

Millionaire Systems  
and  
Keller Williams University

# *The 24 Topics*

**WORKBOOK**

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- calculation of agent compensation;
- evaluation of a Market Center's financial results;
- agent productivity strategies; and
- estimates of return on investment.

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# *MREA Quiz*

**1.** What are the 4 Stages of Growth on the Path to a Million?

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**2.** What are the Three Ls of the Millionaire Real Estate Agent?

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**3.** What are The Four Fundamental Models of Real Estate Sales Success?

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**4.** What are the 3 key areas of the Economic Model?

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**5.** What are the Four Laws of Lead Generation?

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*MREA Quiz*

**6.** Lead with \_\_\_\_\_, not \_\_\_\_\_.

**7.** What are the 3 key hires of a MREA?

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**8.** What does RTCK stand for?

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**9.** What is the 80/20 Rule?

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**10.** What is the MREA Energy Plan?

All by \_\_\_\_\_ a.m.

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**11.** Think \_\_\_\_\_ Aim \_\_\_\_\_ Act \_\_\_\_\_ Live \_\_\_\_\_

# *MREA: The 24 Topics*

The MREA book is your key to successful issue-oriented consulting and mega agent recruiting and retention.

There are 24 key topics for MREA Team Leaders. These topics (see table below) address key issues for experienced agents. (For a free download of this list, go to [www.millionairesystems.com](http://www.millionairesystems.com).)

Each topic has associated pages in the MREA book:

- Consider these as golden pages.
- Commit them to memory.
- Tab them.
- Be prepared to share them with your recruits.

Topic	Pg(s)	Questions and Skills
1	37, 39, 126	<p>Your foundational models form the base you must have BEFORE adding creativity in order for it to be successful.</p> <ul style="list-style-type: none"> <li>• Leads—Until you have enough to hit your goals, everything else is a distraction.</li> <li>• Listings—Take less of your time and provide more opportunities to market your business.</li> <li>• Leverage—When you're doing all you can, get help.</li> </ul>
2	61	<p><b>The 6th Common Myth Understanding</b></p> <p><b>Myth:</b> Having a goal and not fully realizing it is a negative thing.  <b>Truth:</b> Having a goal and not trying to achieve it is a negative thing. Talk about an example in your life when you've faced your own limiting belief. Encourage others to share their own challenges and how they have overcome them.</p>
3	71	<p><b>The Attack Strategy (The Nine Ways an MREA Thinks)</b></p> <p>Let's take a look at the way you are attacking your business. Are you clear about your motivations? Are your goals big enough to pull you toward them? Are you caught up in the problems? Are you committed and have you articulated your standards and service?</p>
4	77	<p><b>The Big Why</b></p> <p>The Big Why is about having a purpose, a mission, or a need, that in turn gives you focus. What is your Big Why?</p>

*MREA: The 24 Topics*

<b>Topic</b>	<b>Pg(s)</b>	<b>Questions and Skills</b>
5	95	<p><b>What is Your Value Proposition?</b></p> <p>This is the most useful page for a real estate agent as it lays out the basic 10-point value proposition for buyers and sellers. It's the foundation of any buyer or seller presentation.</p>
6	98	<p><b>80:20 Graph</b></p> <p>What is your 20% that you focus on? This graph illustrates that time and effort on the 20% that really matters will deliver 80% of the results we seek. Remember, activity and productivity are not always the same.</p>
7	109	<p><b>Do You Know Your Numbers?</b></p> <p>There are two sets of numbers the Millionaire Real Estate Agent is always aware of: goal numbers (your annual goals) and actual numbers (monitored on a weekly basis and acts like a compass).</p>
8	131, 175, 179, 181	<p><b>Economic Models</b></p> <p>The percentages show you what you need to do to get where you want to go. What is your personal financial goal, \$100K, \$200K, \$300K, \$1M? Be prepared to look at this with your average price and commission and your local market. Review the MREA model. Get aha's and feedback. What would it take to build a database of Mets or Haven't Mets in your market to reach that goal? How many contacts would they have to add to their database each day to reach that number?</p>
9	135, 137, 138, 141, 143	<p><b>Lead Generation</b> is extremely important in the real estate field. What are some of your strategies for lead generation? You might mention the Daily Challenge of CAMP 4:4:3 which is about making 10 new contacts each day. Done faithfully, that's 2,500 Mets added each year (10 contacts x 5 days a week x 50 weeks = 2,500 Mets).</p>
10	146	<p><b>8 x 8</b> – How do you cement the relationship with your leads once you have them?</p>
11	134, 147	<p><b>33 Touch</b> – How often do you keep in contact with your Mets? You want to be the one they think of when they think of real estate.</p>

*MREA: The 24 Topics*

<b>Topic</b>	<b>Pg(s)</b>	<b>Questions and Skills</b>
12	134, 148	<b>12 Direct</b> – How do you work the Haven't Met portion of your database? By using the fundamentals of targeted marketing and farming. Again, this is the battle for positioning. You want to be the first person they think of when they think of real estate.
13	155, 157	<b>Budgeting</b> is a core part of your business practice and can be fun and engaging when it takes on aspects of a game. Do you examine your books monthly? The <b>MREA Budget Model</b> by GCI/production volume gives us invaluable guidance. The simplest way of looking at it is 30/30/40: 30% cost of sales–30% expenses–40% net.
14	187	<b>Lead Generation ratios and lead generation numbers for \$1M.</b> What would your 8 x 8, 33 Touch and 12 Direct Lead Generation numbers need to be for your net profit goal? Can you help an agent with the math?
15	193	<b>MREA Budget Model Graph – Net \$1M.</b> Do you know where to focus your attention in the budget model to draw the highest dividends? Focus on the big costs–Salaries and Lead Generation–and hold them accountable to multiples of your expenditures.
16	197, 200, 202	<b>Organizational Model</b> (Who they are), <b>Basic Job Descriptions</b> (What they do), and <b>The Path to People Leverage</b> (The order you add them in). How do you go about hiring people? What are their job descriptions and in what order do you hire them?
17	209	<b>Profit Sharing Program</b> Do you know how to build a financial incentive program that is win-win?
18	219	<b>Pragmatic Questions to Ask</b> The difference between Earn a Million and Net a Million means you need to conquer 16 key issues all based on Leads, Listings, Leverage, Money, and You. Do you know what these issues are?
19	244	<b>Business Organizational Model</b> Do you know how every part of your business is run? Do you have an organizational model in place? An organizational model not only gives you a firm grasp of how things are run, but allows you to improve upon it.



*MREA: The 24 Topics*

<b>Topic</b>	<b>Pg(s)</b>	<b>Questions and Skills</b>
20	255, 256	<p><b>The Goal-to-Action 20% System</b></p> <p>To be successful at high levels, staying focused is essential. The worksheet on page 256 will help to answer three questions: 1) What do you want? (Goal), 2) When do you want it? (Date), and 3) What has to happen for you to have it? (Action Steps).</p>
21	267	<p><b>Time Blocking</b></p> <p>Are you always working IN your business or do you find time to work ON it? When you identify your 20% it goes on the calendar. Life happens, but if circumstances steal your 20% blocked time, immediately block that commitment elsewhere on the calendar. Don't compromise your own goals and the activities that help you achieve them.</p> <p>The Rule: <i>If you erase, you must replace.</i></p>
22	259	<p><b>Counterbalancing Your Life</b></p> <p>It's okay to get out of balance for periods of time, but acknowledge that you are out of balance. Then you can delegate or ask for help so you can regain your enthusiasm and avoid burnout. The ruling factor of living a counterbalanced life is to allow imbalance when key goals are at stake, but not to dwell in that state for too long.</p>
23	291	<p><b>Five Simple Steps</b></p> <p>Achieving your goals requires focus. Five steps can lead you to great focus and open up possibilities in business and life.</p> <p>Do you know what they are?</p>
24	308	<p><b>MREA Energy Plan</b></p> <p>How do you keep yourself energized throughout the day? The Energy Plan is about having a great foundation for every day and finding your balance when it has been lost. Ask if people will make commitments to taking care of themselves as suggested.</p>

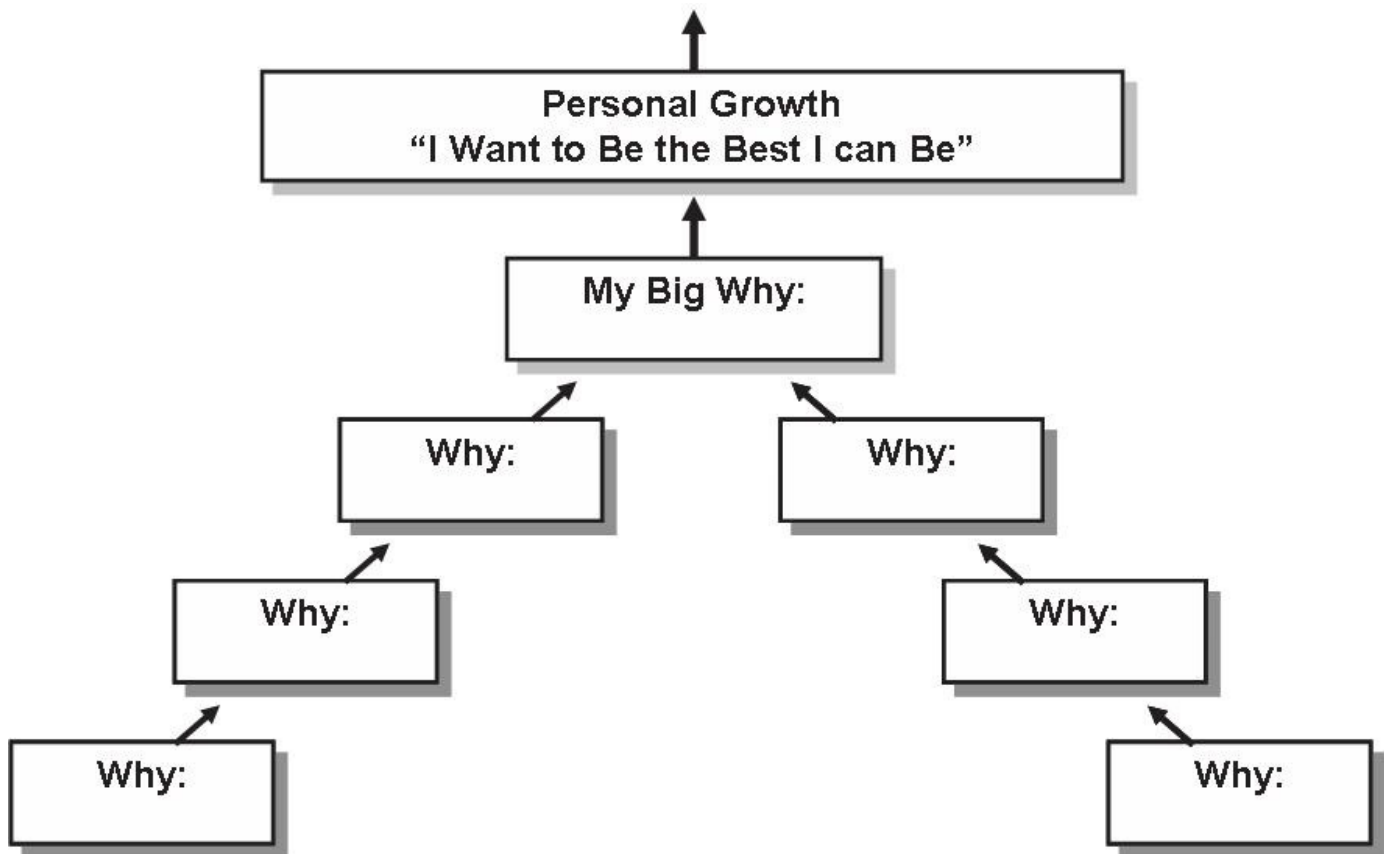
# Your “Big Why”

## Individual Exercise

### What is *your* “Big Why”?

1. Have you thought lately about your “Big Why”?
2. If you are clear about *your* life purpose, it will give you credibility when asking others to determine theirs.
3. Take a few minutes to write down your “Big Why.”
4. Using the graphic below, organize your “whys” and place the most important at the top.

**Time:** 10 minutes



# *The 4-1-1 Goal Categories*

## Agent 4-1-1 Categories

1. **GCI**
2. **Budget**
3. **Net Income**
4. **Prospecting/Marketing**
5. **Listings/Market Share in Key Areas**
6. **Number of Buyers with Contracts**
7. **Education (Areas to Learn)**

## Millionaire Real Estate Agent 4-1-1 Categories

1. **Leads Generated (Received/Sources/Conversion Rates)**
2. **Listings (Seller/Buyer)**
3. **Contracts Written (Units/Volume/Gross Income)**
4. **Contracts Closed (Units/Volume/Gross Income)**
5. **Money (GCI/Budget/Net Income)**
6. **People (Recruit – Train – Consult – Keep Talent)**
7. **Systems Tools**
8. **Personal Education**

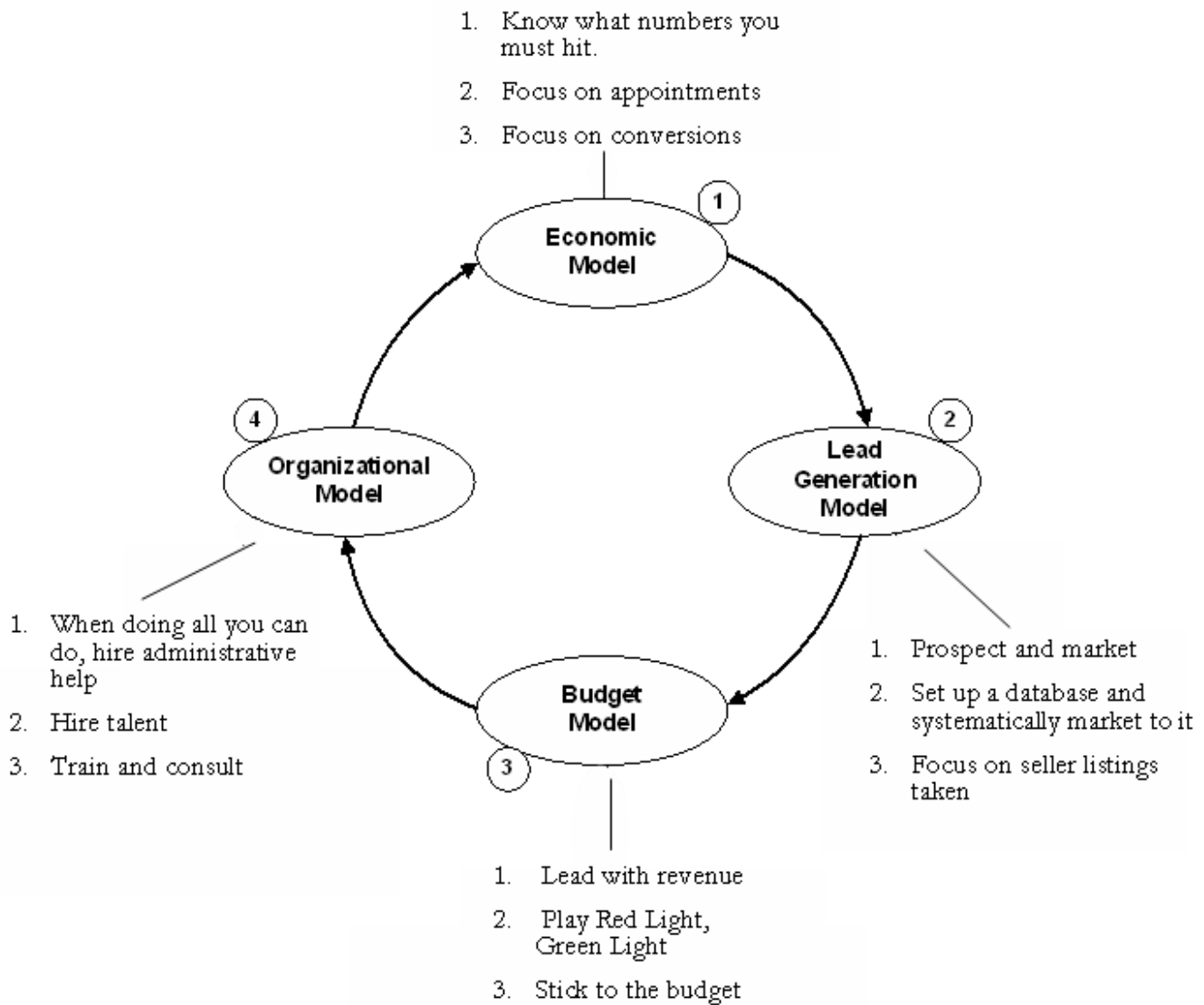
## Personal Assistant 4-1-1 Categories

1. **Agent's 80% (Take off the Stress)**
2. **Implement Specific Systems**
3. **Specific Tasks (e.g., Marketing)**
4. **Education (Areas to Learn)**

# The Four Models

## The Key Areas

This appears on page 122 of *The Millionaire Real Estate Agent*.



## Individual Exercise

### Focus on the Numbers You Must Hit

Using the example on page 13 as a guide, fill in the blanks below to take the guesswork out of your planning, and set specific goals in specific areas to achieve specific results.

**Time:** 15 minutes

This appears on page 131 of *The Millionaire Real Estate Agent*.

### The Basic Formula for the Economic Model of the Millionaire Real Estate Agent

For Sellers	For Buyers
_____ Seller Listing Appointments	_____ Buyer Listing Appointments
x _____% Conversion Rate	x _____% Conversion Rate
- _____ Seller Listings Taken	- _____ Buyer Listings Taken
x _____% Conversion Rate	x _____% Conversion Rate
- _____ Sellers Sold	- _____ Buyers Sold
x _____ Average Sales Price	x _____ Average Sales Price
- _____ Seller Sold Volume	- _____ Buyer Sold Volume
x _____% Commission	x _____% Commission
- _____ Gross Revenue from Sellers	- _____ Gross Revenue from Buyers
= _____ Total Gross Revenue	
- _____ Expenses	
= _____ Net Income	

## Exercise Example

### The Basic Formula for the Economic Model of the Millionaire Real Estate Agent

#### For Sellers

309 Seller Listing Appointments  
 80% Conversion Rate  
 247 Seller Listings Taken  
 65% Conversion Rate  
 160 Sellers Sold  
 \$250,000 Average Sales Price  
 \$7500 Commission  
 \$1,200,000 Gross Revenue from Sellers

#### For Buyers

307 Buyer Listing Appointments  
 65% Conversion Rate  
 200 Buyer Listings Taken  
 80% Conversion Rate  
 160 Buyers Sold  
 \$250,000 Average Sales Price  
 \$7500 Commission  
 \$1,200,000 Gross Revenue from Buyers

\$2,400,000 Total Gross Revenue

\$1,400,000 Expenses

\$1,000,000 Net Income

## Individual Exercises

### Prospecting and Marketing

1. Review the lists below.
2. Mark the box beside each category you are currently utilizing.

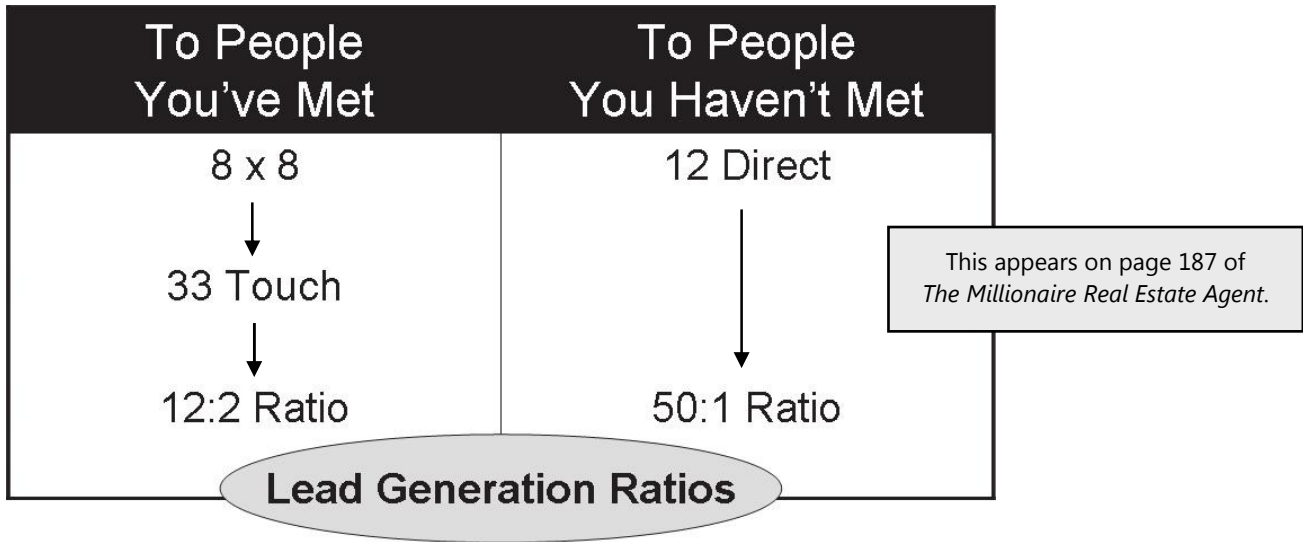
**Time:** 10 minutes

This appears on page 138 of  
*The Millionaire Real Estate Agent.*

## Marketing and Prospecting categories

Prospecting (Proactive and Direct)	Marketing (Proactive and Indirect)
<p><b>5. Telemarketing</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> FSBO (For Sale by Owner)</li> <li><input type="checkbox"/> Expireds</li> <li><input type="checkbox"/> Just Solds</li> <li><input type="checkbox"/> Just Listeds</li> <li><input type="checkbox"/> Past Clients</li> <li><input type="checkbox"/> Allied Resources</li> <li><input type="checkbox"/> Geographic Farm Area</li> <li><input type="checkbox"/> Apartments</li> <li><input type="checkbox"/> Corporations</li> <li><input type="checkbox"/> Builders</li> <li><input type="checkbox"/> Banks</li> <li><input type="checkbox"/> Third-Party Companies</li> </ul> <p><b>6. Face-to-Face</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Allied Resources (Meals)</li> <li><input type="checkbox"/> Door-to-Door Canvassing</li> <li><input type="checkbox"/> Open Houses</li> <li><input type="checkbox"/> Client Parties</li> <li><input type="checkbox"/> Networking Events</li> <li><input type="checkbox"/> Allied Resources</li> <li><input type="checkbox"/> Social Functions and Community Events</li> <li><input type="checkbox"/> Seminars</li> <li><input type="checkbox"/> Booths at Events</li> <li><input type="checkbox"/> Teaching and Speaking Opportunities</li> </ul>	<p><b>1. Advertising</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Newspapers</li> <li><input type="checkbox"/> Personal Vehicles</li> <li><input type="checkbox"/> Radio</li> <li><input type="checkbox"/> Magazines</li> <li><input type="checkbox"/> Bus Stop Benches</li> <li><input type="checkbox"/> Billboards</li> <li><input type="checkbox"/> Yellow Pages</li> <li><input type="checkbox"/> Television</li> <li><input type="checkbox"/> Grocery Carts</li> <li><input type="checkbox"/> Moving Vans</li> </ul> <p><b>2. Promotional Items (Magnets, Calendars, etc.)</b></p> <p><b>3. Internet Websites</b></p> <p><b>4. Direct Mail</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Postcard Campaigns</li> <li><input type="checkbox"/> Newsletter Campaigns</li> <li><input type="checkbox"/> Just Sold/Just Listed Cards</li> <li><input type="checkbox"/> Special Events Cards</li> <li><input type="checkbox"/> Quarterly Market Updates</li> </ul> <p><b>5. IVR and Computer Retrieval programs</b></p> <p><b>6. Broadcast</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Voice</li> <li><input type="checkbox"/> E-mail</li> <li><input type="checkbox"/> Fax</li> </ul> <p><b>7. Signs/Directional Signs/Brochure Boxes</b></p> <p><b>8. Name Badges/Logo Shirts/Car Signs</b></p> <p><b>9. News Releases/Advice Columns</b></p> <p><b>10. Farming</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Geographic</li> <li><input type="checkbox"/> Demographic</li> </ul> <p><b>11. Sponsorship</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Little League</li> <li><input type="checkbox"/> Charities</li> <li><input type="checkbox"/> Community Events</li> </ul>

The Four Models



### Individual Exercise

#### Conversion Rates and Your Net Sales Goal

Using the second example as a guide, fill in the blanks below to calculate *your* goal net sales per year.

**Time:** 10 minutes

	MET		HAVEN'T MET
<b>Option 1</b>	in database	+	in database
<b>Option 2</b>	in database	+	in database
<b>Option 3</b>	in database	+	in database
	<b>Net</b>		<b>Sales per Year</b>

	MET		HAVEN'T MET
<b>Option 1</b>	1,920 in database	+	0 in database
<b>Option 2</b>	0 in database	+	16,000 in database
<b>Option 3</b>	960 in database	+	8,000 in database
	<b>Net 320 Sales per Year</b>		



## Get Started with ProManage/Top Producer Keller Williams Edition

### 1. Signing up for the ProManage Keller Williams Edition of TOP PRODUCER

Go to [www.topproducer.com/kw](http://www.topproducer.com/kw) to purchase a Top Producer 8i license.

### 2. How to find the ProManage Keller Williams Edition email marketing materials and action plans

From the menu bar, click on the Marketing icon and choose the email library link on the marketing page. You will find several 12 Direct, 8 x 8, and 33 Touch templates under any .KW Categories. Action plans can be found under Calendar icons drop down menu, by clicking the Plans Manager link.

### 3. How to find the LivePost postcards and action plans

From the Marketing Menu, select Postcards. Select from the different categories. Be sure "LivePost" is in the title for postcards and action plans.

### 4. How to launch an action plan for a contact record

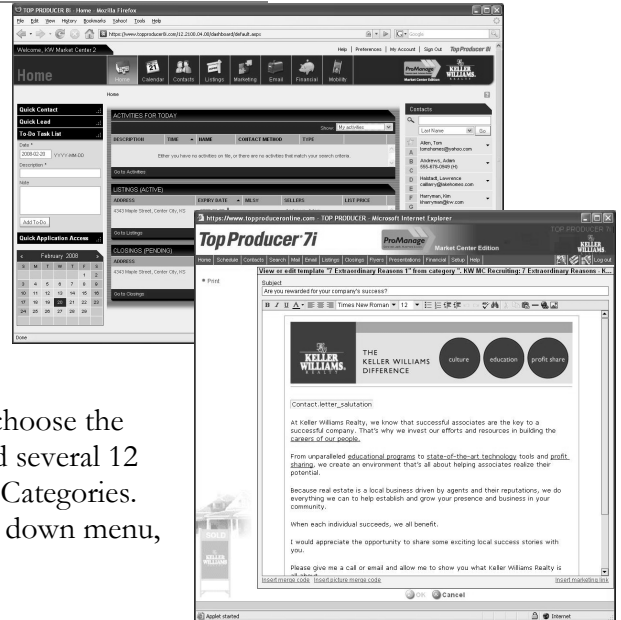
From the Contact Record, select the Activities tab, then click the Select Action Plans link at the bottom. Check the action plan, set the start date, and click the Save button. To remove a plan from a record, you will need to uncheck the specific plan under the Select Action Plans link.

### 5. How to send a mass email

From the Email, select the Compose Mass Email link. Click the To button and enter your search criteria and click Search. Select the contact and then click Email Selected Contacts button. Choose the Change template link at the bottom of the page. Select the email category and template and then click Apply Template. If necessary, edit the group message. Clicking the Send Email button will send individual emails to each recipient. Copies of email messages are saved in the Contact Record under Activities.

### 6. Need more instructions on setting up your ProManage Keller Williams Edition of TOP PRODUCER program?

Download the *Your Business is Your Database for Top Producer 8i* from the My Information tab > My ProManage link of the KW Intranet.



## Individual Exercise

### Your Expenses

Using the second example on the following page as a guide, fill in the blanks below to calculate *your* numbers/expenses.

**Time:** 15 minutes

GCI					
Cost of Sales*					
Gross Profit					
Expenses					
Net Income					
EXPENSE DETAIL					
1. Salaries	11.1%	12%	13%	12.5%	12%
2. Lead Generation	10%	10%	10%	10%	10%
3. Occupancy	0.8%	0.8%	0.6%	0.5%	0.4%
4. Technology	2.2%	1.5%	1.5%	1.5%	1.5%
5. Phone	1.4%	1%	1%	1.3%	1%
6. Supplies	1%	1%	1%	1%	1%
7. Education/Dues	1%	0.7%	1%	0.9%	1%
8. Equipment	2%	2%	1.2%	1%	1%
9. Auto/Insurance	3.3%	2%	1%	1.1%	0.8%

*The Four Models*

This appears on page 157 of  
*The Millionaire Real Estate Agent.*

GCI	(6M) \$180,000	(10M) \$300,000	(16.7M) \$500,000	(26.7M) \$800,000	(40M) \$1,200,000
Cost of Sales*	21,000	21,000	100,000	250,000	350,000
Gross Profit	159,000 88%	279,000 93%	400,000 80%	550,000 69%	850,000 71%
Expenses	59,300 33%	93,000 31%	152,500 31%	238,000 30%	344,000 29%
Net Income	99,700 55%	186,000 62%	247,500 50%	312,000 39%	506,000 42%
<b>EXPENSE DETAIL</b>					
1. Salaries	20,000 11.1%	36,000 12%	65,000 13%	100,000 12.5%	144,000 12%
2. Lead Generation	18,000 10%	30,000 10%	50,000 10%	80,000 10%	120,000 10%
3. Occupancy	1,500 0.8%	2,500 0.8%	3,000 0.6%	4,000 0.5%	5,000 0.4%
4. Technology	4,000 2.2%	4,500 1.5%	7,500 1.5%	12,000 1.5%	18,000 1.5%
5. Phone	2,600 1.4%	3,000 1%	5,000 1%	10,000 1.3%	12,000 1%
6. Supplies	1,800 1%	3,000 1%	5,000 1%	8,000 1%	12,000 1%
7. Education/Dues	1,800 1%	2,000 0.7%	5,000 1%	7,000 0.9%	12,000 1%
8. Equipment	3,600 2%	6,000 2%	6,000 1.2%	8,000 1%	12,000 1%
9. Auto/Insurance	6,000 3.3%	6,000 2%	6,000 1%	9,000 1.1%	9,000 0.8%

## Individual Exercise

### Task List

1. On the next few pages, you will find a task list containing 196 items.
2. Your instructor will walk you through utilizing the Task List as a recruiting tool.

**Time:** 15 minutes

Free download available at  
[www.millionairesystems.com](http://www.millionairesystems.com).

<b>Agent M.A.P.S. Realty Fiduciary Worksheet</b>				
CODE	FNCTN	TASKS	F-Status	SYSTEM
A000				
A010		<b>Goal Setting, Planning &amp; Leadership</b>		
A020		Establish Mission & Vision		
A030		Write Job Descriptions		MAPS Job Descriptions
A040		Recruit & Select		10 Step R/S Process & Forms
A050		Train		100 Day Action Focus Trng
A060		Coach & Consult		Six Step Consulting Process
A070		Design Systems	FP	
A080		Implement Systems	FP	MAPS Systems Manual
A090		Set Goals & Develop Plans	FP	4-1-1 Form
A095		Review Annual/Monthly/Weekly Goals		4-1-1 Form
A100		Team Meetings	FP	Agenda
A105		Lead Coordination	F	Contact Database
A110		Community Relations & Networking		Contact Database
A120		Industry Relations & Networking		Contact Database
A130		Business Development		Contact Database
A140		Allied Resourcing		Contact Database
A150		Maintain Planned Use of Time		Calendar and Daily Planner
A160		Schedule Play Days		Calendar and Daily Planner
A170		Take Play Days		
A900				
B010		<b>Marketing, Advertising &amp; Promotion</b>		
B020		Contact Management (client database)	FP	Contact Management Software
B030		Design Marketing Materials		Desktop Publishing Software
B040		Write & Place Advertising	FP	Ad Writer Software
B050		Produce Graphics and Feature Sheets	FP	Desktop Publishing Software
B060		Photography		Digital Camera and Software
B070		Prepare Listing Packages	FP	Desktop Publishing Software
B080		Prepare Buyer Packages	FP	Desktop Publishing Software
B085		Prepare Relocation Packages	FP	Desktop Publishing Software
B090		Organize Promotional Events		
B100		Purchase Gifts & Promotional Items		
B110		Implement Promotional Campaigns		
B120		Select Graphics Vendors		Vendor Database
B130		Select Advertising Vendors		Vendor Database
B140		Write & Place PR Stories		PR Files & Templates
B150		Coordinating Community Involvement		
B160		Coordinate Community Service		
B170		Design & Maintain Website	F	Webpage Design Software
B180		Set up & Maintain Talking Ads (IVR)	FP	IVR Scripts
B190		Research New Marketing Opportunities		
B200		Maintain a File of Testimonials		Testimonial File
B210		Handle Consumer Complaints	F	Complaint Tracking System
B900				

## Exercise (cont.)

CODE	FNCTN	TASKS	F-Status	SYSTEM
C010		<b>Seller Prospecting &amp; Servicing</b>		
C020		Prospect for Listings - General		Contact Database
C030		Prospect - Expireds		Scripts
C040		Prospect - For Sale By Owners		Scripts
C050		Prospect - Geographic Farm		Scripts
C060		Prospect - Past Clients & Allied Resources		Scripts
C070		Lead Follow-up		Lead Management Database
C080		Set the Listing Appointment		
C090		Visit & Evaluate the Property	F	Property Evaluation Form
C100		Research the Market & Prepare a CMA	FP	MLS Database & CMA Software
C110		Prepare and Deliver a Pre-Listing Package	F	Listing Package Checklist
C120		Analyze the Needs & Goals of the Sellers	F*	Seller Consulting Form
C130		Make the Listing Presentation	F	Listing Presentation Package
C140		Complete the Listing Contract	F	
C150		Determine a Pricing Strategy	F*	CMA Software
C160		Provide a Sellers Net Sheet	F	Net Sheet
C170		Establish a Marketing Plan	F*	Marketability Checklist
C180		Arrange for Signs	FP	Listing Marketing Checklist
C190		Arrange for the Lock Box	FP	Listing Marketing Checklist
C200		Set up Showing Procedures	FP	Listing Marketing Checklist
C210		Prepare & Stage the Home for Sale	F*	Staging & Showing Checklist
C220		Advise on Home Warranty Coverage	F	Home Warranty Package
C230		Take or Arrange for Photographs	FP	Digital Camera and Software
C240		Put Information in the MLS	FP	MLS Software
C250		Put in or Link to Websites	FP	Internet Software
C260		Provide Graphic Feature Sheets	FP	Desktop Publishing Software
C270		Arrange for Flyers and Marketing Materials	FP	Listing Marketing Checklist
C280		Arrange for an Office Tour	FP	Listing Marketing Checklist
C290		Arrange for a Broker Open House	FP	Listing Marketing Checklist
C300		Send Just-Listed Mailings (or Making Calls)	F	Contact Database
C310		Hold Open Houses	F	Open House Checklist
C320		Provide Feedback from Showings	F	Showing Feedback Form
C330		Advise on Price Reductions	F*	CMA Software
C340		Update the MLS and Websites	FP	MLS & Internet Software
C350		Evaluate Offers	F*	Offer Review Checklist
C360		Negotiate the Purchase Contract	F*	
C370		Provide an Estimate of Closing Costs	F	Net Sheet
C380		Assist in the Selection of Service Providers	F*	Vendor Database
C390		Initiate the Closing/Title Process	F	Contract/Closing Process
C400		Educate the Seller About the Process	F	RE Transaction Flowchart
C410		Protect & Negotiate for the Sellers Interests	F	
C900				
D010		<b>Buyer Prospecting &amp; Servicing</b>		
D020		Prospect for Buyers		Contact Database
D030		Follow-up on Buyer Leads		Lead Management Database
D040		Set Buyer Appointments		
D050		Provide a Buyer Representation Packet	FP	Buyer Package Checklist
D060		Explain Agency and Buyer Representation	F	
D070		Analyze the Buyers Needs and Goals	F*	Buyer Consulting Form
D080		Obtain Loan Pre-Qualification or Pre-Approval	F*	Loan Approval Checklist
D090		Complete the Buyer Agency Agreement	F	

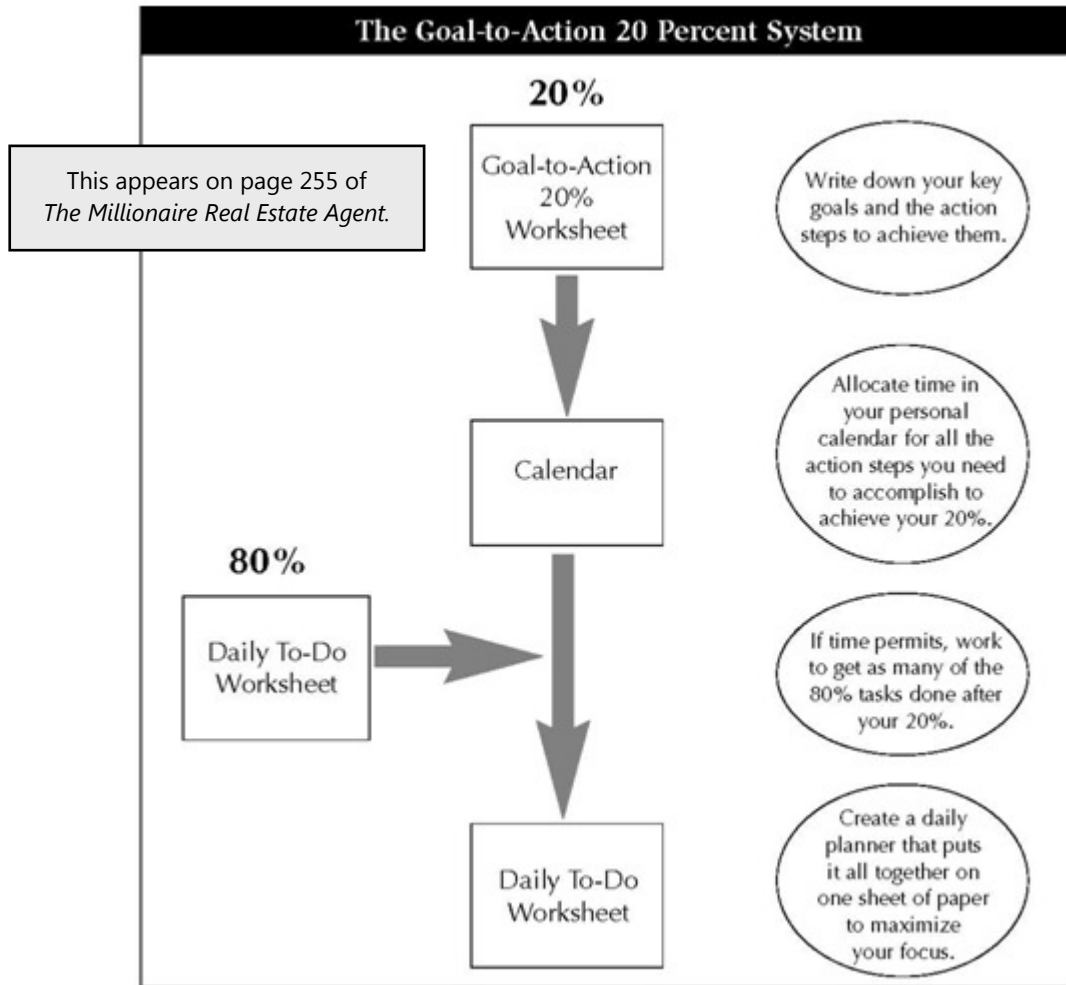
## Exercise (cont.)

CODE	FNCTN	TASKS	F-Status	SYSTEM
D100		Provide Housing & Community Information	F*	Local Information Databases
D110		Coordinate an Area Tour	F	Mapping Software
D120		Establish a Home Search Plan & Timetable	F	Home Search Checklist
D130		Research the MLS	FP	MLS Software
D140		Preview Properties	FP	
D150		Show Properties	F	
D160		Help the Buyers Evaluate & Compare Homes	F*	Home Comparison Sheet
D170		Set up SOAR Profiles & Updates	FP	SOAR Computer Software
D180		Send Updates to Out of Town Buyers	F	E-Mail/Fax Software
D190		Arrange for House-Hunting Visits	F	
D200		Provide Pricing & Market Research	F*	<b>MLS Database &amp; CMA Software</b>
D210		Write Up and Present the Offer	F*	
D220		Negotiate the Contract	F*	
D230		Provide an Estimate of Closing Costs	F	Net Sheet
D240		Assist in the Selection of Service Providers	F*	Vendor Database
D250		Initiate the Closing/Title Process	F	
D260		Educate the Buyer About the Process	F	RE Transaction Flowchart
D270		Advise About Home Warranty Coverage	F	Home Warranty Package
D280		Protect & Negotiate for the Buyers Interests	F	
D900				
E010	<b>Transaction &amp; Closing Coordination</b>			
E020		Set Up Contract to Closing File	FP	<b>Contract/Closing Process</b>
E025		Fill Out Bluesheet		
E030		Establish Communication With All Parties	F	Contact & Vendor Databases
E040		Advise Parties on Timetable to Closing	F	Closing Schedule Form
E050		Coordinate Loan Application Process	F	
E060		Coordinate Inspections	F	
E070		Advise on Repairs	F*	
E080		Assist with Appraisals	F*	
E090		Coordinate the Closing Process	F*	
E100		Provide Information for Moving & Relocating	F	
E120		Schedule the Closing	FP	
E125		Confirm the Distribution Authorization (DA)	FP	DA Sheet
E130		Review the Closing Paperwork (HUD-1)	F*	Pre-Closing Checklist
E140		Attend the Closing	F*	
E150		Insure for All Filings and Notifications	F	Post-Closing Checklist
E160		Arrange for Closing Gifts or Events		
E170		Assist With Occupancy or Relocation	F*	Relocation Checklist
E180		Provide Post Closing Information & Service	F*	Post-Closing Checklist
E190		Obtain Testimonials & Referrals		
E900				
F010	<b>Administration &amp; Accounting</b>			
F020		Set Up and Maintain All Files	FP	Filing Systems
F030		Maintain Listing Property Files	FP	Listing Files
F040		Maintain Contract Files	FP	Contract Files
F050		Maintain Archives	FP	
F060		Make Copies		
F070		Open and Distribute Mail		
F080		Read and Answer Mail		Word Processing Software
F090		Buy Supplies		
F100		Inventory Supplies		Inventory Database

## Exercise (cont.)

CODE	FNCTN	TASKS	F-Status	SYSTEM
F110		Make Appointments for Showings	F	Showing Appointment Database
F120		Schedule Events and Meetings		Calendar
F130		Maintain All Databases	FP	Database Software
F140		Buy Equipment		
F150		Maintain Equipment		Vendor Database
F155		Inventory Signs and Lock Boxes		Inventory Database
F160		Arrange for Coverage and Availability	FP	Calendar
F170		Set Up and Maintain Chart of Accounts		<b>Accounting Software</b>
F180		Make Deposits		
F190		Review Bills		
F200		Write Checks		
F210		Do Bookkeeping		<b>Accounting Software</b>
F220		Produce Monthly P&L Statements		<b>Accounting Software</b>
F225		Review Monthly P&L Statements		
F230		Prepare for Tax Filings		Accounting Software
F240		Plan with CPA and Financial Advisors		
F250		Invest		
F900				
G010		<b>Research &amp; Communications</b>		
G020		Answer Phones	F	
G030		Take and Deliver Messages	F	<b>Message Handling System</b>
G040		Check Voice Mail	FP	
G050		Return Calls	F	
G060		Send and Receive Faxes	F	
G070		Send and Receive E-Mail	F	<b>E-Mail Software</b>
G080		Deal With Correspondence	F	Word Processing Software
G090		Provide 800#	FP	
G110		Maintain Real Estate License		
G120		Participate in Board Activities		
G130		Schedule and Attend Training	FP	KW University
G140		Obtain Industry Designations	FP	
G150		Mastermind With Other Top Producers	FP	
G160		Read Industry Publications		
G170		Read Business Publications		
G180		Research Technology and the Internet	FP	Internet/Technology Files
G190		Do Local Benchmarking & Trending		Benchmarking Files
		<b>F* = A Key Point of Fiduciary Delivery</b>		
		<b>F = A Fiduciary Function</b>		
		<b>FP = Preparation for a Fiduciary Function</b>		

# Productivity Forms





Available as a free download at  
[www.productivitywarrior.com](http://www.productivitywarrior.com).

## 4-1-1 ACTION GOAL WORKSHEET

Name:

### MY ANNUAL GOALS

YEAR OF

### MY MONTHLY GOALS

MONTH OF

### MY WEEKLY GOALS

WEEK 1

WEEK 2

WEEK 3

WEEK 4

# Put It All Together

## Individual Exercise

### “Scavenger Hunt” Quiz

Now it's time to test what you've learned. Once again, you will take the MREA Quiz. This time, however, you should be able to more quickly find these key sections of the book.

**Time:** 15 minutes

1. What are the 4 Stages of Growth on the Path to a Million?

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What page can it be found on in *The Millionaire Real Estate Agent*? \_\_\_\_\_

2. What are the Three Ls of the Millionaire Real Estate Agent?

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What page can it be found on in *The Millionaire Real Estate Agent*? \_\_\_\_\_

3. What are The Four Fundamental Models of Real Estate Sales Success?

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What page can it be found on in *The Millionaire Real Estate Agent*? \_\_\_\_\_

*Put It All Together*

**4.** What are the 3 key areas of the Economic Model?

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What page can it be found on in *The Millionaire Real Estate Agent?* \_\_\_\_\_

**5.** What are the Four Laws of Lead Generation?

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What page can it be found on in *The Millionaire Real Estate Agent?* \_\_\_\_\_

**6.** Lead with \_\_\_\_\_, not \_\_\_\_\_.

**7.** What are the 3 key hires of a MREA?

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What page can it be found on in *The Millionaire Real Estate Agent?* \_\_\_\_\_

**8.** What does RTCK stand for?

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What page can it be found on in *The Millionaire Real Estate Agent?* \_\_\_\_\_

*Put It All Together*

**9.** What is the 80/20 Rule?

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What page can it be found on in *The Millionaire Real Estate Agent*? \_\_\_\_\_

**10.** What is the MREA Energy Plan?

All by \_\_\_\_\_ a.m.

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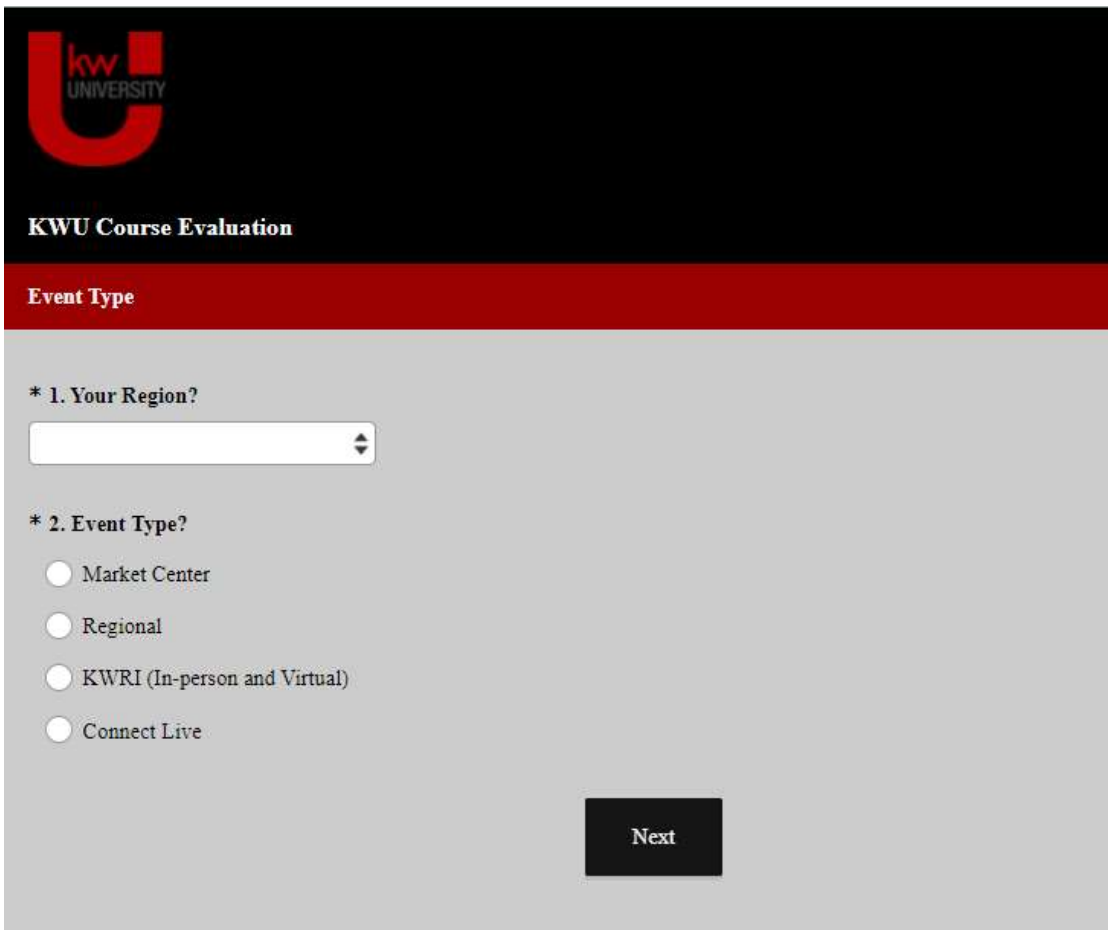
What page can it be found on in *The Millionaire Real Estate Agent*? \_\_\_\_\_

**11.** Think \_\_\_\_\_ Aim \_\_\_\_\_ Act \_\_\_\_\_ Live \_\_\_\_\_

# Thank you for attending this course!

## Please complete the evaluation.

1. Go to **KWUeval.com**
2. Select applicable information, including the Course and Instructor
3. Share your feedback



The screenshot shows the KWU Course Evaluation form. At the top left is the KWU logo (a red 'U' with 'kw UNIVERSITY' inside). Below the logo is the text 'KWU Course Evaluation'. A red horizontal bar contains the text 'Event Type'. The main form area is light gray and contains two questions:

\* 1. Your Region?

\* 2. Event Type?  
 Market Center  
 Regional  
 KWRI (In-person and Virtual)  
 Connect Live

At the bottom center is a black button with the text 'Next'.

**THANK YOU!**