

The Leverage Formula

NOV 2022

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HEIDI HAYES



MEET HEIDI HAYES

If you know me then you know my passion is to be a catalyst to helping others crush their goals. Nothing sets my soul on fire more than bringing education, creative ideas and leveraging tools that make an immediate impact on your business. My desire is to create an out of the box style of learning. I truly believe that out of the box thinking, breaking down limiting beliefs and leveraging oneself is the secret sauce to success. This is where the magic happens. The Leverage Formula monthly is one tool I am going to be using to take you from Ha-Ha to Ah-Ha one tip at a time. My true desire is that you find at least one thing valuable you did not know or a reminder of what you had forgotten. Learning is leverage ready to be put into action. So what are we waiting on. Let's get our learn on!



LEVERAGE

REAL ESTATE GROUP

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TIME MANAGEMENT TIPS

TIME MANAGEMENT APPS

SOCIAL MEDIA

MUD DISCLOSURE

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WORKSHOP

AIN'T NOBODY GOT TIME FOR THAT

4 SIMPLE PRODUCTIVITY TIPS TO HELP GET THINGS DONE

TIP #1: TURN YOUR TODO LIST INTO A SCHEDULE

There are multiple benefits to writing down individual steps. First, having a specific task makes it easier to take action. Instead of staring at a blank screen, I know exactly what to do next. This approach creates lots more opportunities for the satisfaction of crossing items off your list.

TIP #2: USE THE POMODORO METHOD

When you get to a task you must get done but don't want to you can use this method. The Pomodoro method is simple: It's a time-management approach of alternating focused work sessions with short breaks in order to boost concentration. Each interval of time is called a pomodoro, the Italian word for "tomato," and usually lasts around 25 minutes, followed by a 5-10 minute break

TIP #3: KNOW YOUR SWEET SPOT TIME AND GUARD IT

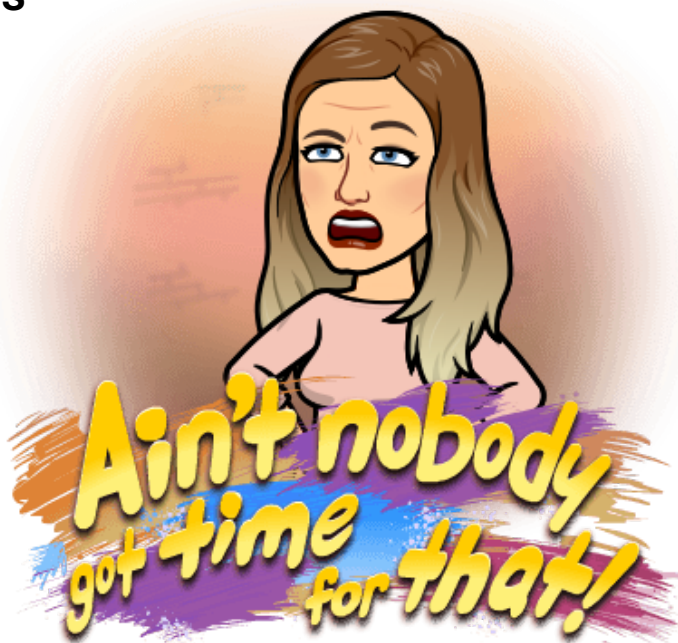
We all have a sweet spot time of the day that we are at our focused best. Studies show that the morning hours, between 8 and 11 am, are when most people are most energized and focused. This is most likely the time you'll get your best work done. Create a boundary around those 3 hours and use them to work on your top priority goals for the day

TIP #4: TIME BLOCKING FOR CONSISTENCY

Create consistency. Designating a certain time or day for specific activities. Same weekly time block schedule creates healthy habits for getting things done. Example: Schedule task for Social Media content creation two days a week, schedule social media posting twice a week, schedule social media interaction daily and set a timer, prospecting task, client calls, notecards, emails, etc. When you have set intervals that you focus on one task we are less distracted by every pesky squirrel that crosses our path.

LIST OF TOP TIME MANAGEMENT APPS

- 1. ClickUp
- 2. Todoist
- 3. RescueTime
- 4. Toggl Plan
- 5. Google Calendar
- 6. Be Focused Timer
- 7. Freedom
- 8. Remember The Milk
- 9. ZenDay
- 10. Habitica
- 11. Focusmate
- 12. Noisili
- 13. Mindful Browsing

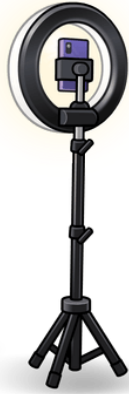




CONTENT WITH A DAB OF YOUR OWN AWESOME SAUCE

SOME CONTENT CREATION IDEAS FOR VIDEOS AND/OR ITEMS OF VALUE POST TO YOUR TARGET AUDIENCE

Stay Positive, Have fun but do not forget to be UNIQUELY you. Do it your way! Provide ideas, education and good advice but in your true personality. Let them feel they know you and trust you before you have even met. Perfection doesn't matter, the message and sincerity behind the message is what matters.



1. Your Expert Advice
2. A Day In the life of a Realtor
3. Top Reasons They Should Buy or Sell now despite the market
4. Tips for Listing your home during the Holidays
5. Video Series for things like, Upgrades that add value
6. Before and After Photos of Staging a Home
7. Buying or Selling Process Series
8. Tips for Curb Appeal, Trending colors for walls, cabinets, etc
9. Spotlight subdivisions, builders. You can video the property or ask sales rep questions
10. New Developments coming in your area- Be the first to talk about it
11. Series or List of Best things about each city. Do one for each area you work. Restaurants, Dr's, Grocery Stores, Schools, etc. All that make the city you are spotlighting a place to live, work and play.

WATER DISTRICT/MUD HAS A

*** GET OUT OF JAIL FREE CARD FOR THE BUYER ***

If a property is in a MUD, the seller is required by law to give the buyer a statutory notice giving the buyer specific information about the MUD. The notice provides information regarding the tax rate, bonded indebtedness, and standby fee, if any, of the MUD.

Should the Seller not provide the Water District Notice then the Buyer has the right to terminate up until the day of closing and receive their earnest money back.

If you are the listing agent be sure and protect your seller and get this form completed and put in attachments in the MLS and ensure it is signed by the buyer with every offer you receive to protect your seller.

If the form was not provided or signed prior to the execution of the contract then please provide to buyer right away. Once Buyer receives and signs then it removes their right to terminate due to non-disclosure.



BUSINESS PLANNING - 4 DAY WORKSHOP

RSVP: FIRST CLASS NOVEMBER 16TH

Launch Your Business Into 2023

Must
Attend
All Days

Big difference between WISHING for your goals and MANIFESTING them. Wishing for something puts you in a state of lacking. Wishing for things only reminds you that you don't have it and puts focus on the lack of those things. Manifesting is declaring what you want, creating a clear picture of it, feeling it, visualizing it, which then empowers you to take the actions to create it. Our brains can't distinguish between real lived experiences and detailed experiences you have visioned and felt through manifestation. These workshops are the process to Manifest and achieve your desires in all areas of your life.

NOV 16th 10 AM-2 PM

BUILDING YOUR BUSINESS PLAN

NOV 30th 10 AM-12 PM

ROADMAP OF S.M.A.R.T PLAN ACTION STEPS

DEC 14th 10AM- 12 PM

TIMELINE/CALENDAR IN MOTION W/ACTION STEPS

DEC 28th 10 AM-12 PM

CREATING THE VISION BOARD

All Workshops are at: Friendswood Chamber of Commerce
1100 S Friendswood Dr. Friendswood, TX 77546

Sponsored by:



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Launch Your Business Into 2023

Four Key Workshops

1. Building & Writing the Big Picture Plan
2. Setting Action Steps to the Plan
3. Time Blocking / Time Line to the Plan
4. Creating the Vision Board of Your Plan

**10 HRS ELECTIVE
CE CREDIT PENDING**

Week 2 NOV 30th

DAY 2- ROADMAP OF ACTION STEPS

We will take the written out plan and work entirely inside of the Business and Finances Pillar. We will work through showing you how to set up a S.M.A.R.T. action step to your goals. You will set very specific, measurable, achievable steps and put a time table to these steps. You will evaluate your end goal and then break that down to monthly goals, weekly goals and daily goals. You will build into the plan a leverage system for growth and which of the steps you need to outsource to reach your goal. You will break it down to how many touches a week, month you need to make to reach your goal. You will write out a marketing plan to reach that goal. How you will grow your database and outreach to meet your goals.

Week 4 DEC 28th

DAY 4- CREATING THE VISION

In Days 1-3 you have created the full vision of what it will look like in each pillar and what you life as a whole will look like if all were at a 10. You will be gathering items for your vision board since the beginning of this course. Items that show vision of Health/Wellness Pillar. Items that show vision of Business/Finances Pillar. Items that show vision of Relationships Pillar. Items that show full Vision of Spiritual Pillar. Then the Center is what Your life looks like with all areas at a 10. A true vision board that represents your entire life by design in 2023.

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Week 1 NOV 16th

DAY 1- BUILDING YOUR BUSINESS PLAN

We will do a hands-on deep dive into the Four Pillars of a Business/Life Plan. The Plan will include Pillar 1- Relationships, Pillar 2- Health/Wellness, Pillar 3- Business/Finances, and Pillar 4- Spirituality. We will discuss road blocks that keep you from your goals and how to avoid them. You will look at each Pillar and Rate them from 1 to 10 as they currently are. We will take each Pillar one by one and talk through your Goals in each of these Pillars. You will write out the entire vision of each Pillar. Putting into writing what you life would be like and if all of these areas were a 10. You will be provided with all of the tools to create the full written image of each Pillar of your life and ready for Day 2 where we put the vision into actionable steps in your plan.

Week 3 DEC 14th

DAY 3- SETTING TIMELINE/CALENDAR

We will take the Actions Steps for the Four Pillars and break it down to a timeline. Placing a marketing roadmap into a daily, weekly, monthly, quarterly timeline. You will breakdown how many contacts you need to make daily, weekly, monthly to get the amount of listings and buyers needed to reach your goal. We will begin to create a full Calendar Blue Print of your plan and place it into an annual, monthly, weekly, daily view.



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LEVERAGE REAL ESTATE SERVICES

Transaction Coordinator Services- Flat Fee

- Buyer/Seller Full Service Contract to Close Out Compliance
- Buyer/Seller Partial Service Contract to Close Out Compliance
- Buyer/Seller- Broker Compliance/CDA Only
- Buyer Offer Package-
- Full Service Listing Launch
- MLS Only Listing Services
- Buyer/Seller Compliance Paperwork Only

Virtual Assistant Services- Hourly

- Database Management
- Marketing
- Social Media Marketing
- Mailings
- Email Management
- Lead Gen
- Systems Management
- As Needed Services

Mobile Notary Servies

- Mobile Signing Agent
- Mobile Notary

Broker Compliance

- Full Broker Required Compliance Review, Agent Communication for Correction, Ensure compliance is met on each file and release approval for Broker to provide CDA

