

# Why Hire Coach Coco?

## The Cliff Notes Version of My Beverly Hills Real Estate Career

My first job in Beverly Hills Real Estate was working for Larry Coffman. Larry needed someone to drive him around because he lost his Driver's License but still had his Real Estate License. I was twenty years old. I worked as his Real Estate Assistant and as his Driver. He worked for Elaine Young and Jeff Hyland after they left Mike Silverman's Office and started Hyland and Young. I worked for many different people as an Assistant until I got my own license in 1988 after a year of working for Victoria Lockwood at Alvarez, Hyland and Young.

I got my own sales license in 1988. I had left real estate to get married and go to college. When I got divorced, BA degree in hand, I went back to Beverly Hills and needed a job. I went back to what I knew and went to work for Alvarez, Hyland and Young. I left again after becoming an Executive VP and buying my first condo. I worked in-house for a Real Estate Developer and then came back to Beverly Hills Real Estate again in 2000 to work with Joe Babajian when he was at Fred Sands. A group of us moved to John Aaroe and then to Prudential. After a year with Joe Babajian, I wanted to work on my own and hire a Coach. I made \$65,000 my first year back.

Over the years, I went to many of different Real Estate Seminars by what I will call "Celebrity Real Estate Coaches" such as Mike Ferry and Brian Buffini and even went to one by the woman who started Keller Williams. I listened to what they all had to say and was inspired by their take on how to play what I like to call The Real Estate Game. Basically, they all used the same exact methods to market and sell real estate.

I bought different CD's and books to listen to but eventually had what I would call an epiphany. I did not want to do the same thing as everyone other Agent in my office to get business even if it meant that I was not going to make a million dollars a year.

They all described the same "magic formula" for becoming a Million Dollar Real Estate Agent. There was something about the fact that everyone was being taught the exact same thing that did not make sense to me.

How was I going to stand out and be an Agent that someone would want to work with if I was competing with people who had the same business plan as me?

Another Agent in my Real Estate Company recommended her Real Estate Coach to me when I was working at Prudential. Before becoming a Real Estate Coach, Patti had sold Real Estate in the San Fernando Valley and had been a successful Real Estate Agent before going to school to become a Master Coach. Becoming a Master Coach takes at least 500 hours of training. Becoming a Certified Coach is a process of training and having your own Coach as well.

Coach Patti had me do some things that I did not understand at the time but eventually grew to appreciate her style and skills. I wanted my own business plan and Coach Patti let me develop my own. Obviously, it had to incorporate many of the tools and techniques that the "Celebrity Real Estate Agents" taught but I was the one who decided which of the Real Estate Tools to add to my plan. That is what I loved about my Coaching Experience. I was the one to pick my plan. If I needed help or support Coach Patti was there 24/7 and I knew i could always call her if I had an emergency.

Over the years she worked with me to develop my own business plan. The business plan was broad in the very beginning and then became more specific with time. It incorporated many of the same exact tools that the "Celebrity Real Estate Coaches" used in their presentations including the accountability aspect which I found to be very important.

We started each Coaching Call with questions on how many buyers and sellers I had and how many Escrows. Sometimes I had homework other times I didn't. In the beginning she had me fill out a lot of papers to get to know me. If I was stuck with a client or any real estate situation, I would discuss it in my Coaching Session and by the end of our thirty-minute call I was back on track for that week. I worked very hard to grow my business and tried many different farm areas and methods for growing my business. I have not forgotten that five year education and am looking forward to sharing my experience, strength and hope with other Real Estate Agents like me.

My business plan changed from year to year, as I worked to find my own magic formula/plan. I tried many different business plans within my big plan over the five years that we worked together. Some of the things we tried I excelled at and some of the other things we tried did not work for me. Coach Patti never told me what to do unless I asked for help. Asking for help was hard for me. I knew how to market and sell real estate. I had learned from some of the best. Each year as I worked on my business plan that Coach Patti and I had co-created I continued to make more money.

The more money I made the bigger my life got and the more complicated. Having a Coach and talking to her every week kept me in check and from being sidetracked from my plan. Every month there would be some challenge or distraction that meant “Life” would enter in, and sometimes those situations would throw me off my plan. Having a Coach kept me focused as an Agent. If a Life issue came up, we would discuss it and if a business issue came up, we would discuss that as well.

By the end of my career, I was grossing \$600,000 a year which was enough for me. My very unique business plan had evolved, and my life evolved with it. I started my own business which was a dream of mine and then became very sick. My plan was to build my company and then sell it to become a Real Estate Coach.

I wanted to be a Real Estate Coach like Coach Patti was. I wanted to help those Agents that are like me and did not want to follow the same magic business plan as everyone else in their office. I also wanted to be professionally trained. To me being certified as a Coach with my BA in Psychology would be the icing on my own cake.