

Real Estate Missing Links Inc.



5 Secrets

They don't want you to know!

The Real Estate Business

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Be **YOU**
who **are in Business...**™
Movement
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Real Estate Missing Links Inc.

Introduction

Welcome to Real Estate made simple.

Hi, I'm Imma, the founder and creator of Real Estate Missing Links Inc., the coaching and professional development company that developed the "Be WHO YOU are in Business Movement."™

Throughout my entire life I have always been a problem-solver. I easily identify the gaps and quickly come up with solutions. All I want to do is share these solutions with those around me, whether it be companies or individuals who are experiencing similar challenges, or people who are just not sure where or how to start.

The Real Estate industry is full of secrets that very few people are willing to share. Most people don't want to give away what they had to struggle to learn. I am the exact opposite. I am wired to share; sharing is what motivates me, fuels my passion, and gives me the energy I need to keep on pushing forward.

Real Estate can be a cut-throat business, but I'm ready to change that, and I'm here to share my secrets with YOU.

I've sat in your seat; I walked the path ahead of you. I experienced what you are about to experience first-hand.

I know the challenges that lie ahead, the twists and turns.

That is why I created the "Be Who YOU Are in Business Movement"™

I also created a blog, ASKIMMA.com, to help people navigate the very bumpy roads in Real Estate. My goal is to help people to transition

into the Real Estate business: help the general public clear the smokey mirrors that do exist in Real Estate. I also love to simplify how to create passive income, upgrade your home, and make wise investments in Real Property.

Now, YOU can unlock the mystery, find the missing links, and discover the secrets of the trade. Sharing my journey with you brings me great joy, knowing that this program can save you agony, stress, and money. Moreover, this program helps people fight the urge to quit, way before they even get started. In fact, that is exactly what I am here to do.

Time is the most precious commodity we have.

STOP WASTING IT

70% of licensed agents drop out in their first year. THIS IS ALARMING! Throughout the past 17 years, I have met too many agents who were lost, confused, overwhelmed, stuck, and feeling defeated.

A small shift in perception can change that.

I am so excited to share this journey with you.

A little about me. I have been licensed since 2002. I have worked under the umbrella of many well-known brands, including Corcoran, Douglas Elliman, and Fillmore. All parts of my journey, everything in my programs, have been tried and documented. I have taken tons and tons of classes, training programs, and coaching programs.

However, I always felt that something was missing. ALL this data and still there was a key component missing.

I didn't give up because I'm naturally coded to find a solution, and I did. That is when I had that "ah-ha" moment and realized that I had discovered the missing links.

Today, I am a completely independent broker. As a HIGHLY Sensitive Entrepreneur, I understand the meaning of feeling overwhelmed: the fear and the limiting beliefs that our ego minds will not turn off. I know how REAL that is for US.

I have created a simple format for creating a sustainable business in Real Estate. My step-by-step guide will show you what to do, how to do it, and how to start establishing a strong foundation. I have taken everything I have learned, acquired, and experienced, and I combined it all into my super-awesome programs, if I may say so myself!

The real question is, Are YOU ready to begin?

These 5 simple steps will get the wheels in motion.

Buckle up, and enjoy the ride!

Step 1: A Shift in Perception

Isn't it amazing that everything in this world is created by a simple question?

So, you want to transition into Real Estate. Some of you are in class and confused, and others just feel as though there is something you can't quite see or feel that is holding you back. Well, my friends, this is where we begin.

A simple thought can hold you back from learning and developing a successful career in Real Estate, so let's address that. HOW CAN I? What appears to be such a simple question is rarely met head on.

I have discovered that the lack of guidance, proper responses, and sheer uncertainty to this question is exactly what keeps people from moving forward.

So, YES, you can. We are here today to show you HOW to shift from any JOB to a BUSINESS in Real Estate. The first step is a shift in perception.

First, we have to ask ourselves some important questions: WHAT is Real Estate? WHY do I want to transition into it? What is driving this thought?

Let me start out by telling you that Real Estate is a business and not just a job. It is beyond the scope of an average career. In Real Estate your clients are your business, and YOU are in control of EVERYTHING.

YOU are your own CEO of your company/brand.

Many people choose to make the shift for the “Flexible schedule” and the “Money”. Although both are possible, they require focus, dedication, and some tenacity.

Just remember that in Real Estate we do not get paid to show up, but when you do show up, the return is endless.

So, I beg you, PLEASE stop watching the TV shows that make it all seem so easy. A very wise person once shared with me this quote. She said, “Imma, Real Estate is simple, but it is far from easy.” Those words have certainly rung true throughout my experience.

Everything in life requires work, and Real Estate is no different.

Step 1 also requires YOU to ask a lot of questions. No question is a stupid question, and that premise has been proven time and time again. When you do not know something, you must ASK.

Some of your first questions might sound like:

How do I get my first sale? How long does that take? Which Brokerage should I associate with? How do I make this decision? When can I expect to see money coming in? Can I earn while I learn? How do I learn the market? What is “the market”?

Ask as many questions as you can, make informed decisions, and most importantly,

STICK WITH IT!

You already made the decision to journey into The Real Estate Business. It’s time to take the next steps.

**Create your sustainable, lucrative, and continuous income stream,
the way you want it.**

“The canvas is blank. Only you hold the brush.”—Imma Giocoli

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Step 2: Money!

\$\$\$\$\$ Do I need Money? \$\$\$\$\$

How much do I need?

Many of you might be in class, day-dreaming and wondering, “Will I need money to kick to off?” By now you are hearing from so many Brokerages blowing whistles and ringing bells to try to recruit you. Do you want to know why? MONEY—that is why. They will play the numbers game and bet on the odds.

To simplify this, the answer is YES, you need money. Is there any business on this planet that does not require money?

If you answered YES, then I need you to call me ASAP.

A shift in perception can also be helpful when it comes to money. Remember your life will continue while you are shifting from your job to your BUSINESS. Having no money coming in can be overwhelming and that feeling is exactly what I want you to avoid.

As I mentioned earlier, Real Estate is not an industry where you simply get paid to show up as you do in many other careers. It is important that you have the means to sustain your life for at least six months.

This very reason is reason enough to make sure you show up and sign up for these programs BEFORE you jump in.

The 21 Day Discovery Series and the 12 Foundational Principles to a sustainable Real Estate Business will allow you to transition and transform your life seamlessly.

You will be confident and ready for anything that comes your way.

It is also important that you understand how much money will be involved in starting your business.

First, you must be prepared to cover your association fee. You are also required to join any and all Boards that the Broker is associated with.

These fees can range anywhere from \$425-\$800+ and must be paid as soon as you associate. After that, there are other fees, such as Errors and Omissions Insurance!

Luckily, this will generally be deducted from your first sale; however, you will be required to cover this fee whether you produce income or not.

Beginner Business fees can run as little as \$120 a month and can go as high as \$500+ per month. All firms are different.

Any monthly expenses higher than that would require a great evaluation, and as a newbie, you would most likely not need to make such a large investment.

Despite these nominal fees this is/can be THE BEST business to be in. The return outweighs the loss, and it is practically recession-proof. Everyone needs a roof over their head, so guess what: So long as people roam the earth, they will be seeking a habitat!

Yes, you are investing your own money, but you are investing in YOU. Your money “in” can be multiplied, AND the fees are a tax-deduction in most states (Please verify with a CPA in your state to see what is eligible).

This BUSINESS is a win-win.

Think of it this way: If you wanted to open a cafe, wouldn't you need equipment? A storefront? A lease? Inventory, staff, and marketing costs? Not to mention tons of capital to carry you!

Why would Real Estate be different?

Plan ahead. If you need income immediately, I highly recommend keeping your paying job, structuring your entry to Real Estate, based on your immediate financial needs, and taking it from there.

Planning is everything.

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Step 3: Sphere of Influence

GENERATING LEADS is an absolute MUST! So many people get a license and think that the company is going to give them leads. That is almost always not the case. So many people jump off the deep end, head first, only to realize they hit shallow waters! Eeagads! Not good.

Many people jump into a course because of a “friend”. Then, that “friend” lures them in to work on their team. Guess what: Your “friend” is not such a good “friend”, especially if they did not explain to you the difference in being on a “team” vs. creating your own brand. The MONEY is KEY HERE.

Have you ever heard of the “Sphere of Influence”? Well, if not, it’s time you get familiar with it!

A Sphere of Influence is everyone you know, from your hairdresser, to your child’s school teacher, your pet groomer, to your dry cleaner. Your Sphere of Influence is YOUR community.

Why is this so important?

Well, because just like you, many other people utilize their business, and just like you, they have their own circle of friends and family. For the highly sensitive person this is exactly where you need to begin.

The Sphere is not as small as it appears and is a critical step in Real Estate. So many people get their license, take the class associations, take the corporate “training”, and then get STUCK in no man’s land, especially those who have no family in Real Estate, never had a corporate job, career in finance, or their own business before.

Contacts are critical. You need to start creating this list ASAP. The perception around contacts needs to be equivalent to the critical need for oxygen!

You wouldn’t open your cafe without a coffee supply, right?

Break out your phonebook, your iPhone, Android, and that old party list you had when you invited all of those friends and family to a Wedding, Birthday, Graduation, Sweet 16, or Bar/Bat Mitzvah!

This is the beginning of your referrals! All these people love you so much that they will be delighted to hear all about your new and exciting shift into Real Estate. They will be thrilled to support you and send you as much business as possible!

Don't wait. This can be done right now. Even if you are not in a class, you can do this to get a glimpse of how much work and energy you will need or not.

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Step 4: Networking

Yikes! Do I really need to meet people?

I know this is not an easy step for most of us to take, especially those of you who are highly sensitive, just like me.

For those of you who struggle with this, don't worry. I have some tools and strategies that I can share with you so that YOU master networking. After all, "Your network is your net worth," so for those of you who don't struggle with this, consider yourselves very lucky.

Selling Real Estate requires us to be visible at all times. Circling back to the Sphere we talked about in Step 3, your Sphere starts with Family and Friends. From there, it gets expanded by the contacts you collect through networking. Networking can take on many different personas.

You can join a networking group. Many meet monthly, and they refer out their services and customers. You can network at your broker's parties with other agents. You can throw some "Happy Hour" meet-and-greets in your community.

And, of course, you can use your Sphere of Influence to network for you.

Whichever you choose, Networking is a must to grow your business and keep expanding your Sphere.

These are the secrets to a sustainable base and business. Monthly Networking will keep you on point and keep your communication skills sharp.

These foundational principles are keys to a strong and steady flow of clients and sustainability.

I have met so many people who say, "I don't like to network" or "Do I have to be social?" The short answer is YES, but there are ways to be social and network in environments where you will thrive and not get lost or overwhelmed.

**Networking for the Highly Sensitive person requires extra attention.
(Please contact me for more guidance on this.)**

Abandon fear and be fearless!

This can be started right now! While you are in class, you have the benefits and resources of the class instructor!

While most of the times they have a brokerage of their own, now is a great time to ask those questions, gather resources, and start using them.

The Chamber of Commerce offers meetings; WIB has events; the local senior center does, too, and so do many law firms.

Now is the time to get the list going and start planning your networking.

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Step 5: Get Everything Organized

Did you say ORGANIZED?!

Eagads! For some, the word *organized* is like nails on a chalkboard, but for others, we love it! For highly-sensitive people, organizational skills come easy. We can color-code just about anything because our attention to detail is so high.

This is another very important step in the secrets to a sustainable Real Estate Business.

No one ever talked about this, and it is amazing how simple of a process this can be. No one likes to talk about how important it is to use a CRM. A *whaaaaaaat?* Well, a CRM is a Customer Relationship Manager.

A CRM allows you to keep in contact with your SPHERE OF INFLUENCE in a nice way. It will also manage your deals, keep track

of your commissions, and remind you when you need to call someone for their anniversary!

Once you select a CRM, pop in your Sphere of Influence list and draft a lovely letter letting them know you took the leap and are jumping into Real Estate! This critical tool has been around for decades. YES decades, but only now is it getting its notability!

So, get yourself a CRM from Day 1! I cannot tell you how many agents I meet who have spent years in this business without one. Most companies will have a CRM. I have mixed emotions about using a Company-based CRM. In this business, agents like to bounce around, and if your Data is in their system, moving will be very complicated.

There are many CRMs today, so making a decision can be confusing. Some look great but are not as functional as they should be, and others come and go like a new fashion trend.

Thankfully, some of the older ones have survived the test of time and still produce the best CRMs to date. My personal favorite is Top Producer 8i, and no, I have no ties with them other than being a client myself. Other popular CRMs are Mailchimp, Contractually, and Constant Contact. I suggest you try out as many as possible to see what works best for YOU.

Start tonight!

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I hope you enjoyed these essential simple steps to the Real Estate Business. There is a lot more to do.

One step at a time is the only way to get it all done.

Honestly, your business cannot THRIVE without a CRM.

If you are seriously shifting into Real Estate, then these steps are critical to your sustainability.

“Work smarter, not harder”

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RECAP BEFORE WE WRAP

Step 1: Shift in Perception

YES, a shift in perception is needed here. The license does not produce the income. YOU DO. Understanding what Real Estate is and asking tons of questions.

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Step 2: Money!

YES, you need money to get started. Don't forget about the fees!

YES, you need a minimum of 6 months' worth of living expenses on hand when you begin your journey.

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Step 3: Sphere of Influence

Yes, you need a list. Yes, you must make the list.

Yes, you will be sending them all a nice card letting them know about your exciting decision to sell Real Estate!

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Step 4: Networking

Yes, you must network.

YES, you can do it! All you need is a shift in perception, and we can all be successful networkers! Just remember to start where you feel comfortable.

Visit www.bewhoyouareinbusiness.com for a personality quiz on sensitivity.

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Step 5: Get Everything Organized

This business REQUIRES organizational skills. USE a CRM.

Keep up with everyone in your Sphere!

Through my many Hardships, Mistakes, Trials and Tribulations, I discovered this huge GAP and have made it my mission to change the way we do business.

This “ah-ha” moment is when I knew this is what I was born to do.

The “Be Who YOU Are in Business Movement”™ part of Real Estate Missing Links Inc. is something you can’t afford to miss.

21 Day Discovery Series

&

12 Foundational Principles to real

This amazing transformational program will not only awaken you, give you a deeper understanding of your strengths, and allow you to create magnetic marketing messages, but also pave the way to your success.

After all “Everywhere YOU go, There YOU are”.

Property of Real Estate Missing Links Inc.

“Be WHO YOU are in Business Movement”™

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Master Coach/Mentor