

Needs + Wants Activity

A) Monthly Cost of Living
\$7500/month

B) Total outside Income/Month
\$1500/month

C) \$6000 month needed

D) Goals - wants in 2024
new countertops, car etc
\$10,000/month

E) $C + D = \$16,000$ /month needed

F) Average commission check is \$4,000

G) $E \div F = 4$ units/month

H) Units written - 5

Valorie Burton - How to be unstoppable

Positive psychology

Performance goals are not enough.

Growth goals get you to the next level

How will you have to change to get to your performance goals?

Positive emotion is a success strategy
It predicts + strengthens your ability to handle adversity + stress

Use challenges + uncertainty as opportunities for growth

How Jeff went from 43 transactions to 102

1. We must first understand why we want 100 closings. What will it do for you? (Be in Gary's group, Kevin can quit, Family Compound, Honeymoon, Family Trips, Family Experiences)
2. Make the commitment and tell the world about it.
3. Plan like you have never planned before. Once per week-looking at your plan every week.
4. Set up touch accountability protocols. 7:30 in office, strong accountability partner, 7:00 am roleplay, door knock each day if no appt that day, join mastermind group, went to gym at lunchtime with accountability partner, schedule off time on the weekends, stared at company sales board daily
5. Hire a coach
6. Start your plan every year on December 1 to get a 1 month advantage on the competition. (#of deals each year divided by 12 = 8 per month so he needed 8 pending at all times and the number of deals he needed each month)
7. Write out your perfect schedule
8. Re-write schedule if first schedule doesn't work
9. Make finding new business the only thing you think about when you get in the car in the morning
10. Make 25 contacts before noon.
11. If no appt set in morning, start thinking about who you are going to see in the afternoon.
12. Make sure you always have the best materials when you go on an appt.
13. Regular call nights and psopecting blitzes
14. 8:00am-9:30am and 6:30pm-8pm are best return on time to get appts on the phone.
4:00-5:30 is the best time to door knock during the week or Saturday morning.
15. Follow up is more important that initial prospecting.
16. Never leave a house without closing 3 times for a signature minimum.
17. Dress for what you want not what you have.

Kate Simon-Own the Numbers Win the Year

Change your feelings to forecasts. Stop guesswork. Know the total number of conversations to set an appointment.

Why do we avoid tracking?

1. We are afraid of what the numbers might tell us.
2. Analysis paralysis-not sure what to track
3. Those numbers are your performance indicators.
4. Correlation between the numbers and goals is hard.

Time is spent poorly when the value of our time is not clearly defined.

1. If you GCI from 2023 was \$540,000
2. How many organic real estate conversations per week in 2023. Ex. 75 contacts per week.
3. Write down your time spent per week lead generating, 3 hours per day or 15 hours per week.
4. Calculate how many weeks you worked in 2023, example 40 weeks worked.
5. Calculate the total contacts made in 2023-40 weeks works x 75 contacts per week is 3000 contacts in 2023
6. Calculate the dollar per hour prospecting in 2023-Take GCI and divide it by weeks works.
7. Dollar per contact made in 2023. Total GCI divided by average contacts made. \$540,000 GCI/3000 contacts equals \$180 per contact so what is the value of rejection.
8. If your 2024 goal is \$800,000 in 2024, you would divide \$800,000 by \$180/contact which is 4,444 contacts for the year. If you work 40 weeks, it is 111 contacts per week or 22/day.

If you haven't been tracking, you make an educated guess. If your goal is \$600,000 in 2024 and you work 40 weeks.

20 contacts per day x 5=\$100 contacts per week.

$100 \times 40 = 4000$ contacts per year

$\$600,000$ divided by $4000 = \$150/\text{contact}$

Assume you make 5 more contacts per day ($5 \times \$150$) equals $\$750$ extra per day

$\$750 \times 200$ days (40 weeks)=and extra $\$150,000/\text{year}$.

How to Get a Raise:

1. Reduce your contact to deal ratio with skills
2. Reduce the time it takes to get the same results.

What should we be tracking:

1. How many hours prospecting?
2. How many contacts made?
3. How many attempts?
4. How many appointments set?
5. How many appts. Gone on?
6. How many appointments signed

Daymond John

Reak your goals every night and every morning.

Copyriting Formula

1. Hook-I bet you thought right now was not a great time to list a home?...I mean who would want to move in the middle of January?

2. Introduction-Hi, I'm Realtor Tanya Johnson with Tanya & Co. at Keller Williams Realty
3. Supporting info-Right now, is actually one of the best times to get your home on the market because you have almost no competition and I don't have to tell you about supply and demand, you already know less competition means more money in your pocket.
4. For example, I just sold a home on Camellia Street. We had 13 showings, 3 offers and it sold for over asking price...yes, even in this new market.
5. So, if you are looking to get top dollar, then I would call or message me right now so I can show you how to capitalize on this unique opportunity to sell your home before everyone else does this spring.

Hybrid Farming

Reaching out to a particular neighborhood consistently 1 time per month to make them aware of all listings and sales. Takes about 9 months to get consistent results.

Three Goals of Hybrid Farming

1. Build database
2. Get referrals
3. Get immediate business

Choose a farm that has 5% turnover at least per year which means every 100 homes had 5 sales which is 10 sides.

Consistency is key.

1. Over phone
2. At the door
3. Events in the neighborhood
4. Neighborhood Facebook Group

Andy Nelson has a 12 x 4 x 2 Hybrid Farming Plan

12 pieces of direct mail


4 Direct contact-call twice and door knock twice

2 Events. 1 in the neighborhood and 1 outside the neighborhood. (ex. Ice cream truck in neighborhood and blood drive or coat drive outside the neighborhood)

Andy mails a newsletter in an envelope with handwritten address and no return address.

He does 2 postcards inviting them to something, free car wash or a free coffee and then is at the carwash or coffee place to get people's info for the database.

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Shawn Achor

He wrote Big Potential and the Happiness Advantage

Happiness is one of the most competitive advantages. When the human brain is positive, the future outcomes increase.

Gratitude-write down 3 new things that happened in the past 24 hours for 21 days.

Activity dailing-walking 15 minutes

Take 2 minutes and send a text message or e-mail praising someone

Door Knocking

1. Best Time to Get Results 3:30-5:00 on Tuesdays, Wednesday, Thursdays or late Saturday mornings.
2. 3 contacts per 10 doors.
3. Park and walk to door with confidence
4. Have folder or clipboard in your hand.
5. Dress Professionally with a name badge.
6. Once you knock on their door, take 3 steps back and angle your body so you aren't straight on.
7. Always, introduce yourself right away. Hi, I am Realtor Tanya Johnson, with Tanya & Co. at Keller Williams Realty. I am not here to sell you anything. I am just the neighborhood realtor.
8. If they are standoffish you can say, I am sorry, I am just the neighborhood realtor.
9. If they don't answer, leave whatever you were going to share with them at the door.
10. Do a Social Media Post. "I am just over here in (insert neighborhood) trying to find people who are going to sell for some of our buyers"

Jeff Glover says after every conference you attend, you should go through your notes and pick the 3 things you are going to do right away and mark them with an asterisk, 3 things you are going to do in 2024 and circle them and put 2 lines next to things you want to do one day.

Modern Way to Own My Morning and Win the Day

1. We must understand there is a direct correlation between an agent's production and their daily routines.
2. What holds me back from being disciplined with my time? Not being clear on what I want. Lack of knowing why we want it so bad.
3. Look at my time as ROT moving forward. Return on time-Dollar sign activity. Average \$/hour. Does this activity increase or decrease my average dollar per hour.
4. Understand the day starts the night before.
5. You don't need to finish that last drink or that bottle of wine.
6. Chug a glass of water before bed and first thing in the morning.
7. Before bed, always visualize what you are going to do the next morning.
8. Before bed, know exactly what you are going to wear the next morning.
9. Always get your fuel for energy in order and make sure you aren't out of anything.
10. Do not ever say I will do it in the morning. No chores or admin work in the morning.
11. Make sure your time with family and loved ones is scheduled.
12. No news or media in the morning. Control what goes in your mind.
13. Read something positive every day 1-2 pages.
14. Keep a notepad near your bathroom for shower idea
15. **Biggest difference between top producers and everyone else is how well they manage their morning and be crystal clear on what you are doing it.**