORED BY SOCIAL MEDIA, IT'S BECAUSE YOU'RE TRYING TO GET MORE VALUE THAN YOU CREATE.

35. Think post vanity metrics like **FOLLOWERS.**

36. IT'S AN **ORGANISM,** NOT A **PROCESS.**



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# Video



# BombBomb

Video Email *versus* Traditional Email



\*Survey of 576 BombBomb customers who've sent at least 10 videos | Conducted July-August 2015 | Results projected to all video email senders with 95% confidence and 4% margin of error.



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Video Email from Coach Bill Hart — Inbox



**Coach Bill Hart**

Video Email from Coach Bill Hart

To: Bill Hart

Reply-To: Coach Bill Hart

Inbox - MobileMe 6:08 PM



**1**

Press to stop recording

Audio: On  
Source: Built-in Microphone

Play 32 second video

Click to play this video.

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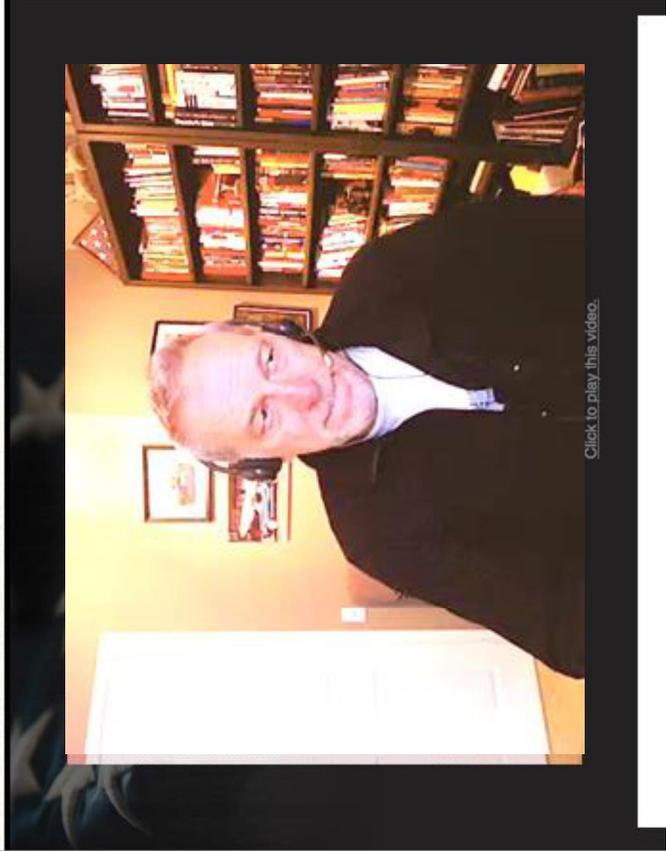
Inbox - MobileMe 1:23 PM

**Coach Bill Hart**  
Video Email from Building Champions  
To: Bill Hart  
Reply-To: Coach Bill Hart

**COACH BILL HART**



**BUILDING CHAMPIONS**  
COACHING BUSINESS AND LIFE - ON PURPOSE

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# Video

*“I feel like I know you.”*



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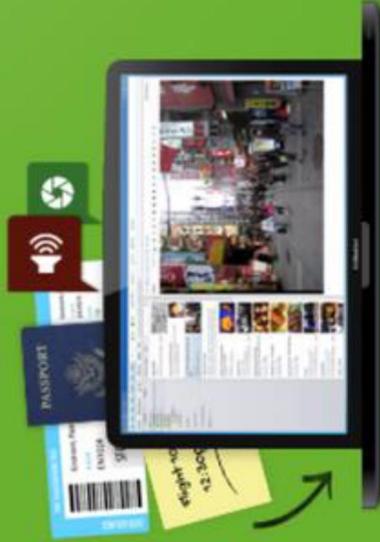
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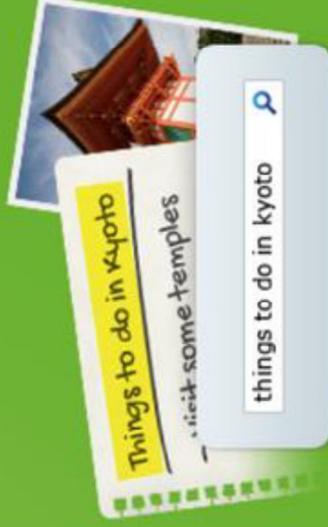
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# 5

# Radiate Confidence



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Be the Authority



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# Templeton Walker



templeton walker

September 16 · 🌐  
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When your hard work continues to pay off. Thankful for the people I'm surrounded by. #templetongroup #dothings #realestate #realtor #YOURrealtor #whocanwehelp #30under30 #gottahavefunwhilewedoit

👍 Like   💬 Comment   ➦ Share

👤 You, Suzy Lilly-Levenda, Greg Gale and 87 others

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 **LeRoy Romero** nice!

Like · Reply · September 16 at 10:39pm

 **John Hender** Templeton Walker, I'm not sure how a partnership would work for two out of state agencies, but give me a call. Snow birds fly south and North

Like · Reply · 1 · September 16 at 10:46pm

➔  John Hender replied · 4 Replies

 **Jonnafay Kennedy** Is that who I think it is?

Like · Reply · 1 · September 17 at 1:07am

 **Lindsay Gille** #jack

Write a comment...



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## Key to Millennial homeownership: Education

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March 17, 2017 *Kelsey Ramirez* 3 Comments

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# Keeping Current Matters



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# Keeping Current Matters

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## 5 Stats That Prove the Real Estate Market Is Getting Stronger

📅 Thursday September 22nd, 2016 📍 First Time Home Buyers, For Buyers, For Sellers, Housing Market Updates, Move-Up Buyers, New Construction



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Executive Coach

Building Champions

Moorpark CA

805-517-1868



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Monitor the web for interesting new content

🔍 dallas real estate market



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Show options ▾

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D Magazine

Mike Hoque, the restaurateur-turned-real estate developer who transformed Main Street with joints like **Dallas Chop House** and **Dallas Fish Market**, ...

**Amazon's second headquarters could be curative or curse for winning city's real-estate market**  
MarketWatch

The **housing market** must be a major consideration as metro areas march .... Chicago, additionally, prevailed over **Dallas**, Denver and others in the ...

**Amazon HQ2 will have big effects on residential housing** - Albuquerque Business First  
Full Coverage



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# Know Your Numbers

## Market Snapshot

	Today	1 Month Ago	1 Year Ago
Active Inventory	3,001	3,038 <b>-1%</b>	2,662 <b>+12%</b>
Median List Price	\$495,000	\$497,705	\$499,000
% Distressed 	0%	0%	0%
Median Days on Movoto	55	52 <b>+5%</b>	51 <b>+7%</b>
Median House Size	2,298	2,283	2,385 <b>-3%</b>
Median \$/Sqft	230	229	222 <b>+3%</b>



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# Partner Cross Sell Script

“I appreciate the fact that you’re already pre approved. Most of my clients are. I have a financial professional that I work with; Bill Hart with Fairway Independent Mortgage. He’s one of the best in the business. I have all my clients speak w/ Bill before we look at Real Estate.

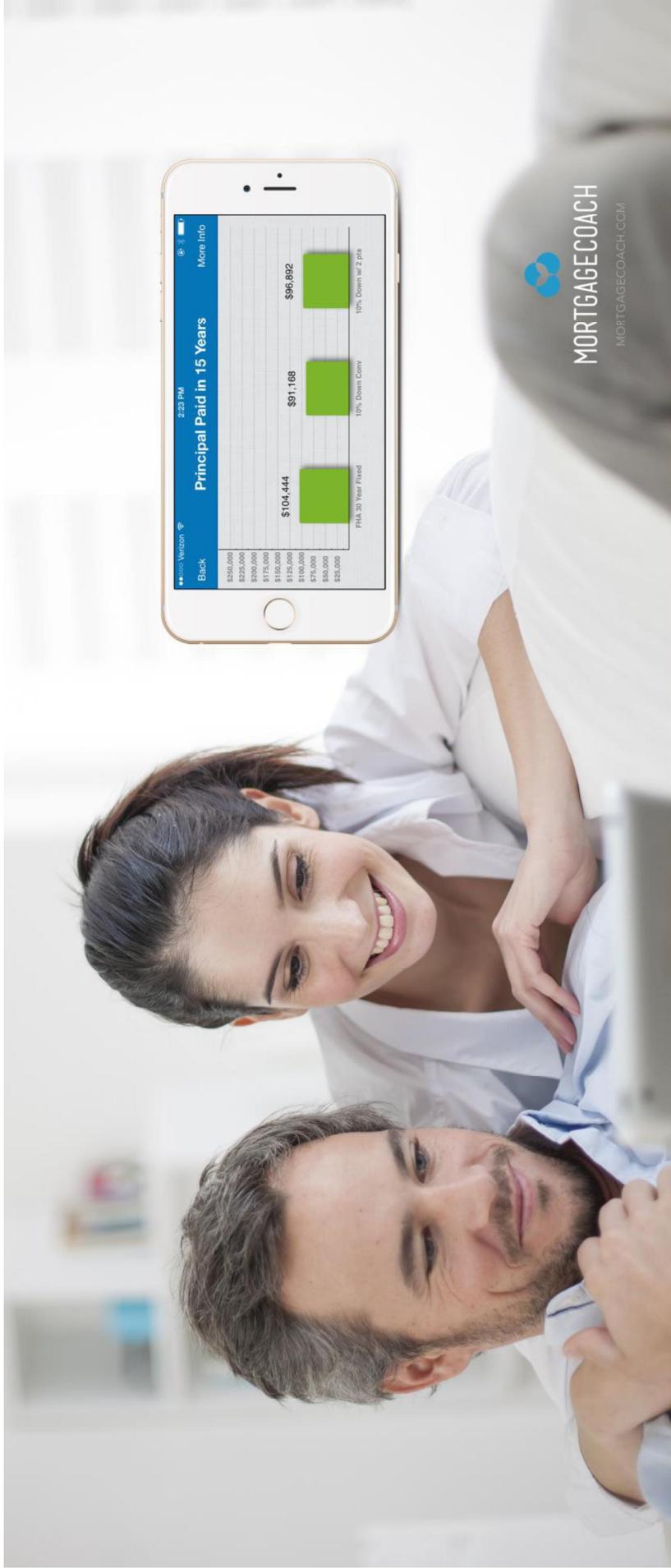
Whether or not you decide to work with Bill, a 20-30 minute conversation with him will help me to help you buy the home of your dreams.

What is the best number where Bill can reach you?”



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# HELPING FAMILIES MAKE CONFIDENT MORTGAGE DECISIONS



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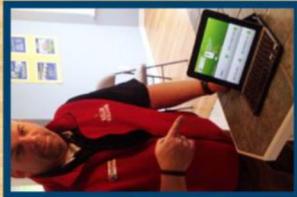
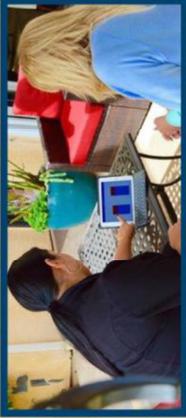
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# 6

# Track



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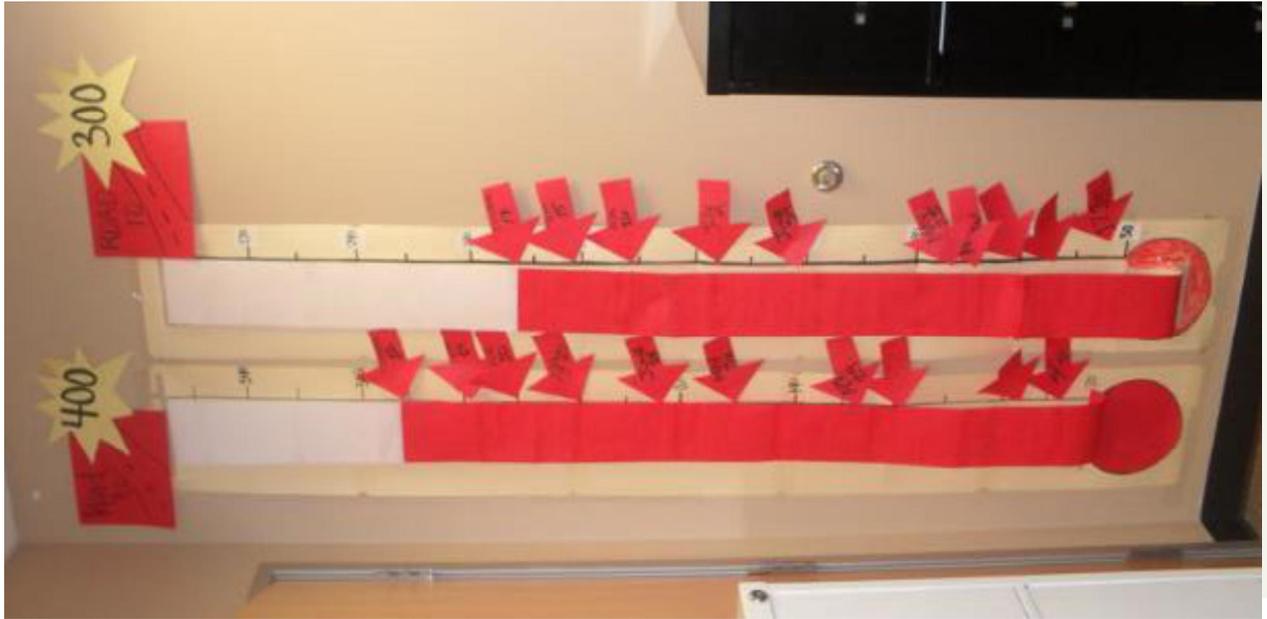
Lead Source	Actual											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Past Client	0	0	0	0	0	0	0	0	0	0	0	0
Sphere/Other	0	0	0	0	0	0	0	0	0	0	0	0
Internet	0	0	0	0	0	0	0	0	0	0	0	0
Sign Calls	0	0	0	0	0	0	0	0	0	0	0	0
FSBO/Expired	0	0	0	0	0	0	0	0	0	0	0	0
Floor Time	0	0	0	0	0	0	0	0	0	0	0	0
Open Houses	0	0	0	0	0	0	0	0	0	0	0	0
General Marketing	0	0	0	0	0	0	0	0	0	0	0	0
<b>TOTAL</b>	0	0	0	0	0	0	0	0	0	0	0	0
Goal	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
YTD	0	0	0	0	0	0	0	0	0	0	0	0
GOAL YTD	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
% of Goal	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Target Monthly %	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

LEAD TRACKING



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# Old School Rocks!



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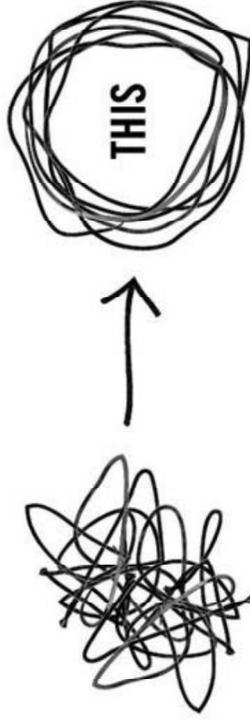
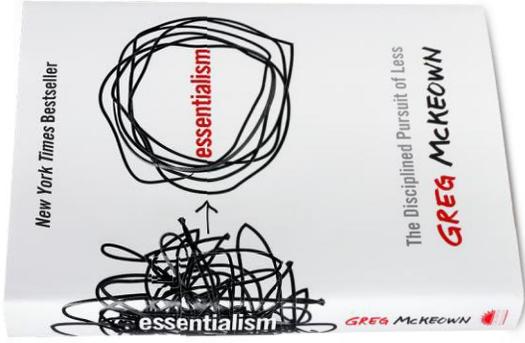
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**LESS,  
BUT  
BETTER.**



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**Nonessentialist**

**ALL THINGS TO ALL PEOPLE**

- "I have to."
- "It's all important."
- "How can I fit it all in?"

**Essentialist**

**LESS BUT BETTER**

- "I choose to."
- "Only a few things really matter."
- "What are the trade-offs?"

**Thinks**

**Does**

**THE UNDISCIPLINED PURSUIT OF MORE**

- Reacts to what's most pressing
- Says "yes" to people without really thinking
- Tries to force execution at the last moment

**THE DISCIPLINED PURSUIT OF LESS**

- Pauses to discern what really matters
- Says "no" to everything except the essential
- Removes obstacles to make execution easy

**Gets**

**LIVES A LIFE THAT DOES**

- NOT SATISFY**
- Takes on too much, and work suffers
- Feels out of control
- Is unsure of whether the right things got done
- Feels overwhelmed and exhausted

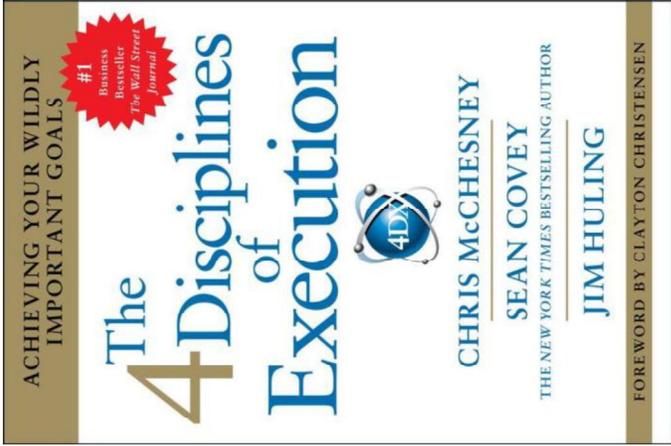
**LIVES A LIFE THAT REALLY MATTERS**

- Chooses carefully in order to do great work
- Feels in control
- Gets the right things done
- Experiences joy in the journey

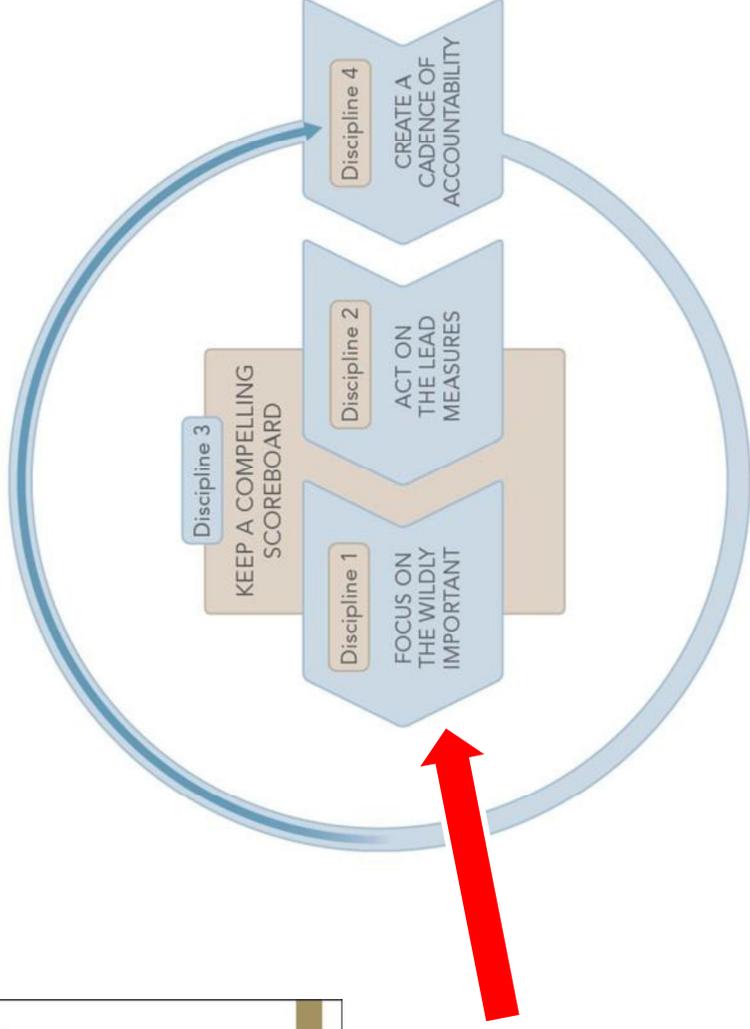


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## THE 4 DISCIPLINES OF EXECUTION



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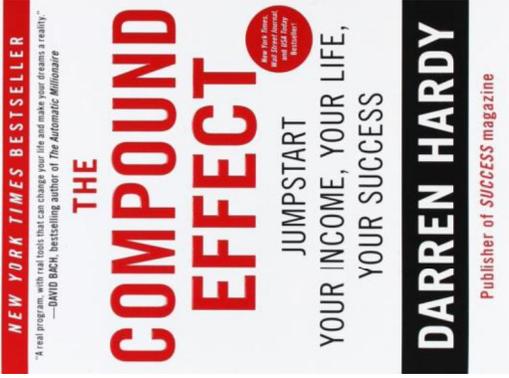


GO SMALL.

Don't focus  
on being  
busy;

focus on  
being  
productive.



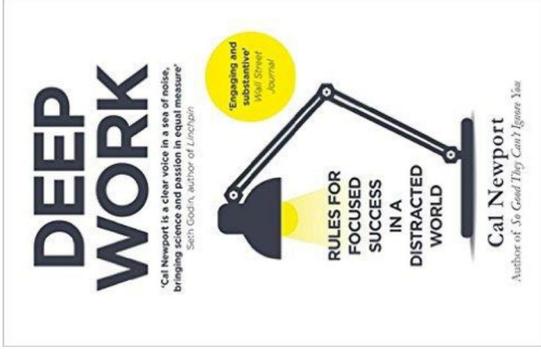


“The accomplishment of  
any goal is the  
progressive  
accumulation, or  
compound effect, of  
↑ small steps taken  
consistently over time.”



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“Clarity about  
what matters provides  
clarity about what does  
not.”



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Success is nothing more  
than a few simple disciplines,  
practiced every day.

Jim Rohn

quotefancy



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**LESS,  
BUT  
BETTER.**



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# 6 Steps to Steady Growth

- 1. Get Clear**
- 2. Time Block**
- 3. Generate Leads (“At Bats”)**
- 4. Crave Efficiencies**
- 5. Radiate Confidence**
- 6. Track**



# REALTOR Simple Business Plan

 **BUILDING CHAMPIONS™**  
COURTNEY BISHOP AND LEE | OF PURPOSE

## REALTOR BUSINESS PLANNING TOOL

**Step 1: KNOW YOUR NUMBERS**

Daily Client Contacts \_\_\_\_\_ Pending Weekly Sales \_\_\_\_\_ Monthly Unit Closings \_\_\_\_\_

**Step 2: MASTER THE DISCIPLINES**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Step 3: IDENTIFY THE IMPROVEMENTS**

Project List

	Target Date
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____

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# REALTOR Business Plan Worksheet



**BUILDING CHAMPIONS**  
CONQUERING BUSINESS AND LIFE... ON PURPOSE

## REALTOR BUSINESS PLAN WORKSHEET

### Step 1. KNOW YOUR NUMBERS

During this exercise we will walk you through the process of quantifying your plan, all the way from the number of leads you will need to the number of closings you will need in order to reach your annual income goal.

	Year	Month	Week	Day
1. What is my desired income level?	\$ _____	\$ _____	\$ _____	\$ _____
2. Average commission per unit for the last 12 months	\$ _____	\$ _____	\$ _____	\$ _____
3. Number of closed units required (#1 divided by #2)	_____	_____	_____	_____
4. Average sale price for past 12 months per unit	\$ _____	\$ _____	\$ _____	\$ _____
5. What is my total closed volume goal? (#3 x #4)	\$ _____	\$ _____	\$ _____	\$ _____
6. Contract to closing % (this should be a minimum of 80% - target of 95%)	_____ %	_____ %	_____ %	_____ %
7. Calculate the number of pending sales I'll need to meet my unit closing goal (#3 divided by #6)	_____	_____	_____	_____
8. Lead to contracts conversion rate (this should be a minimum of 25% working toward 75% with DISC training)	_____ %	_____ %	_____ %	_____ %
9. Number of leads required (#7 divided by #8)	_____	_____	_____	_____
10. Total number of contacts required to generate necessary leads (#9 x contacts per lead - could range from 80 to 200 contacts depending on experience)	_____	_____	_____	_____
12. Hourly wage (#1 divided by 2,080)	_____	_____	_____	_____

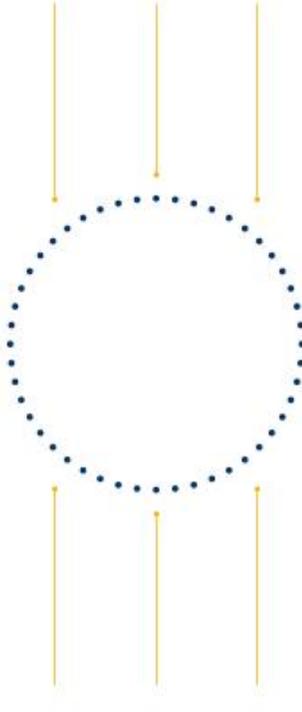
Record the numbers in the boxes from #3, #7 and #9 on the top of your One-Page Simple Business Plan.

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CONQUERING BUSINESS AND LIFE... ON PURPOSE

### Step 2. MASTER THE DISCIPLINES



What are the mandatory disciplines that will cause you to succeed regardless of market conditions or other factors affecting your performance? Record your disciplines on the above diagram then transfer them to your One-Page Simple Business Plan.

Examples:

- Minimum of 1 listing prospect meeting per day
- Partner planning with my Network of Professionals monthly - same day and time
- Four hours of OI time weekly to practice or learn new skill - same day and time
- Five loyal client calls per day set as a recurring activity
- Monthly P&L review tracking ROI - first Fridays
- Schedule recurring weekly team meetings regarding goals - every Monday at 7 a.m.
- Execute intentional FSBO. Expired Listing Lead Marketing Plan from CRM task list - daily

### Step 3. IDENTIFY THE IMPROVEMENTS

What three to five projects will you implement next year that will change and enhance your business? Prioritize them and assign target completion dates. Record your projects below and then transfer them to your One-Page Simple Business Plan.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

Examples:

- Hire and train a Buyer's Agent/Client Transaction Coordinator
- Learn to effectively use my database as a CRM system
- Script myself and my team for excellence and create training plan to implement
- Launch intentional after close client marketing program
- Create a written system to measure performance of roles and achievement of goals for the team

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**LESS,  
BUT  
BETTER.**



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What will you do?



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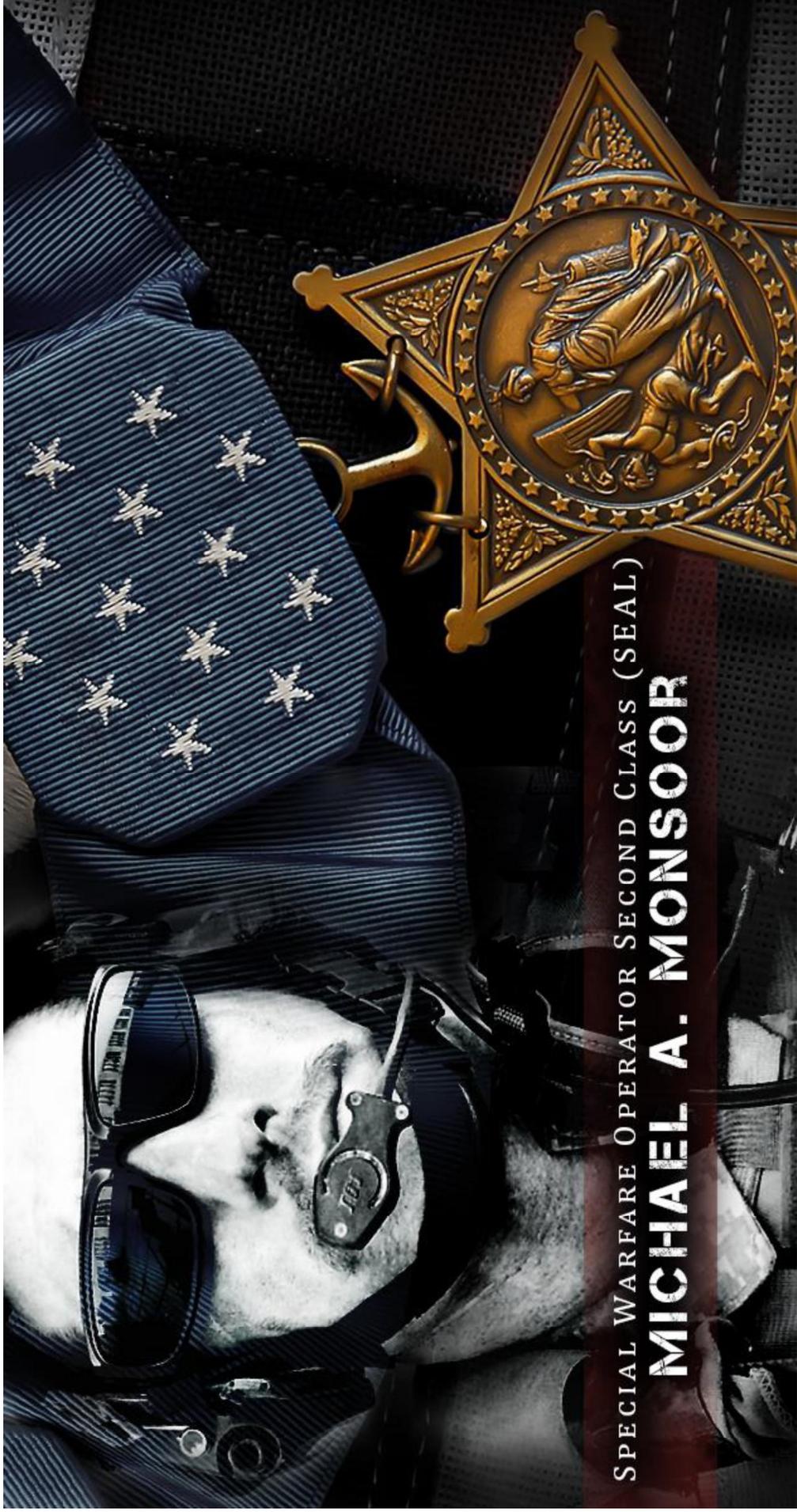
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# Mike Monsoor



SPECIAL WARFARE OPERATOR SECOND CLASS (SEAL)

**MICHAEL A. MONSOOR**



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