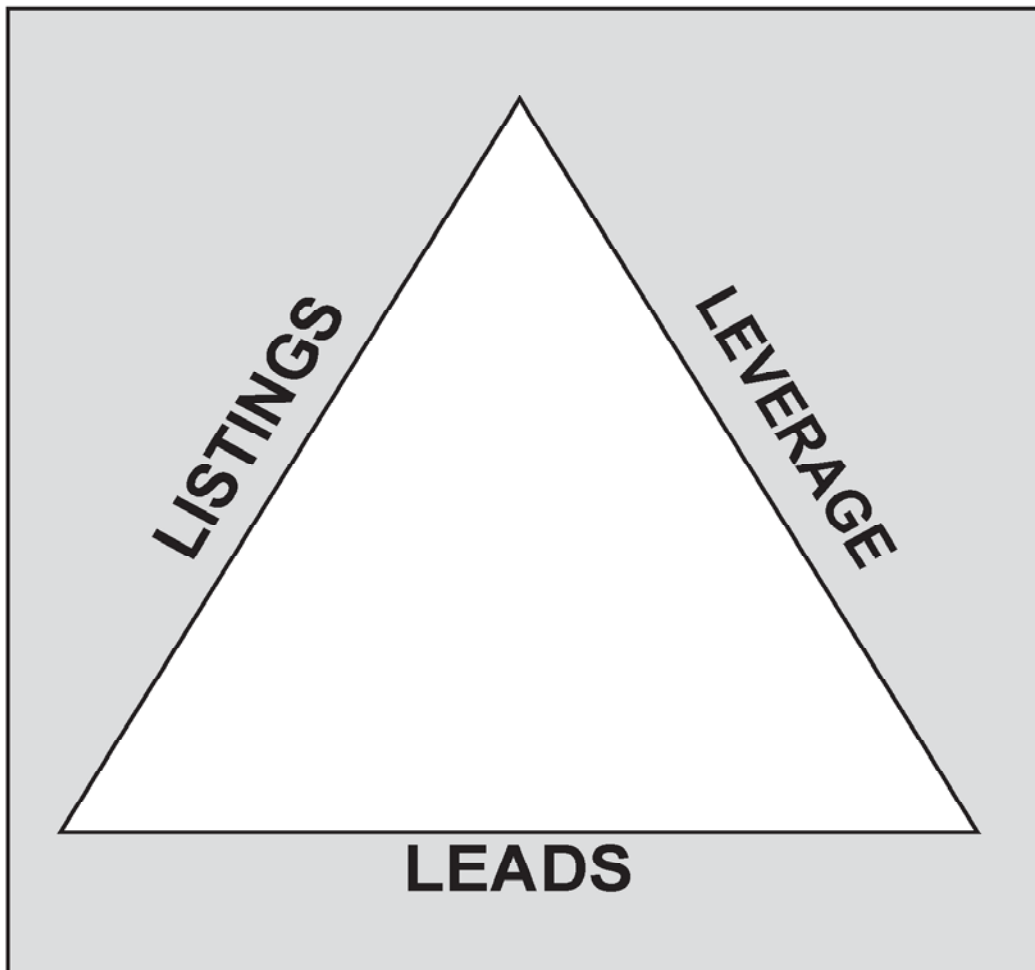




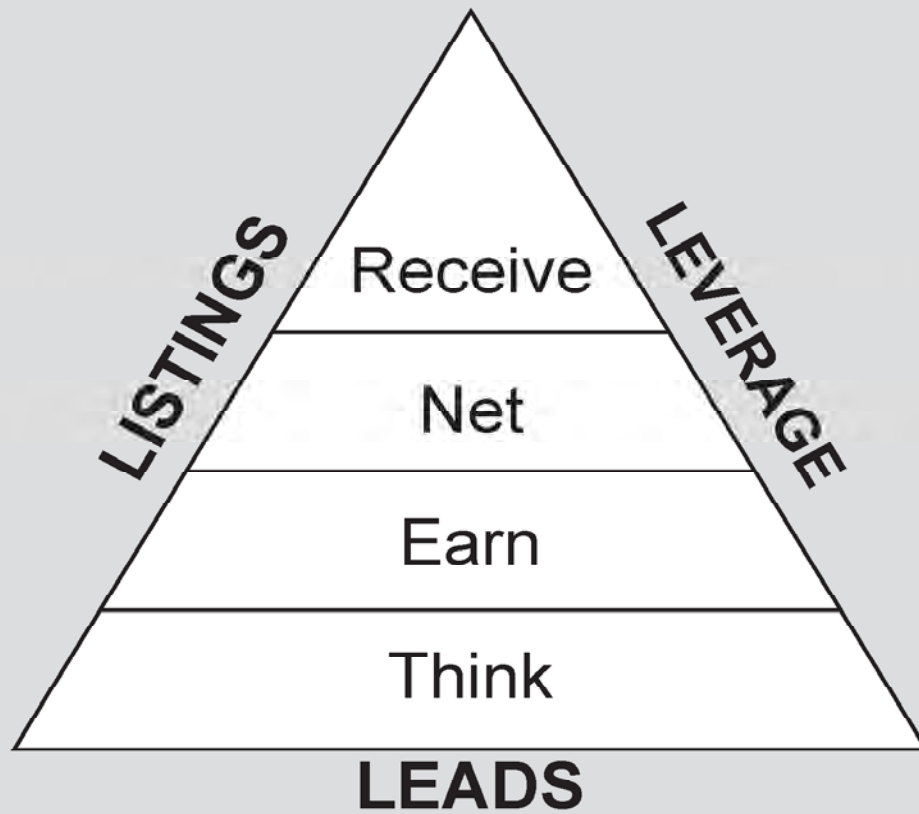
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## The Foundational Model of the Millionaire Real Estate Agent



### The Six Myth Understandings Between You and High

- 1** **Myth:** I can't do it.  
**Truth:** Until you try, you can't possibly know what you can or can't do.
- 2** **Myth:** It can't be done in my market.  
**Truth:** Yes it can, but you may need a new approach.
- 3** **Myth:** It would take too much time and effort—  
I would lose my freedom.  
**Truth:** Time and effort are not the deciding factors in success.
- 4** **Myth:** It's too risky. I'll lose money.  
**Truth:** Risk is in direct proportion to how well you hold your incremental costs accountable to producing incremental results.
- 5** **Myth:** My clients will only work with me—only I can deliver quality service.  
**Truth:** Your clients aren't loyal to you; they are loyal to the standards you represent.
- 6** **Myth:** Having a goal and not fully realizing it is a negative thing.  
**Truth:** Having a goal and not trying to achieve it is a negative thing.

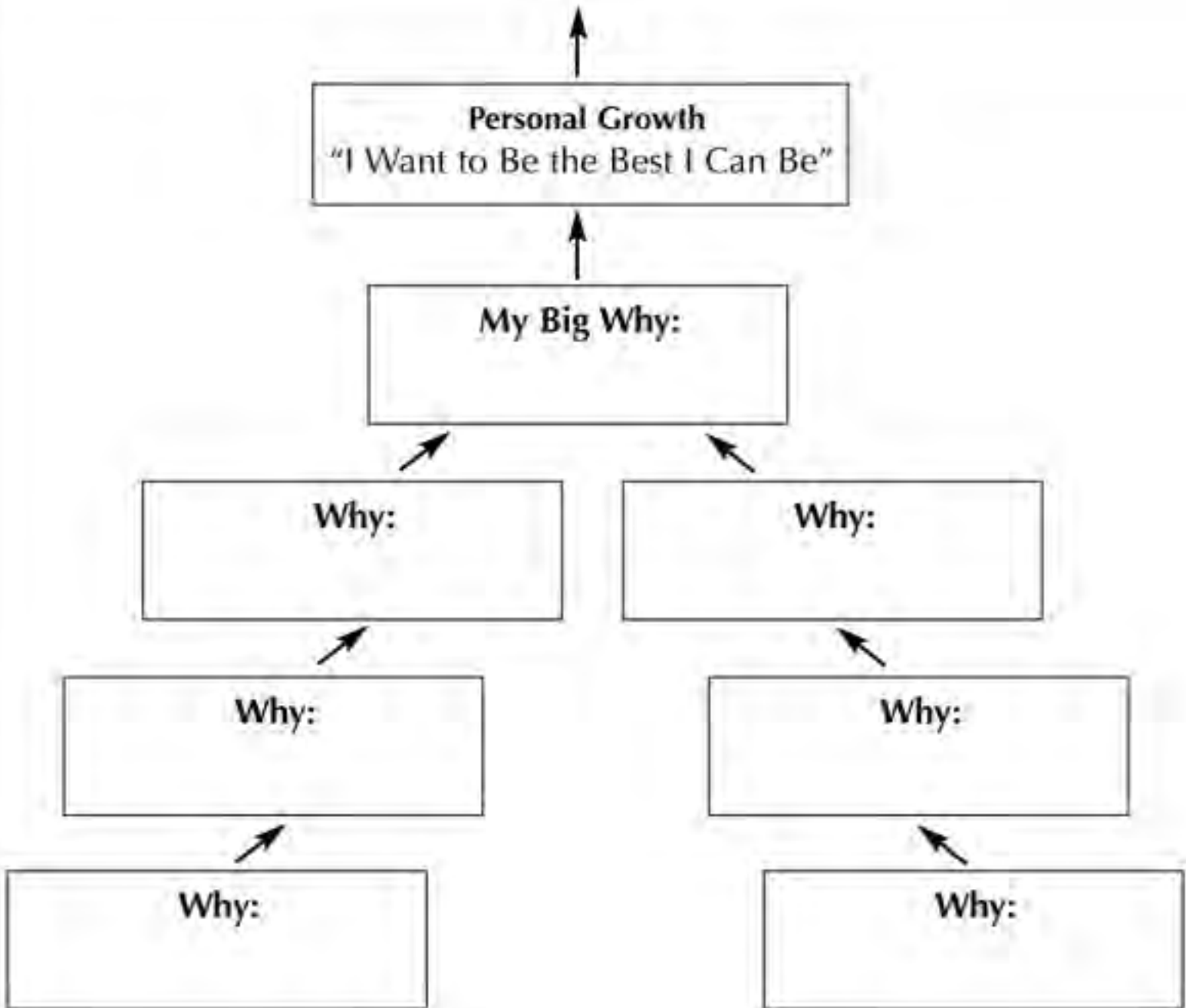
## The Nine Ways the Millionaire Real Estate Agent Thinks

1. Think Powered by a Big Why
  2. Think Big Goals and Big Models
  3. *Think Possibilities*
  4. *Think Action*
  5. *Think Without Fear*
  6. *Think Progress*
  7. *Think Competitively and Strategically*
  8. *Think Standards*
  9. *Think Service*
- FOUNDATIONAL**
- SUPPORTIVE**



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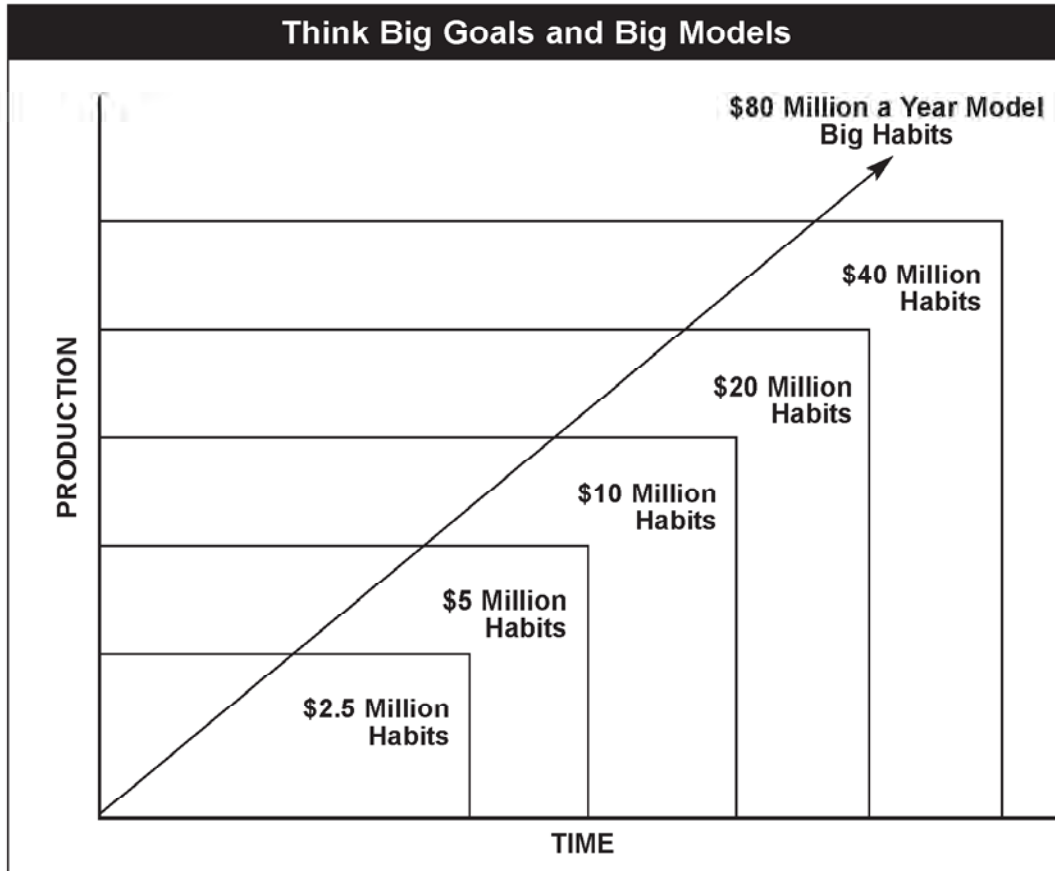
## The Big Why





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### Think Big Goals and Big Models







### The Top Ten Service Areas of the Seller Value Proposition

- 1. Needs Analysis**
  - a. Help clarify the motivating reasons to sell.
  - b. Determine the seller's timetable.
- 2. Pricing Strategy**
  - a. Determine the best selling price strategy given current market conditions.
  - b. Show resulting net sheet.
- 3. Property Preparation**
  - a. Advise on repairs and improvements.
  - b. Provide staging strategies.
- 4. Marketing Strategy**
  - a. Develop marketing plan.
  - b. Establish marketing timetable.
- 5. Receive an Offer**
  - a. Evaluate offers.
- 6. Negotiating to Sell**
  - a. Negotiate counteroffers.
  - b. Advise on final terms and conditions.
- 7. Sell**
  - a. Prepare postcontract work list.
  - b. Advise on repairs and vendor services.
- 8. Preclose Preparation**
  - a. Coordinate and supervise document preparation.
  - b. Provide preclosing consulting.
- 9. Closing**
  - a. Review closing documents.
  - b. Resolve last-minute items.
  - c. Complete transaction.
- 10. Post Closing**
  - a. Coordinate move.
  - b. Assist with postclosing issues.

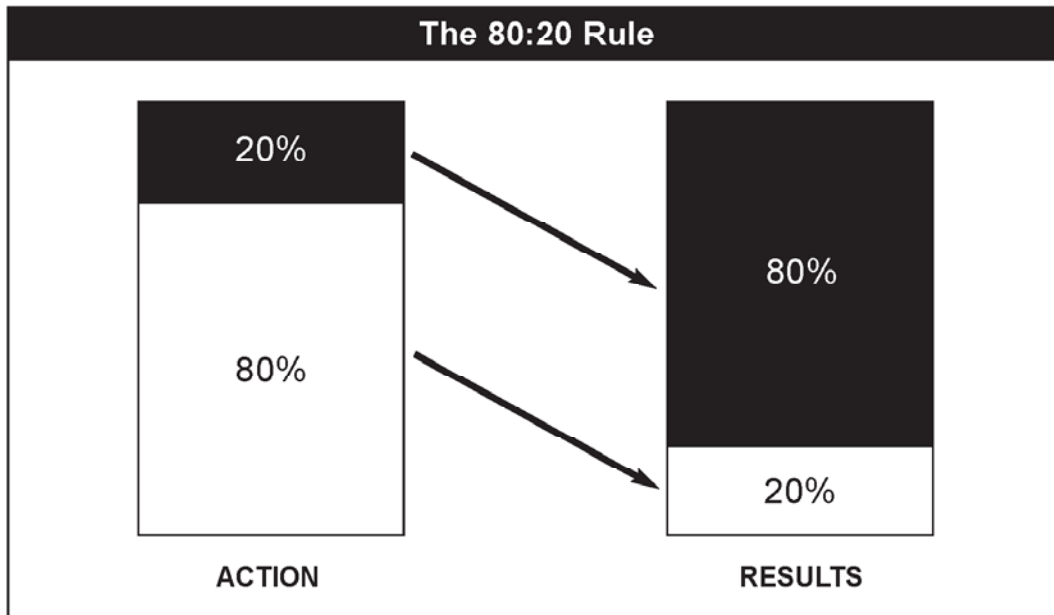
### The Top Ten Service Areas of the Buyer Value Proposition

- 1. Needs Analysis**
  - a. Analyze buyer's wants and needs.
  - b. Help buyer get clear picture of her ideal home.
- 2. Prequalification or Pre-approval**
  - a. Guide buyer to loan officer.
  - b. Obtain prequalification or pre-approval.
  - c. Help choose best mortgage financing plan.
- 3. Neighborhood Information**
  - a. Create broad neighborhood search profile.
  - b. Provide list of target neighborhoods and related information for each.
- 4. Home Search**
  - a. Organize and schedule a home search process.
  - b. Ongoing updates, drive-bys, and showings of available homes.
- 5. Make an Offer**
  - a. Compare homes and make decision.
  - b. Advise on terms and issues of offer.
  - c. Fill out purchase offer contract.
- 6. Negotiating to Buy**
  - a. Present the offer.
  - b. Negotiate on buyer's behalf.
- 7. Vendor Coordination**
  - a. Advise and supervise vendor selections.
  - b. Coordinate vendor services.
- 8. Preclose Preparation**
  - a. Coordinate and supervise document preparation.
  - b. Provide preclosing consulting.
- 9. Closing**
  - a. Preview closing documents.
  - b. Resolve last-minute issues.
  - c. Complete transaction.
- 10. Post Closing**
  - a. Coordinate move-in.
  - b. Assist with postclosing issues.



### The Difference Between a Functionary and a Fiduciary

<b>FUNCTIONARY</b>	<b>FIDUCIARY</b>
1. Low Level	1. High Level
2. Low Relationship	2. High Relationship
3. Assumes Little Responsibility	3. Accepts High Responsibility
4. Uses Low Skill	4. Masters High Skill
5. Records Information	5. Perceives Information
6. Responds to Needs	6. Anticipates Needs
7. Processes Data	7. Interprets Data
8. Narrow Picture Viewpoint	8. Big Picture Viewpoint
9. Delivers Information	9. Advises and Consults
10. Other-Directed	10. Self-Directed
11. Minimum Legal Responsibility	11. Maximum Legal Responsibility
12. Employee	12. Partner
13. Does the Task	13. Owns the Result
14. Tells and Sells	14. Educates and Guides
15. Stays out of Decision Making	15. Involved in Decision-Making
16. Follows Rules and Procedures	16. Uses Judgment and Intuition
17. Replaceable	17. Irreplaceable
18. Minimally Paid	18. Highly Paid



## The Many Virtues of Seller Listings

1. Seller listings mean marketing opportunities:
  - a) You get to put our sign in the front yard (and maybe directional signage, as well).
  - b) You get to market the listing through direct mail and e-mail, etc.
  - c) You get to advertise the listing through newspapers, magazines, the MLS, your website, etc.
2. You have more control of your time. There is usually not the sense of do-it-right-now urgency with sellers that buyers often have; therefore, you should be able to control your scheduling a little more.
3. Seller listings maximize your per-hour compensation. It usually takes a lot less time to obtain and market a listing prior to its selling than it takes to show for and sell to a buyer.
4. Volume, volume, volume. In our experience a highly focused, highly leveraged real estate agent can work fifteen to twenty-five seller listings per month. And keep it up. The same agent would be hard-pressed to work seven or eight buyers per month and continue to do so over a long period of time.
5. With seller listings you are on the frontend of pricing, which translates to an intimate knowledge of the market.
6. Properly marketed seller listings bring you more business. Because of the multiple marketing opportunities that are part of the listings process, we've found that on average, one well-marketed listing will generate one serious buyer who buys. So, if you focus on obtaining and marketing seller listings, you should be able to get all the buyers you need. It's the real estate industry's version of the "twofer."





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### **The Eight Goal Categories of the Millionaire Real Estate Agent**

1. Leads Generated
2. Listings
3. Contracts Written
4. Contracts Closed
5. Money
6. People
7. Systems/Tools
8. Personal Education

For each of these eight categories, you should set "someday," three-year, one-year, one-month, and one-week goals.



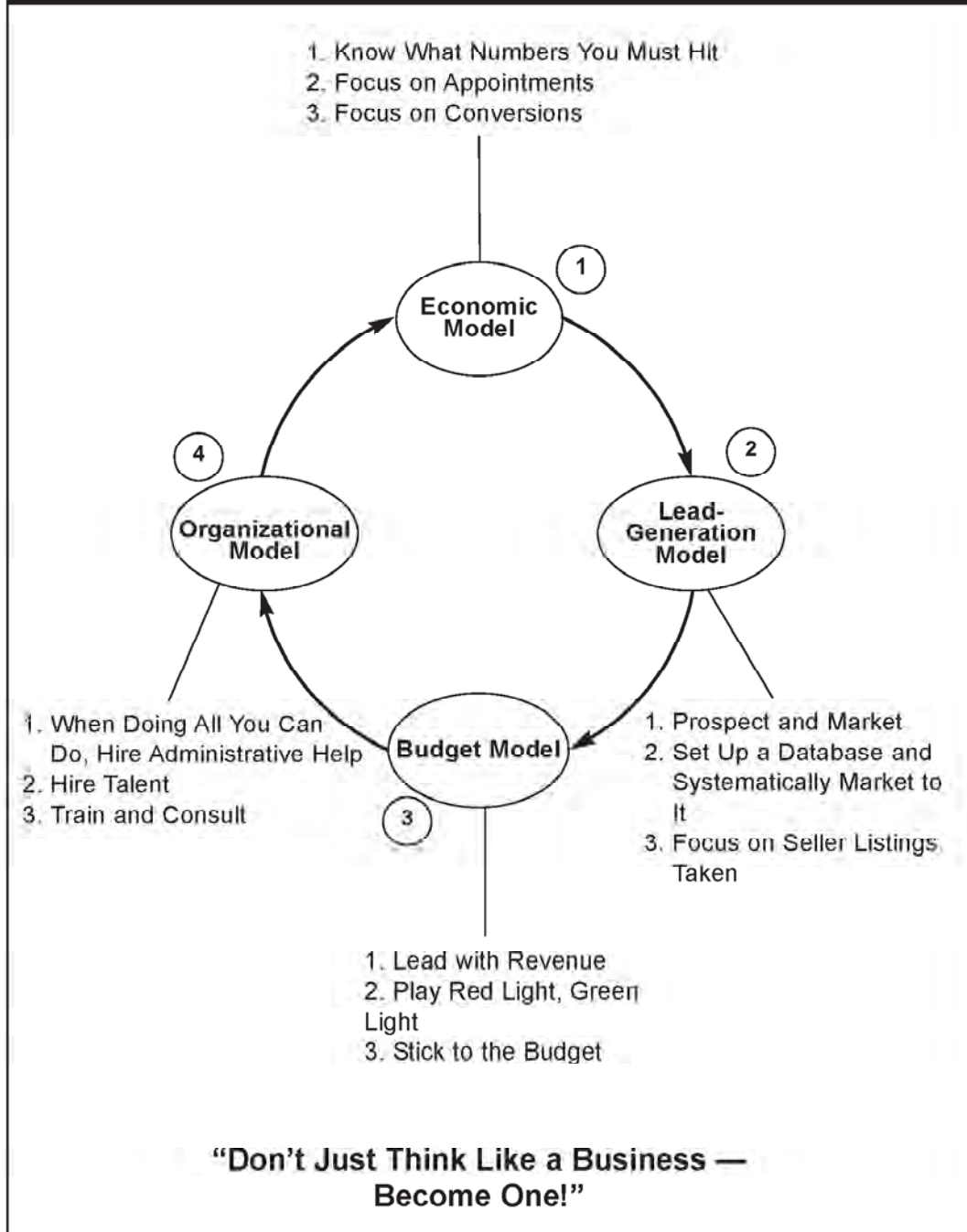
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## The Four Fundamental Business Models of the Millionaire Real Estate Agent

1. The Economic Model
2. The Lead-Generation Model
3. The Budget Model
4. The Organizational Model



### The Four Models The Key Areas

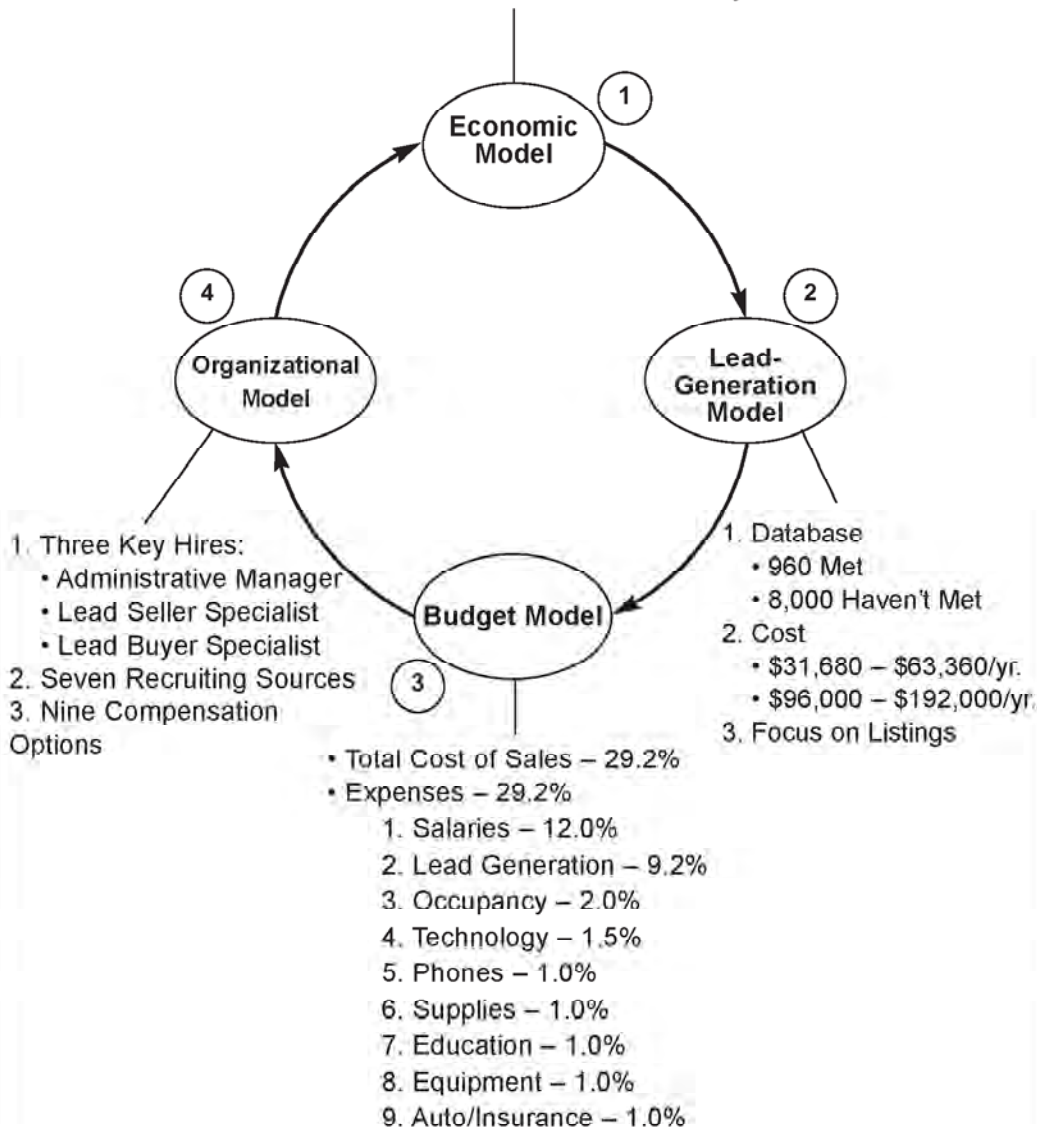




**The Four Models**  
**The Issues and Numbers of the Millionaire Real Estate Agent**

- 1. 320 Closed Sales –  
\$250K Average Price
- 2. \$2.4 Million GCI
- 3. \$700K Cost of Sales  
\$700K Operating Expenses

- 4. 27.73 Seller Listing Appts./mo.  
25.53 Buyer Listing Appts./mo.
- 5. 20.53 Seller Listings Taken/mo.  
16.63 Buyer Listings Taken/mo.
- 6. 13.33 Sellers Sold/mo.  
13.33 Buyers Sold/mo.



**“Don’t Just Become a Business—  
Become a Big One!”**





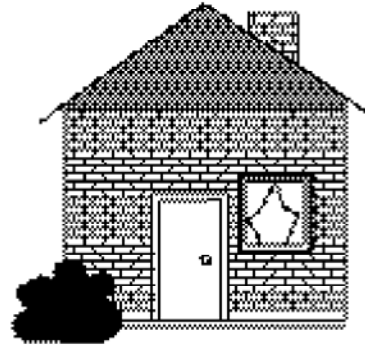
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### Hobo Shacks vs Houses



**Hobo Shack**  
Built on a Patchwork of  
Creativity and Ideas

VS



**House Built on a  
Solid Foundation of  
Proven Models**



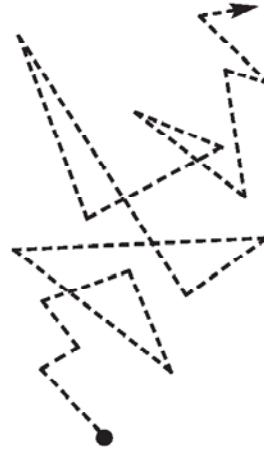
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### Beginning with Models vs Beginning with Creativity



Creativity off a Model

VS

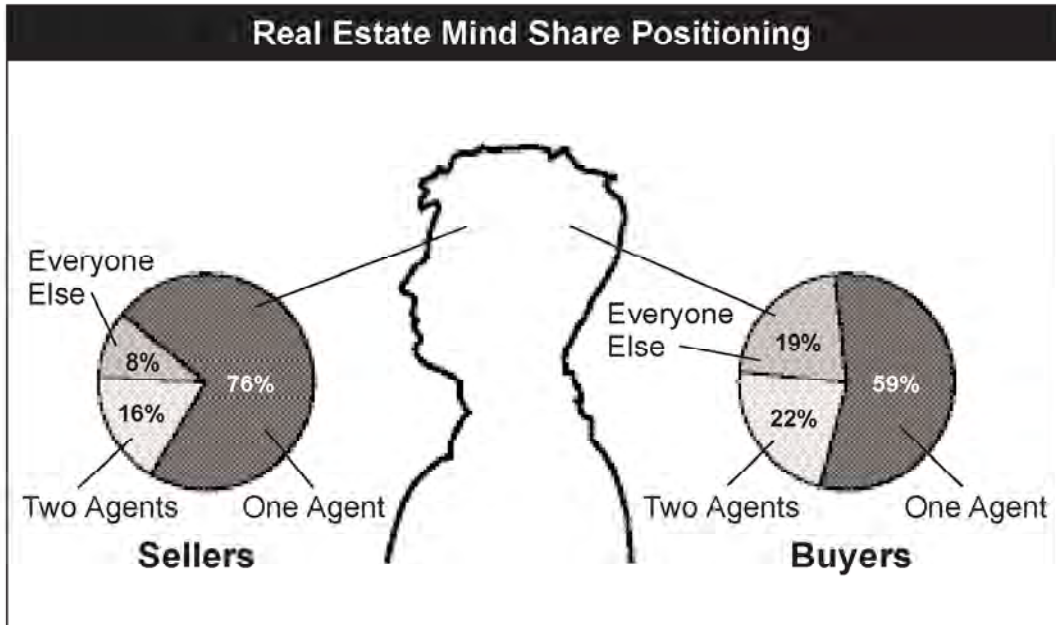


Creativity Without a Model

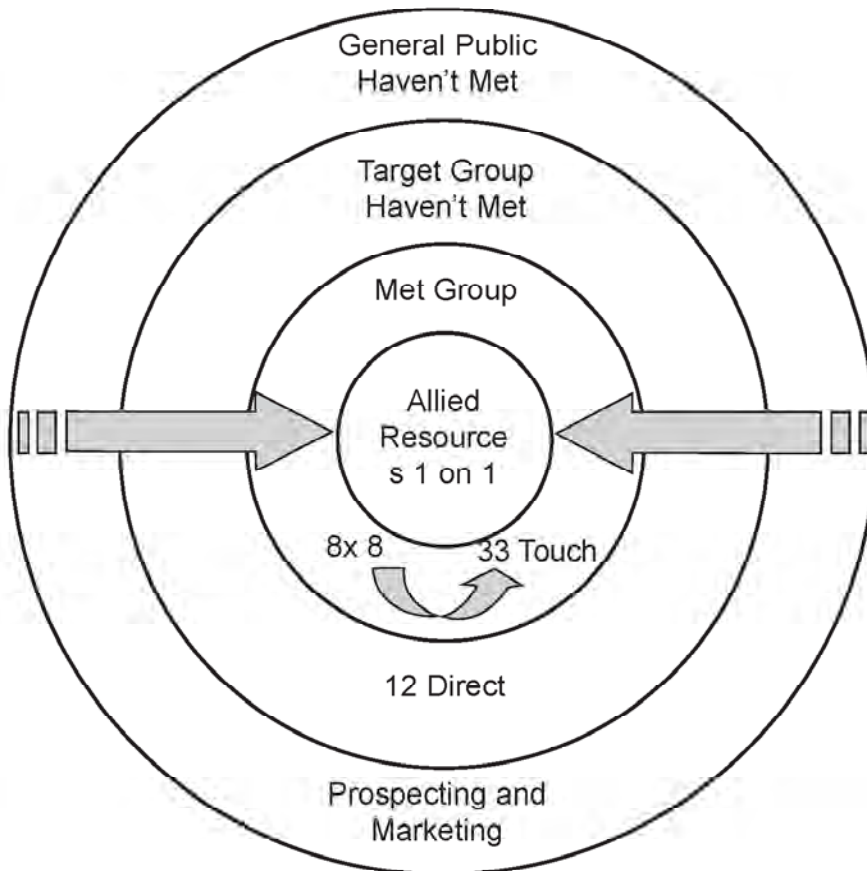


**The Basic Formula for the Economic Model of the Millionaire Real Estate Agent**





**The Strategic Model for Generating Leads and Building Relationships**



**Your Strategy—Generate Leads  
and Move People into  
Your Inner Circles**



<b>Prospecting (Proactive and Direct)</b>	<b>Marketing (Proactive and Indirect)</b>
<p><b>1. 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 Listed</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>2. Face-to-Face (Meals)</b></p> <ul style="list-style-type: none"><li><input type="checkbox"/> Allied Resources</li></ul> <p><b>Canvassing</b></p> <ul style="list-style-type: none"><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"/> 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>



## Allied Resource Referral Generating Program

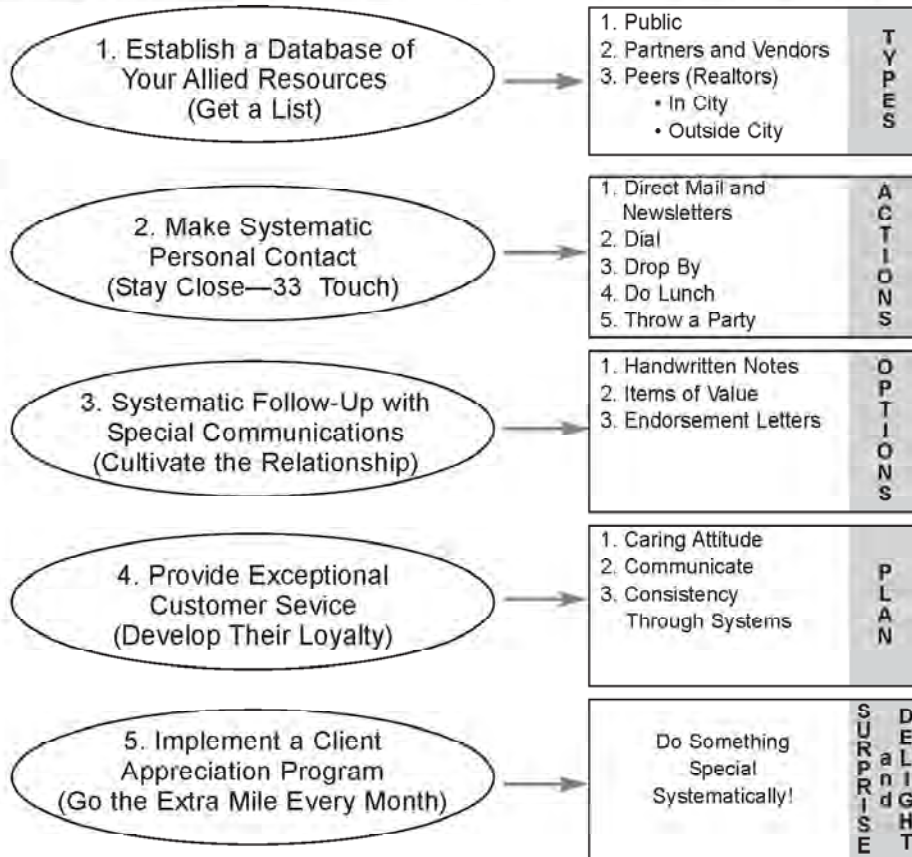
### 1. The Three Principles of Referrals

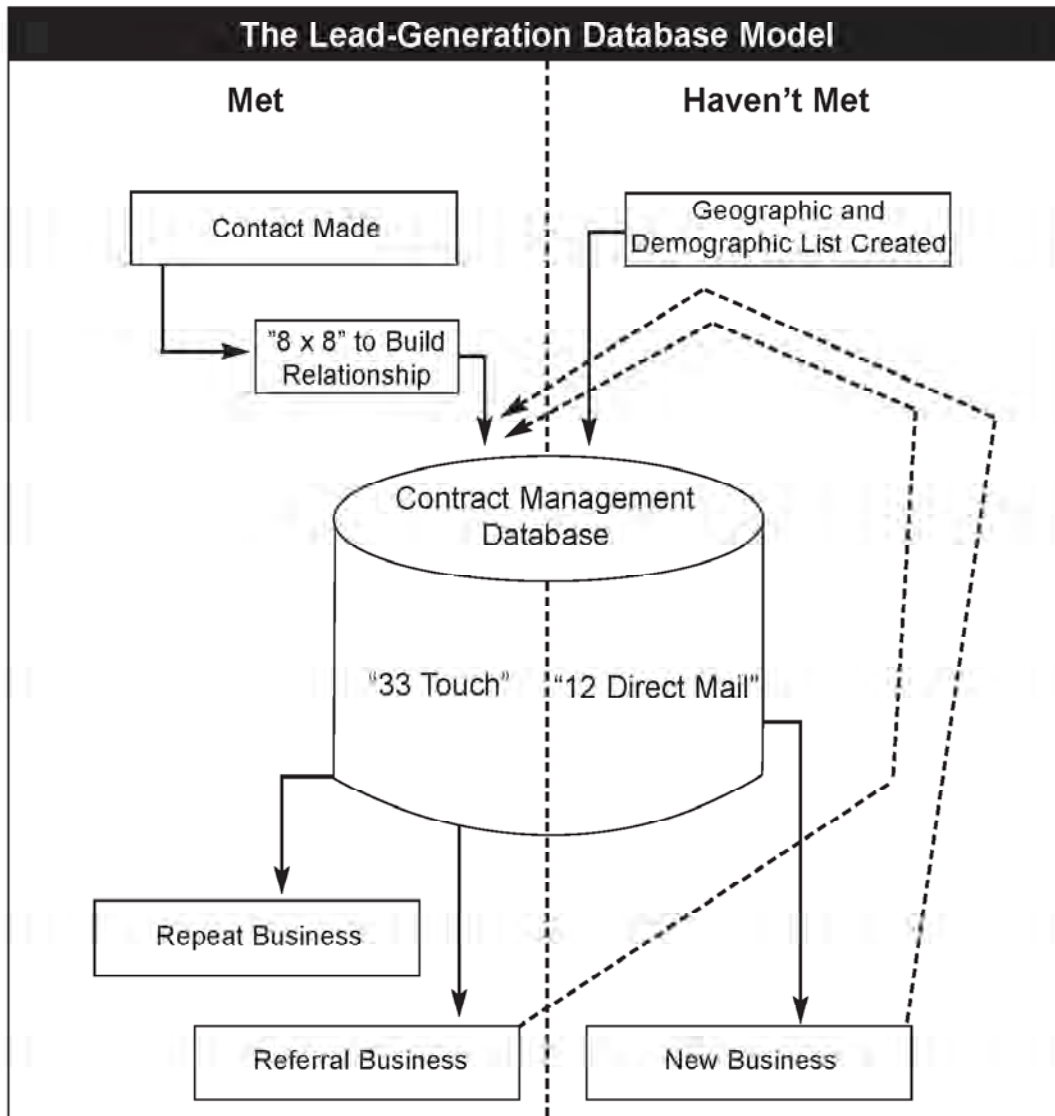
1. Educate
2. Ask for Help
3. Reward

Repeat these three simple steps over and over.

Treat the referral source better than the referral. Always show appreciation at every point—when you take the referral call, when you meet with the referral, when you do business with the referral, and when the transaction is complete.

### 2. The Five Systems of Referrals









**8 x 8**

- **Week One**—Drop off a letter of introduction, your personal brochure, a market report, and your business card.
- **Week Two**—Send a recipe card, inspirational card, community calendar, or market statistics.
- **Week Three**—Send a recipe card, inspirational card, community calendar, or market statistics.
- **Week Four**—Make a telephone call:  
“Hello, this is \_\_\_\_\_ from \_\_\_\_\_ Realty. Did I catch you at a bad time? How are you? Did you happen to receive the \_\_\_\_\_? Have you had a chance to look at it? The reason I’m calling is to find out if you happen to know of anyone who might be buying or selling their home. . . .”
- **Week Five**—Send one of your free reports.
- **Week Six**—Send a real estate investment or house maintenance tip.
- **Week Seven**—Send a refrigerator magnet, notepad, or other usable giveaway (not throwaway!) with your name, logo, and contact information on it.
- **Week Eight**—Make another telephone call:  
“Hello, this is \_\_\_\_\_ from \_\_\_\_\_ Realty. Did I catch you at a bad time? How are you? Did you happen to receive the \_\_\_\_\_ that I sent you? That’s great. Did you have any questions? As you can tell, I really hope you will allow me to be your Realtor for life. And also, let me just give you a quick reminder that if you happen to know of anyone who might be buying or selling their home, could you please share their name with me or my name with them. . . .”

**8 x 8 is About Building Relationships and  
Winning the Real Estate Agent “Mind Share” Battle**



## 33 Touch

- **18 Touches** A combination of seventeen e-mails, mailings, letters, cards, or drop-offs (which might include your business card) and may be one of the following: A letter of introduction, your personal brochure, market reports, Just Sold or Just Listed cards, holiday cards, your personal newsletter, recipe cards, property alerts, real estate news or articles, investing news or articles, community calendars, invitations, service directories, promotional items, etc.
- **8 Touches** Thank you or “thinking of you” cards
- **3 Touches** Telephone calls
- **2 Touches** Birthday cards (husband and wife)
- **1 Touch** Mother’s Day Card
- **1 Touch** Father’s Day Card

---

## 33 Touches Each Year



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<b>The Natural Balance of Seller and Buyer Listings</b>		
<b>GCI</b>	<b>Seller Listings Sold</b>	<b>Buyer Listings Sold</b>
\$ 40K	4	6
\$ 80K	8	11
\$ 150K	15	16
\$ 250K	25	25
\$ 750K	64	56



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### Basic Fourteen-Step Marketing Plan for Listings

1. Staging and Pricing Strategies
2. For Sale Sign, Ryder Signs, and Directional Signs
3. Tube or Box with Flyers and Distribution of Flyers in Neighborhood
4. Flyers in House/Home Book/Comment Cards
5. MLS
6. Web Listings with Virtual Tour (Strategic Placement)
7. House Featured in "Marketing Vehicle" (Calendar, etc.)
8. Open House Program
9. E-mail/Fax/Voice Broadcast
10. Track Showings/Collect Feedback
11. Target Marketing
12. Weekly Seller Updates
13. Property Caravans
14. Creative Marketing Ideas (10K, Cable, etc.)

---

Truth: The only real difference between agents is that some "list" houses and some "market" them. Are you a listing agent or a marketing agent?



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<b>GCI</b>	<b>(6M) \$180,000</b>	<b>(10M) \$300,000</b>	<b>(18M) \$500,000</b>	<b>(25M) \$800,000</b>	<b>(40M) \$1,200,000</b>
<b>Cost of Sales*</b>	21,000	21,000	100,000	250,000	350,000
<b>Gross Profit</b>	159,000 88%	279,000 93%	400,000 80%	550,000 69%	850,000 71%
<b>Expenses</b>	59,300 33%	93,000 31%	152,500 31%	238,000 30%	344,000 29%
<b>Net Income</b>	99,700 55%	186,000 62%	247,500 50%	312,000 39%	506,000 42%

\* Assumes Cost of Sales includes company desk fees or splits, commissions or salaries paid to buyer or seller agents helping you in the business, royalties and referral fees.

\*\* All percentages have been rounded up.





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EXPENSE DETAIL					
<b>1. Salaries</b>	20,000 11.1%	36,000 12%	65,000 12%	100,000 12%	144,000 12%
<b>2. Lead Generation</b>	18,000 10%	30,000 10%	50,000 10%	80,000 10%	120,000 10%
<b>3. Occupancy</b>	1,500 0.8%	2,500 0.8%	3,000 0.6%	4,000 0.5%	5,000 0.4%
<b>4. Technology</b>	4,000 2.2%	4,500 1.5%	7,500 1.5%	12,000 1.5%	18,000 1.5%
<b>5. Phone</b>	2,600 1.4%	3,000 1%	5,000 1%	10,000 1%	12,000 1%
<b>6. Supplies</b>	1,800 1%	3,000 1%	5,000 1%	8,000 1%	12,000 1%
<b>7. Education/Dues</b>	1,800 1%	2,000 0.67%	5,000 1%	7,000 1%	12,000 1%
<b>8. Equipment</b>	3,600 2%	6,000 2%	6,000 1.2%	8,000 1%	12,000 1%
<b>9. Auto/Insurance</b>	6,000 1.4%	6,000 1%	6,000 1%	9,000 1%	9,000 1%

All percentages figured as a % of Gross Income. These are a rough approximation and have been rounded up.



### The Pros and Cons of Hiring a Licensed Assistant

#### THE PROS

1. Assistant allows agent to focus on lead generation by having the business knowledge, experience, and the ability to do other tasks.
2. Assistant has already made a career decision to be in real estate.
3. Assistant understands the commission business.
4. Assistant is already trained in the business.

#### THE CONS

1. Assistant may cost more.
2. Assistant tends to bring his own clients and wants to work with them. It can get messy.



Figure 21

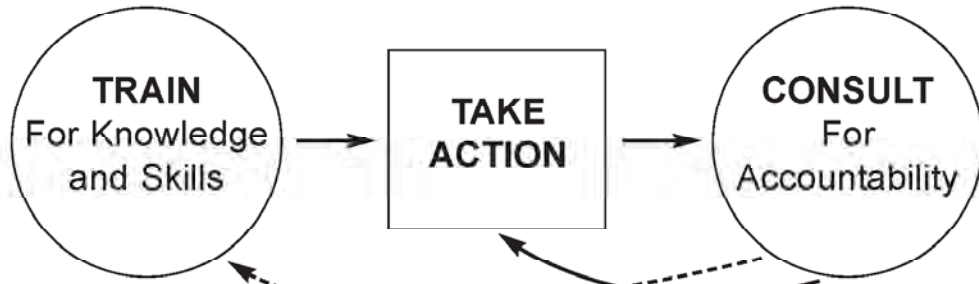






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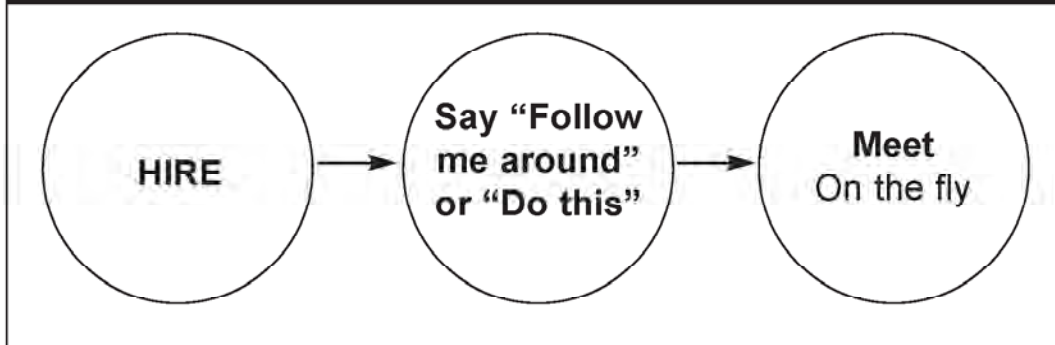
### Training and Consulting: The Right Way





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**Training and Consulting: The Way Most Agents Do It**





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### Ten Principles for Empowering People

1. Tell people what their responsibilities are. Get agreement.
2. Give them authority equal to their assigned responsibilities.
3. Set standards of excellence and guidelines.
4. Provide initial and ongoing training that will enable them to meet standards (skills, knowledge, etc.).
5. Hold them accountable. Define consequences.
6. Provide them with weekly feedback on their performance.
7. Recognize them for their achievements (praise in public; correct in private).
8. Trust them. Allow them to grow into self-leadership.
9. Give them permission to fail.
10. Treat them with dignity and respect.



## The Consultative Interview

1. What was your goal?



2. How did you do?



3. How do you feel about that?



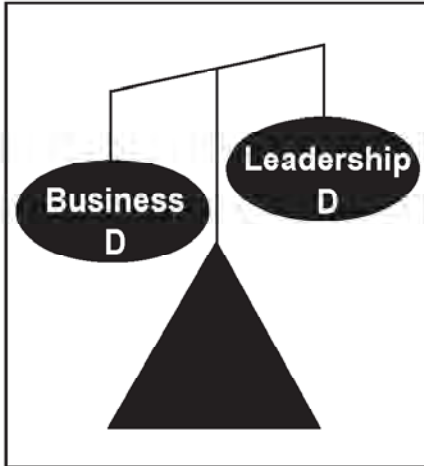
4. Based on how you did, what is your goal and what do you need to do now?



Is there anything that might keep you from doing that?

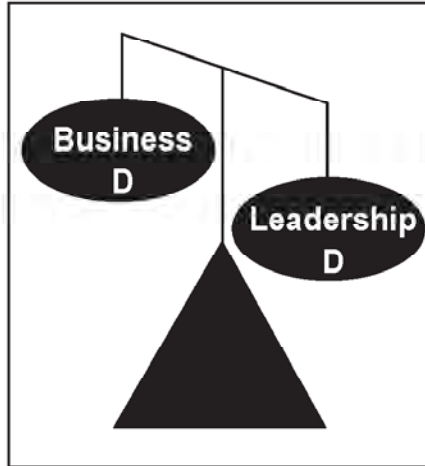
If you needed training or support to do this, what might it be?

## The Dilemma of D



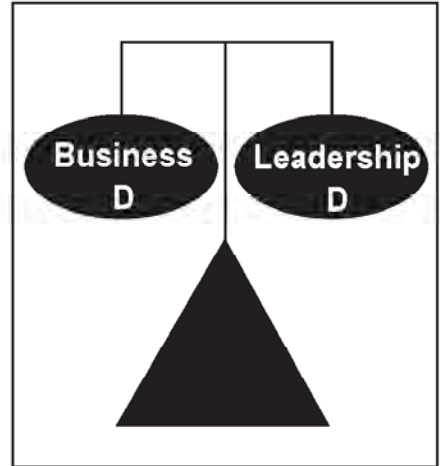
Is this it?

or



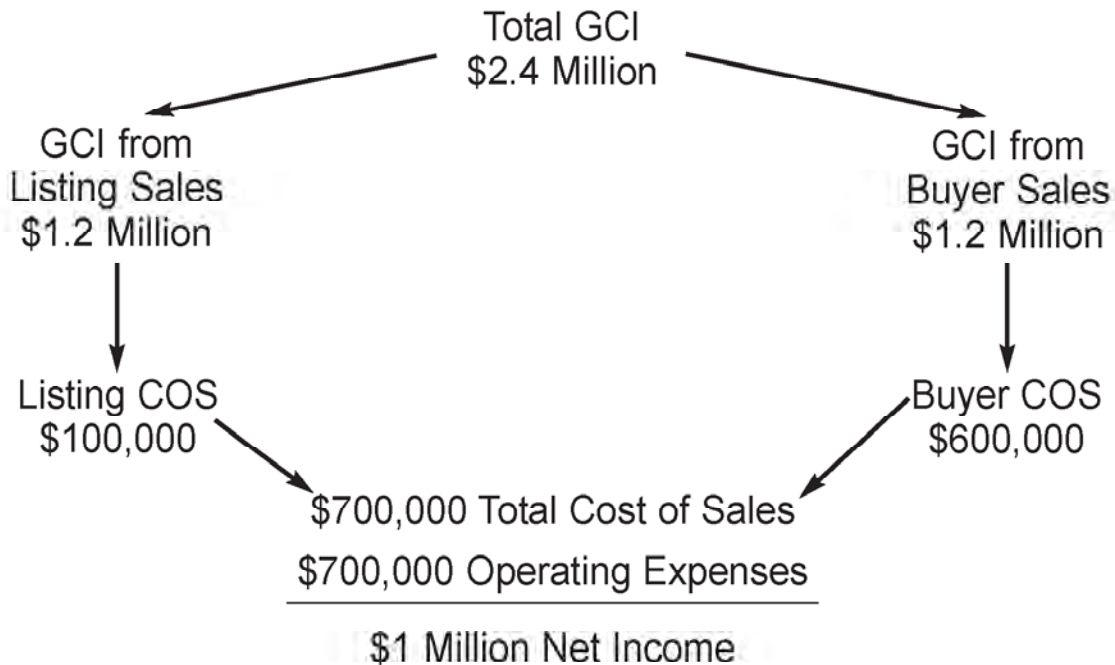
Is this it?

or



Is this it?

## The Basic Cash Flow of the Economic Model of the Millionaire Real Estate Agent



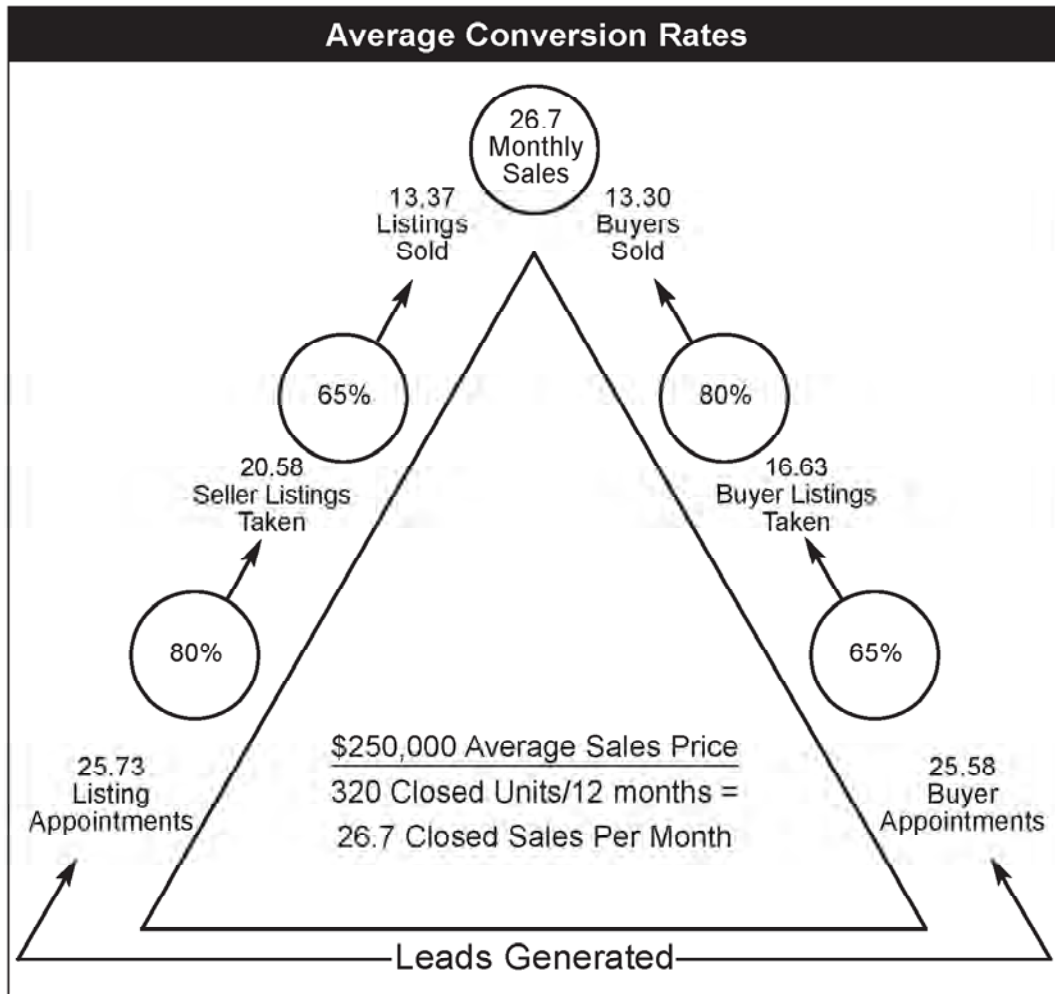
## The Effect of Average Sales Price on Unit Sales

Goal = 2.4 Million in GCI

Average Sales Price	Closed Units
\$150,000	534
\$200,000	400
\$250,000	320
\$300,000	267

### Percentage Decrease in Closed Units Per 10% Price Increase to Reach \$2.4 Million in GCI Goal

% Increase in Price	Average Sales Price	Commission	Closed Units/Yr.	Difference	% Decrease Closed Units
	150,000	4,500	534		
10%	↓		↓	50	9.4%
	165,000	4,950	484		
	↓		↓	44	9.1%
	181,500	5,445	440		
	↓		↓	39	8.9%
	199,650	5,990	401		
	↓		↓	37	9.2%
	219,615	6,588	364		
	↓		↓	32	8.8%
	240,990	7,227	332		
	↓		↓	30	9%
	264,990	7,950	302		
	↓		↓	28	9.3%
	291,489	8,745	274		

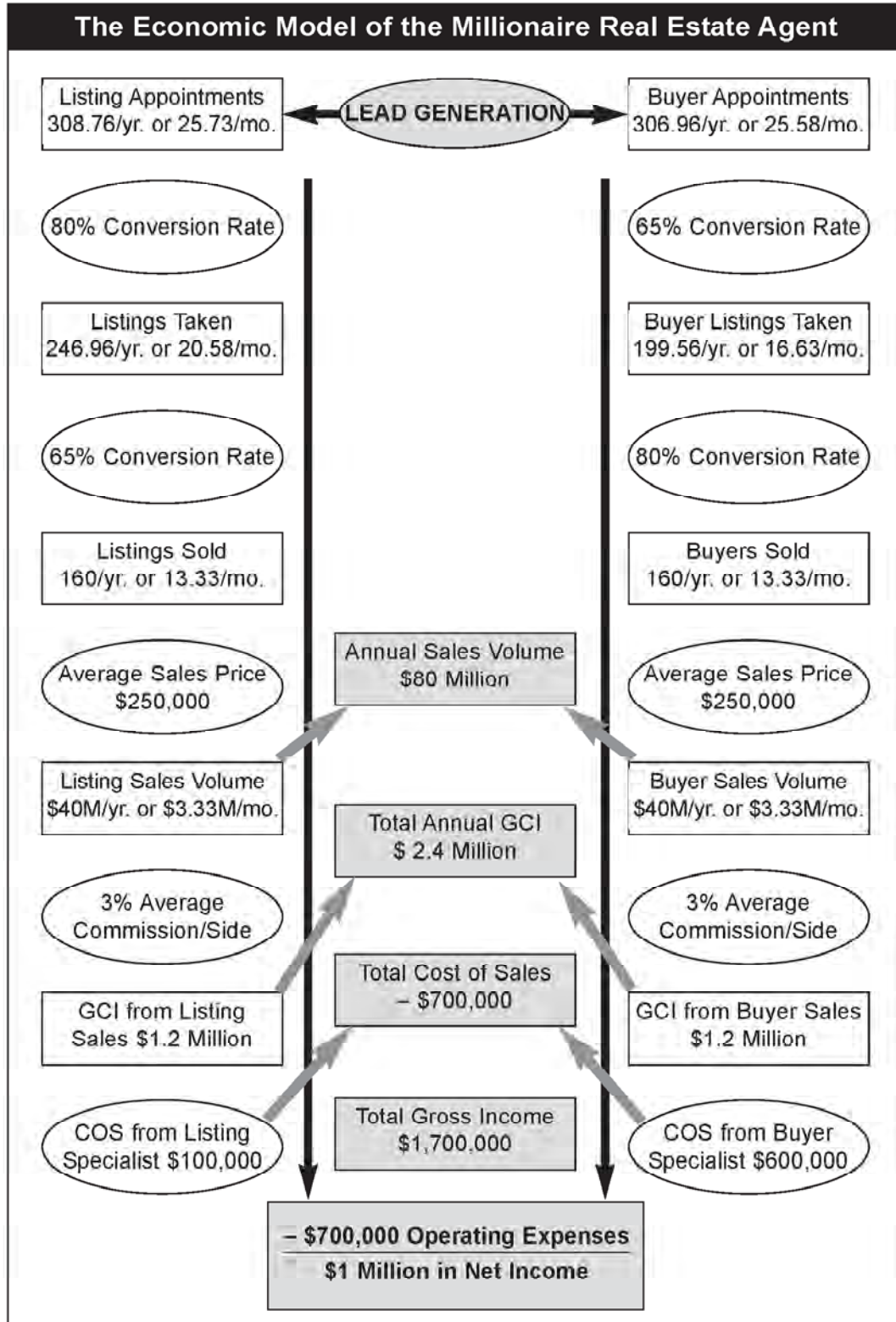






# MILLIONAIRE REAL ESTATE AGENT™

## The Economic Model of the Millionaire Real Estate Agent





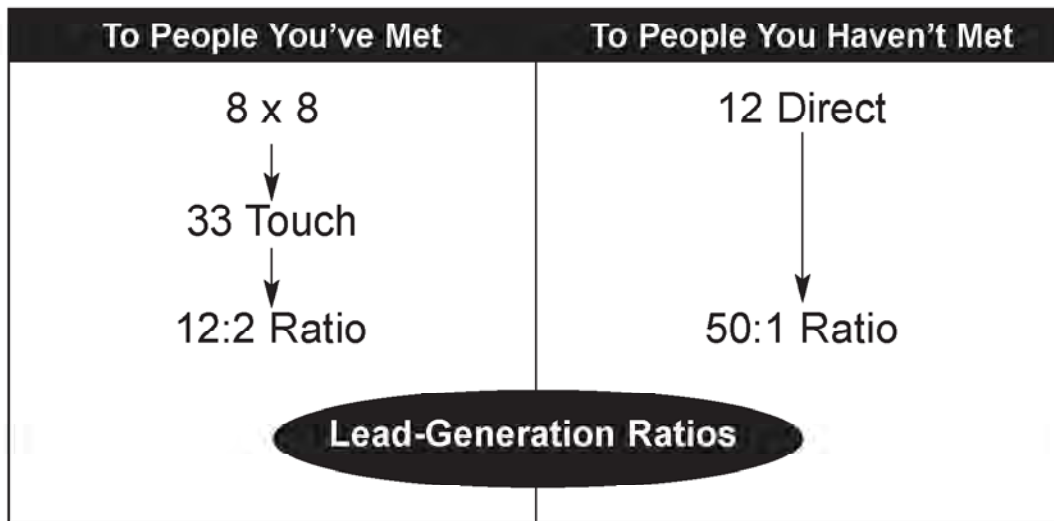
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### The Big Issues of the Economic Model of the Millionaire Real Estate Agent

1. 320 Closed Sales with an Average Sales Price of \$250K
2. \$2.4 Million in GCI
3. \$700,000 Cost of Sales  
\$700,000 Operating Expenses
4. 27.72 Seller Listing Appointments per Month  
25.58 Buyer Listing Appointments per Month
5. 20.58 Seller Listings Taken per Month  
16.63 Buyer Listings Taken per Month
6. 13.33 Seller Listings Sold per Month  
13.33 Buyer Listings Sold per Month



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## The Lead-Generation Numbers Game

	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>			



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## The Four Laws of Lead Generation

1. Build a database.
2. Feed it every day.
3. Communicate with it in a systematic way.
4. Service all the leads that come your way!



<b>The Cost of a Millionaire Lead-Generation Program</b>	
<b>Met</b>	<b>Haven't Met</b>
<b>(Big Goal=1,920 People=320 Sales)</b> 1. Every 12 people in your Met database marketed to 33 times each year (33 Touch)=2 sales. (One sale is a referral and one is repeat business.)	<b>(Big Goal=16,000 People=320 Sales)</b> 1. Every 50 people in your Haven't Met database marketed to 12 times a year (12 Direct Mail)=1 sale.
2. Restated: 396 touches (12 x 33)= 2 sales.	2. Restated: 600 touches (50 x 12)= 1 sale.
3. So, 396 touches x \$0.50 (average cost of a touch)=\$198 for 2 sales <b>OR \$99 per sale.</b> (If you double your costs for a worst-case scenario, count on \$198/sale.)	3. So, 600 touches x \$0.50 (average cost of a touch)=\$ <b>300 per sale.</b>
4. To reach your goal of 320 sales, how many people would you need in your Met database? Answer: $320 \times 12/2=1,920$ people	4. To reach your goal of 320 sales, how many people would you need in your Haven't Met database? Answer: $320 \times 50=16,000$ people
5. <b>Cost=320 x \$99/sale=\$31,680/yr.</b> (OR a worst case scenario of Cost=320 x \$198/sale=\$63,360)*	5. <b>Cost=320 x \$300/sale=\$96,000/yr.</b> (OR a worst case scenario of Cost=320 x \$600/sale=\$192,000)



## The Budget Model of the Millionaire Real Estate Agent

There are two key areas of expenses:

### 1. Cost of Sale\*

This is the cost of acquiring the income and includes the salary and commission of a listing specialist and the commission of buyer specialists.

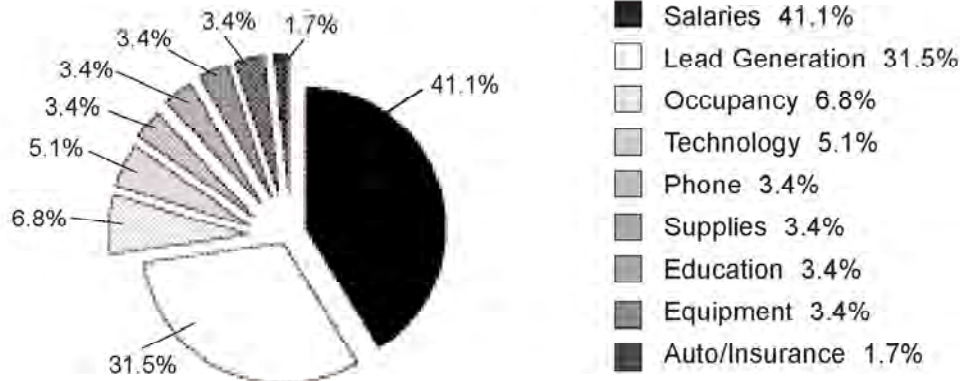
Seller Specialists	4.4%	\$100,000
Buyer Specialists	24.8%	\$600,000
<b>Total Cost of Sales**</b>	<b>29.2%</b>	<b>\$700,000</b>

### 2. Operating Expenses\*

This is the cost to generate leads and run the business. Key categories here are:

<b>1) Salaries</b>	<b>12%</b>	<b>\$288,000</b>
<b>2) Lead Generation</b>	<b>9.2%</b>	<b>\$220,000</b>
3) Occupancy	2.0%	\$48,000
4) Technology	1.5%	\$36,000
5) Phone	1.0%	\$24,000
6) Supplies	1.0%	\$24,000
7) Education	1.0%	\$24,000
8) Equipment	1.0%	\$24,000
9) Auto/Insurance	0.5%	\$12,000
<b>Total Expenses</b>	<b>29.2%*</b>	<b>\$700,000</b>

**The Big Two (Salaries and Lead Generation) make up 72.6% of Operating Expenses!**



\* Reflects percentage of annual \$2.4 million GCI goal from the Economic Model of the Millionaire Real Estate Agent

\*\* Referral fees would also be included in Cost of Sales

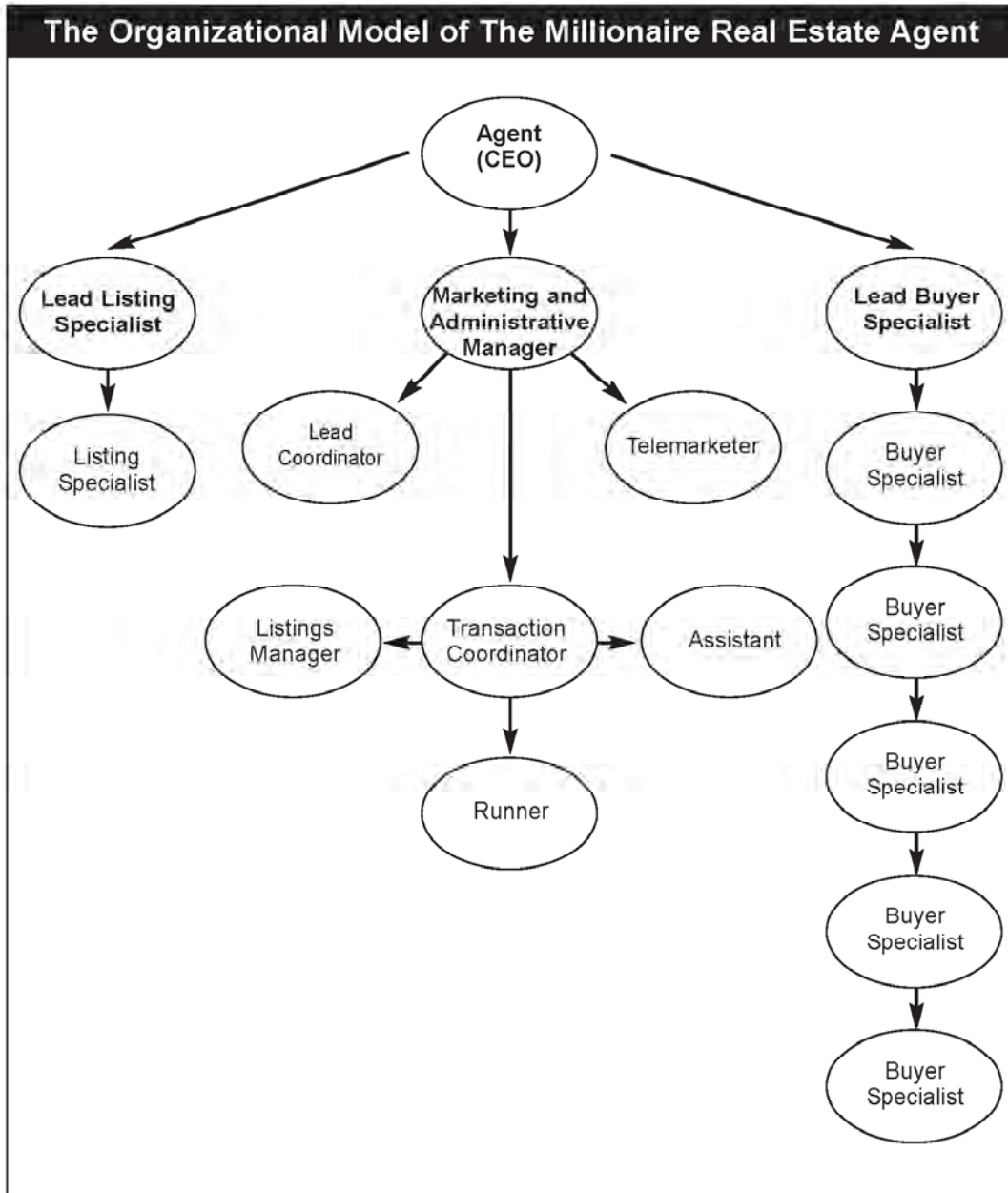
# The “Big Two” as a Percentage of Operating Expenses

Salaries      41.1%

Lead Generation    31.5%

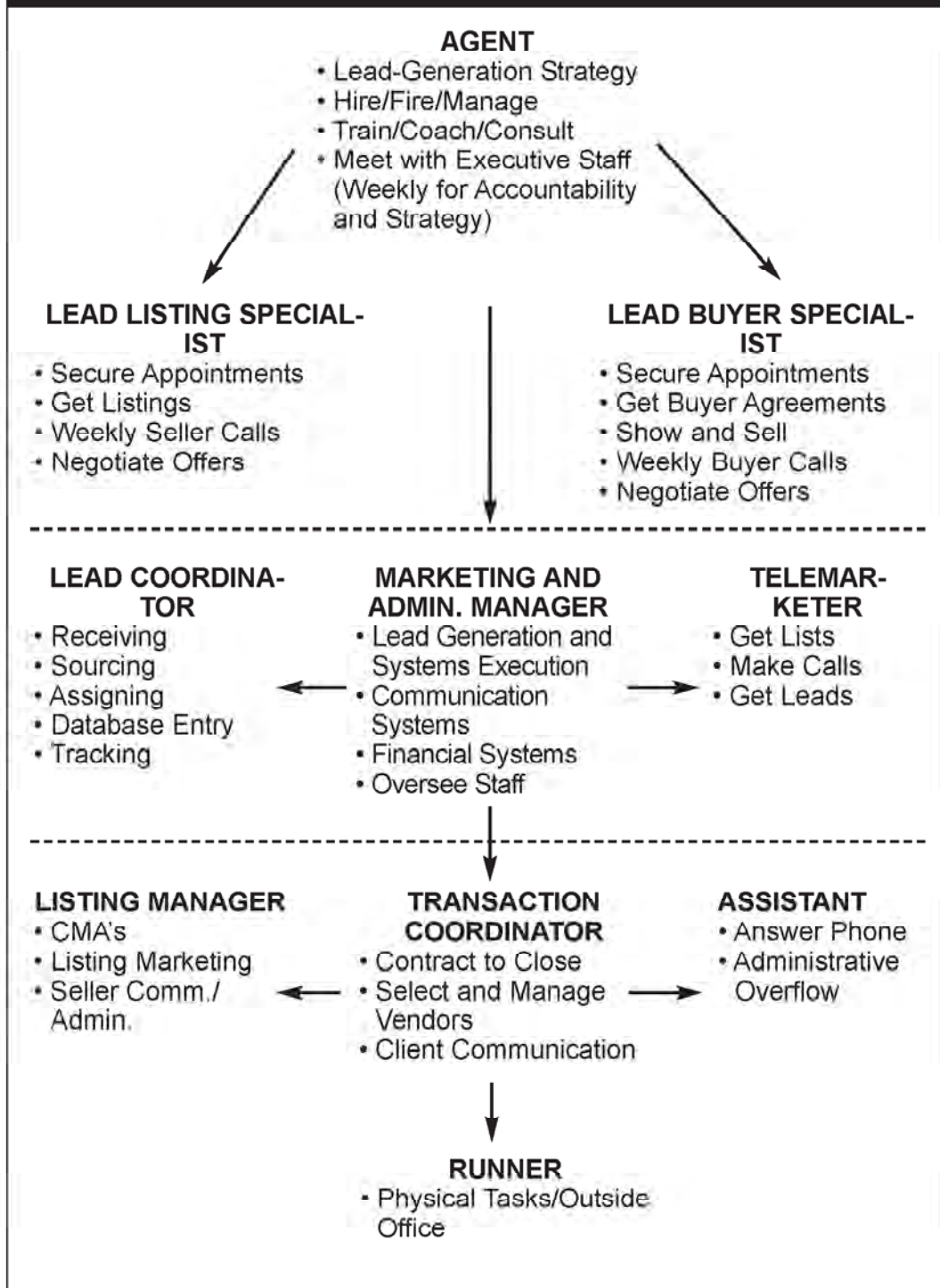
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Total              72.6%





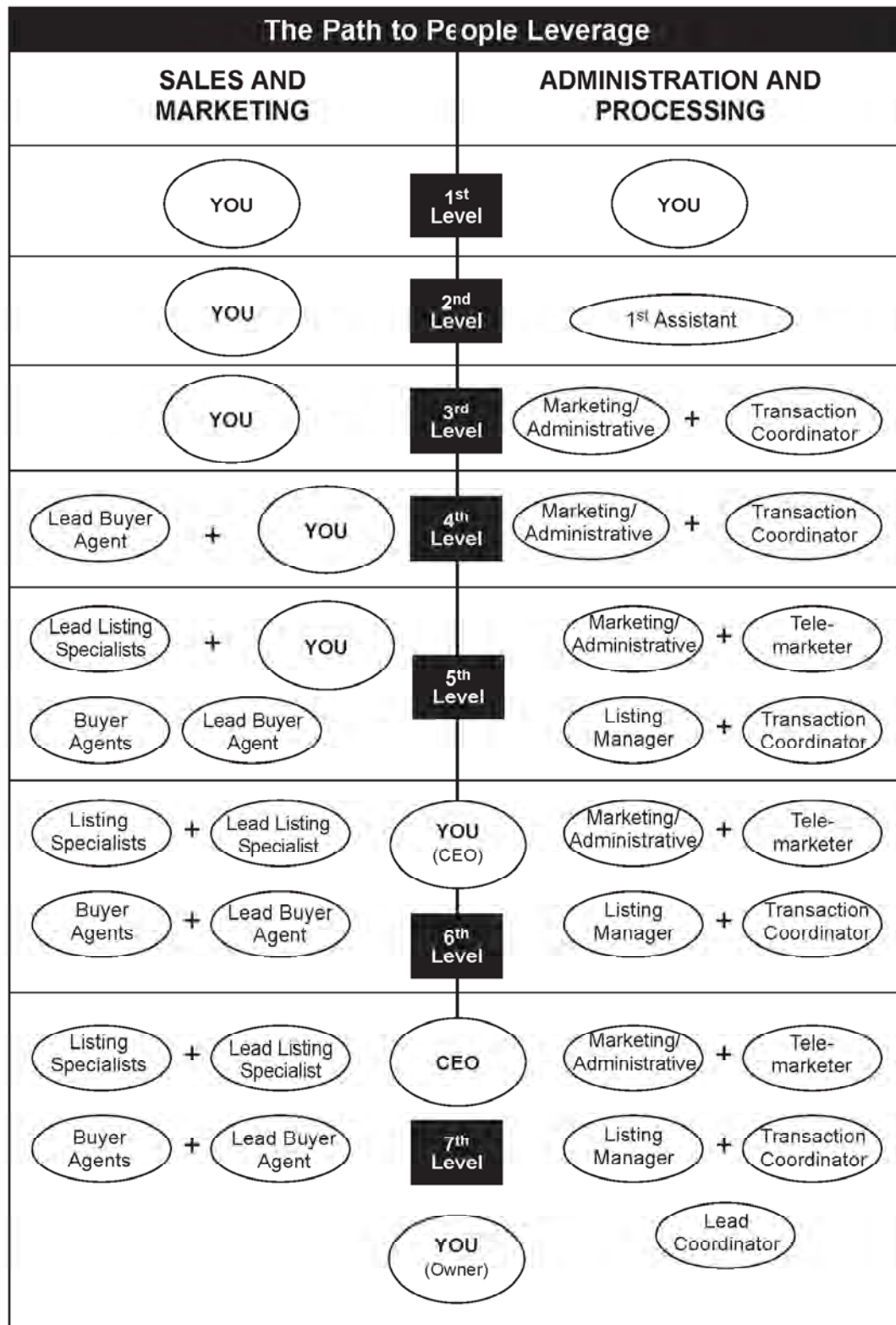
**Basic Job Descriptions for the Organization Model of  
the Millionaire Real Estate Agent**







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**The Seven Recruiting Sources:**

1	<b>ADS</b>	<p>"Immediate opening for assistant to assist real estate executive. You should be an organizer, a fast learner, a positive person, and a great communicator. Good word-processing and computer skills are a must. You'll work in a fast-paced real estate office in ____ (City/State). We offer an exciting atmosphere in a people-oriented business. This is not an entry-level position. Your first step is to send your résumé to ____ (e-mail) or fax to ____ (fax number)"</p> <p>PLACEMENT SOURCES: Small local newspaper preferred.</p>
2	<b>ALLIED RESOURCES</b>	<p>"Hi, _____, this is _____ with _____ Realty. The reason I'm calling is to ask for your help. My business is expanding and I am looking to hire an outstanding person to help me take my business to the next level. The kind of person I'm looking for is _____"</p> <p>_____</p> <p>Do you know of anyone who might fit this description? (Wait for answer and then ask for the appropriate means to contact them: Phone number, e-mail, etc.) Thank you for this lead. I really appreciate it. May I also ask you, if you were in my shoes, whom you might call to see if they knew of a good person for this opportunity?"</p>
3	<b>JOB WEB SITES</b>	<p>Go to your favorite Internet portal (Yahoo.com or Google.com) and search for job sites with the following key words: job site, employment listings, employment connection, job postings, career search, etc.</p> <p>Local sites, which are typically sponsored by your local newspaper, are best.</p>
4	<b>TEMPORARY EMPLOYMENT AGENCIES</b>	<p>Hire a temporary employment agency. Go interview three to four temporary agents and choose one or more. These agencies will screen candidates in advance for you. The upside with a temp is you get to try out an individual with no commitment. The downside is the candidates get to work for you with no commitment either, and you may have to try out many to find a good fit (all the while paying more on an hourly basis than you otherwise would). Should you hire someone permanently, be sure to read the fine print as to your costs. You may have to pay their agency one to two months in salary as compensation.</p>
5	<b>PERMANENT EMPLOYMENT AGEN-</b>	<p>Hire a permanent employment agency. Go interview three to four temporary agents and choose one or more. These agencies will screen candidates in advance for you. The upside is that they screen better candidates in general. The downside could be the cost. Should you hire the candidate, you may pay one to two months of their permanent salary to the employment agency.</p>
6	<b>OTHER AGENTS IN YOUR MARKETPLACE</b>	<p>Another place to look for talent is in your own marketplace. Look for agents or office staff from other companies that have a solid reputation and might be looking for a career change. Possibly someone looking for:</p> <ol style="list-style-type: none"> <li>1. Job salability with growth opportunities</li> <li>2. Flexible hours</li> <li>3. Training and experience (new agents)</li> </ol>
7	<b>REAL ESTATE SCHOOLS</b>	<p>Go teach, make presentations, and have "career opportunity" flyers at all the real estate schools or licensing schools in your area. Finding people brand new to the business has its advantages over hiring people with more experience—the new agents have no bad habits to break.</p>





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## **The Nine Major Compensation Options:**

1. Salary
2. Commissions
3. Pay Expenses
4. Bonuses
5. Profit Sharing
6. Retirement Plan
7. Insurance Benefits
8. Vacation Time and Sick Leave
9. Equity Opportunities

**And Remember—  
Reward What You Expect!**



## The Issues In Between Earn a Million and Net a Million

### Leads

1. Sustaining a solid lead-generation program that emphasizes marketing and consistently increases the number of leads.
2. Tracking and converting leads through others.
3. Protecting your lead-generation focus time.
4. Weighing your options—the process of discovering what works and doesn't work for you.

### Listings

5. Knowing the minimum number of seller listings you must list each month.
6. Listing the minimum number each month.
7. Getting sellers to accept the team concept.
8. Consistently marketing your seller listings for more leads.

### Leverage

9. Making the time to learn and implement R/T/C/K (the Recruit/ Train/Consult/Keep process).
10. Hiring “capacity” vs “cul-de-sac” talent.
11. Achieving accountability to the right standards.
12. Creating teamwork with “rock and role.”
13. Combining quality service and quantity service.

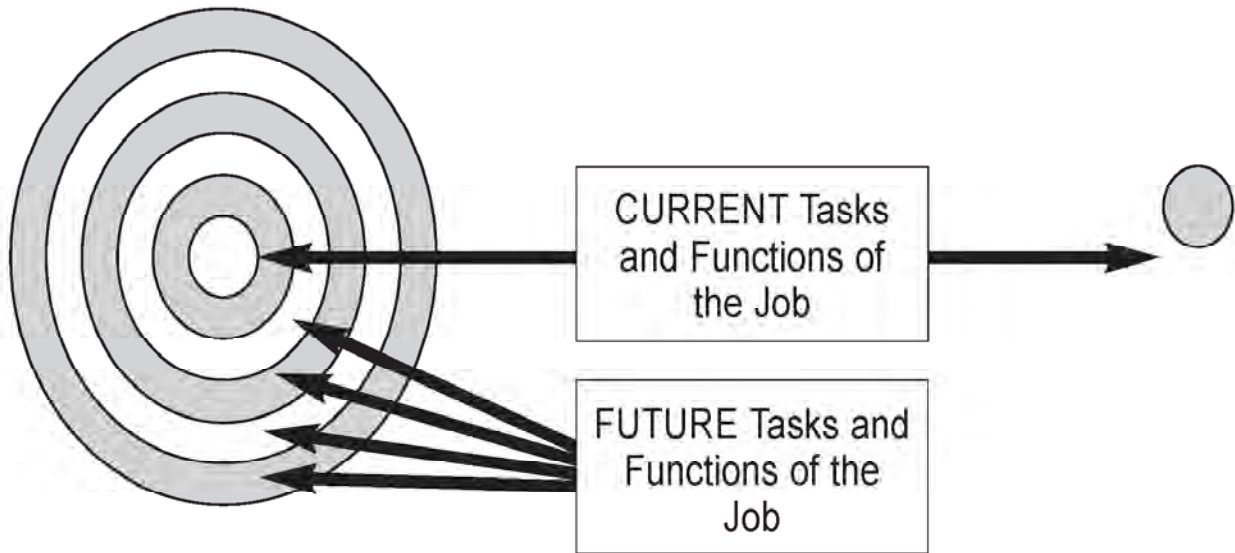
### Money

14. Sticking to the Budget Model and controlling your costs.

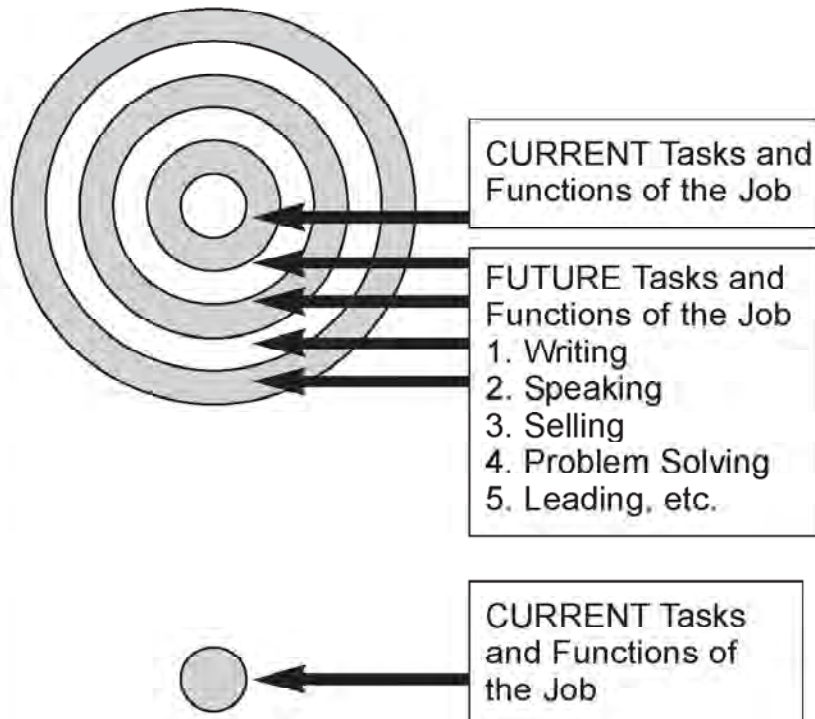
### You

15. Staying focused on the 20 percent.
16. Counterbalancing your life to maintain your energy at a high level.

## Jobs Grow Over Time...Can Your Hire Grow with the Job?



## “Capacity” Talent vs “Cul-de-sac” Talent

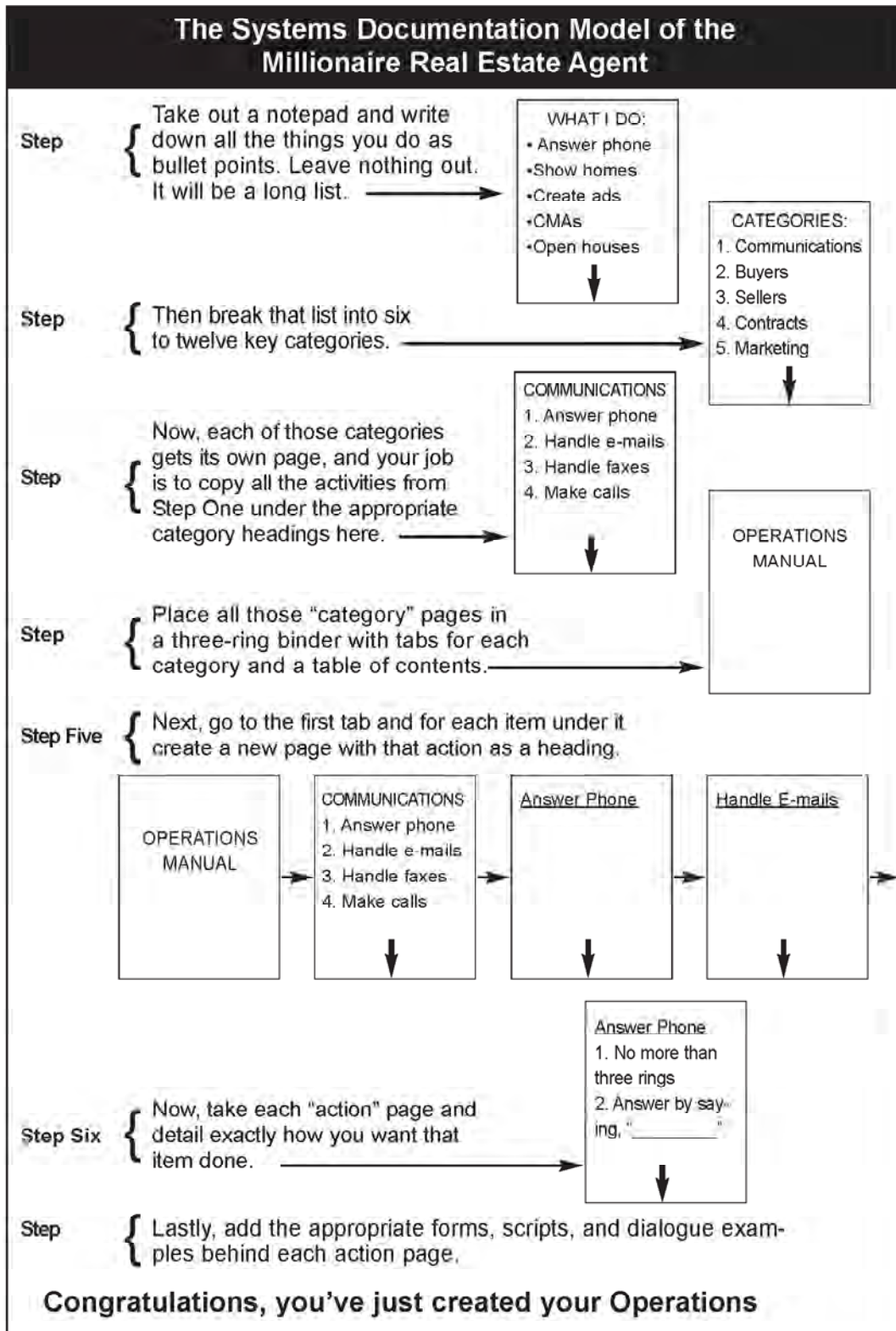


### “Capacity” Talent

This individual would have great capacity to **“PLUS”** the current job and grow with your

### “Cul-de-sac”

This individual would have great capacity to **“DO”** the current job really well.







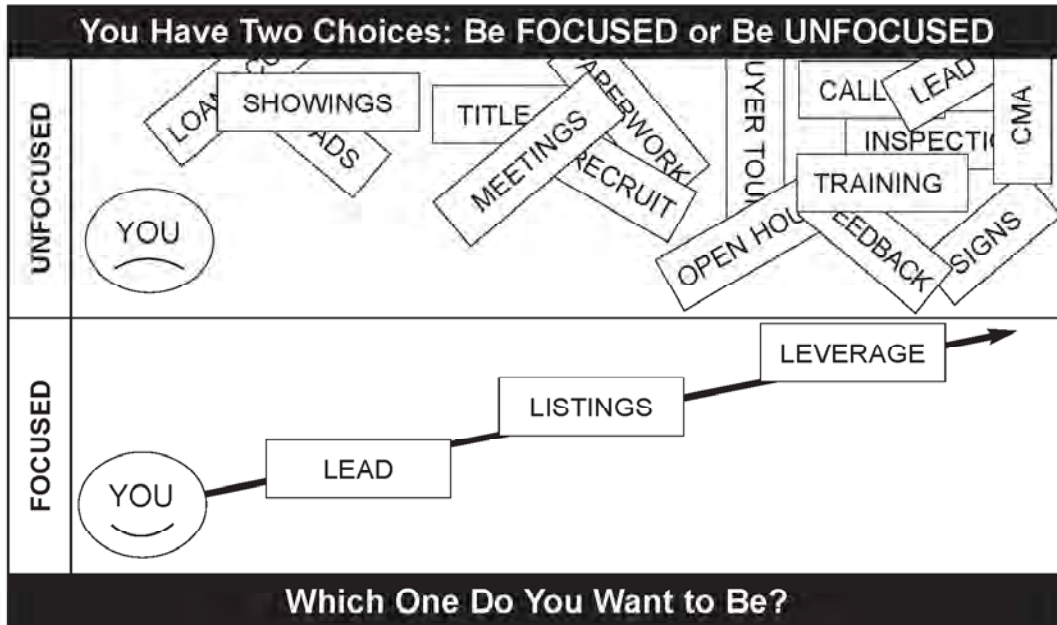
# MILLIONAIRE REAL ESTATE AGENT™

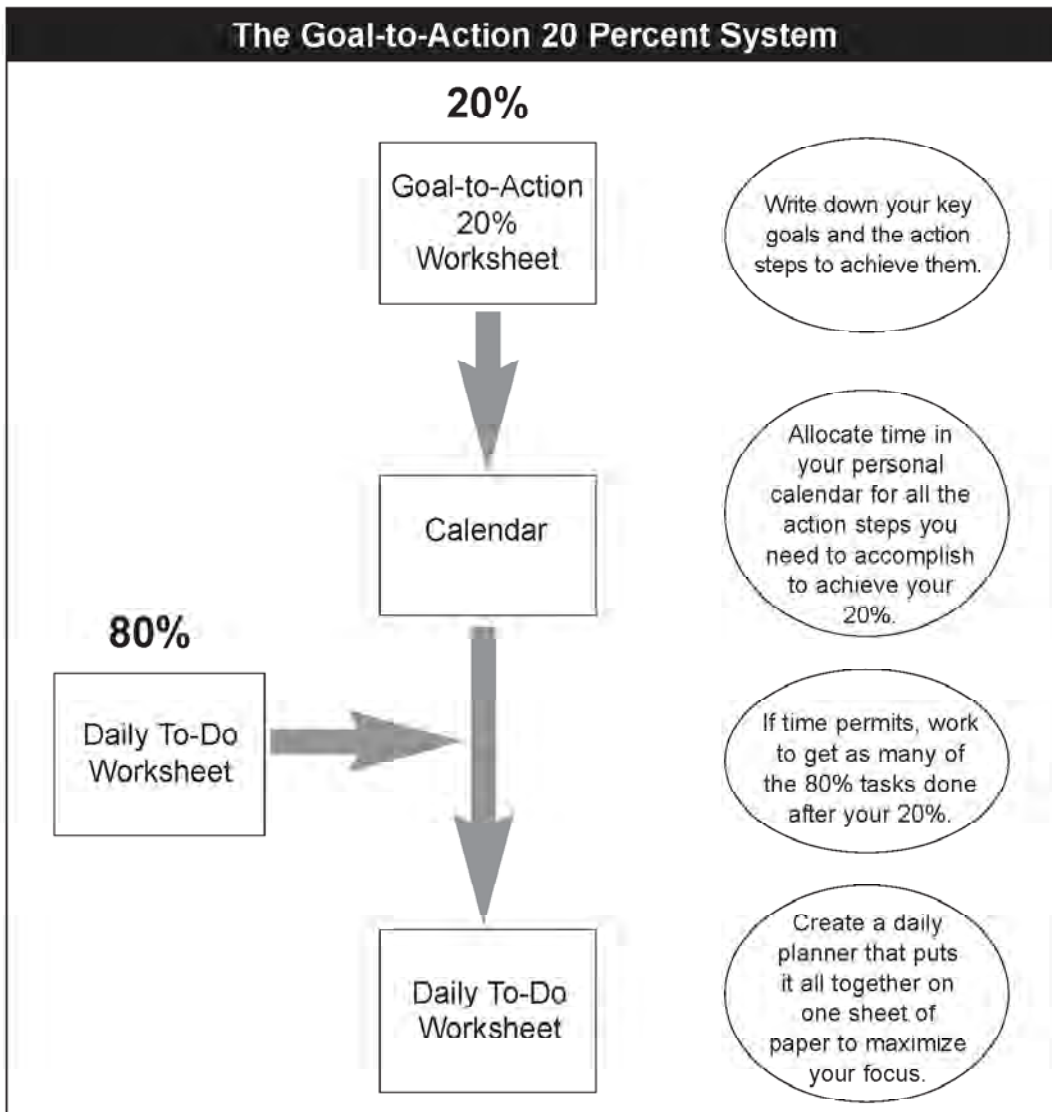
<b>Group</b>	<b>vs</b>	<b>Team</b>
<ol style="list-style-type: none"><li>1. No clearly stated goals.</li><li>2. Daily assignments and tasks.</li><li>3. No sense of urgency.</li><li>4. One person feels responsible for success or failure.</li><li>5. Competition within the group.</li></ol>		<ol style="list-style-type: none"><li>1. Clearly communicated goals in writing—big rocks.</li><li>2. Clearly written job descriptions—rules.</li><li>3. Healthy sense of urgency with specific accountability.</li><li>4. Everyone feels responsible for team success or failure.</li><li>5. Teams take on outside competition.</li></ol>





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### The Goal-to-Action 20 Percent Worksheet

Name:

Date:

GOAL

↓  
Accomplishment Date

↓  
Action Steps

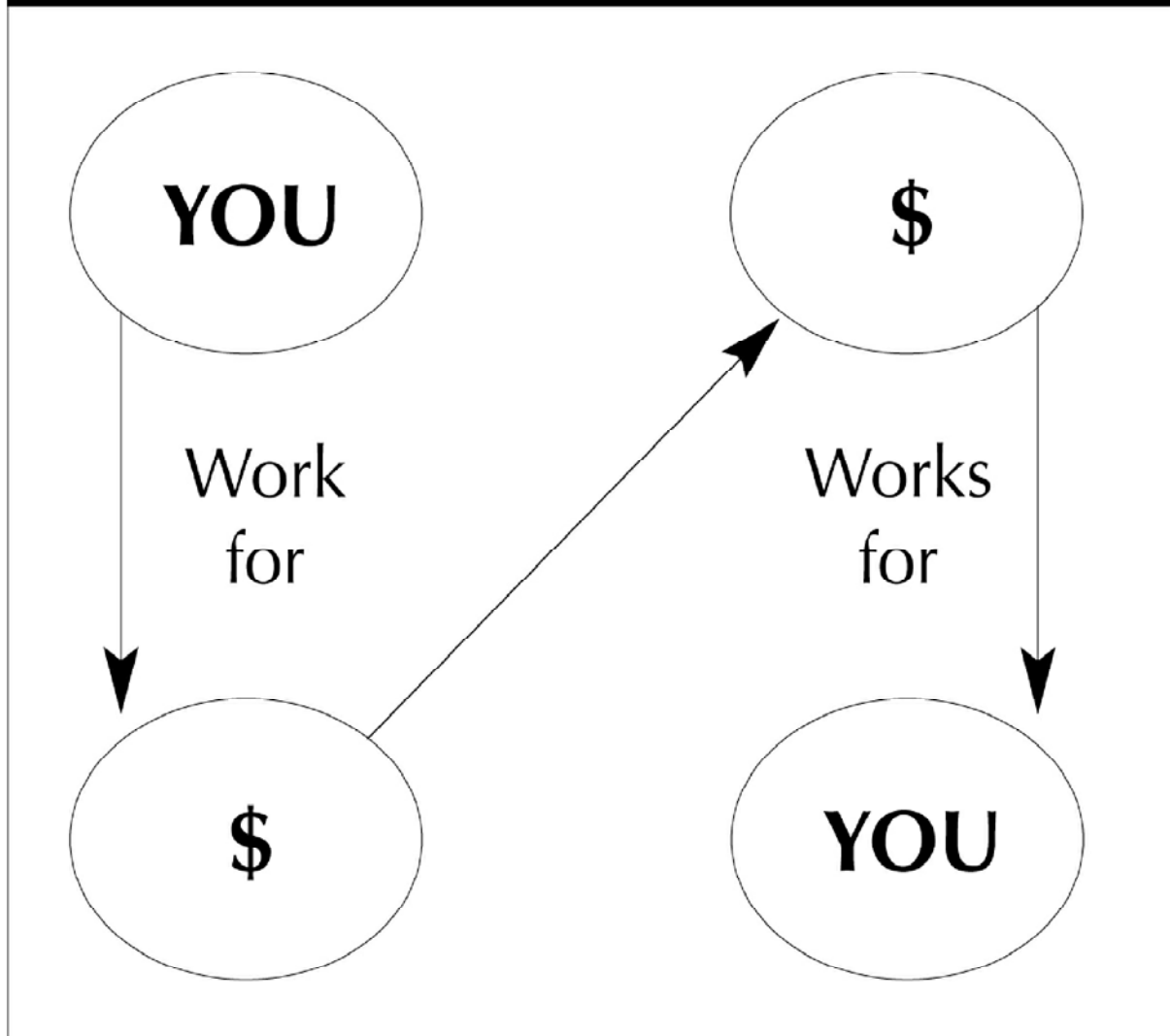




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Daily Worksheet		Date: <input type="text"/>
Business Tasks	Messages and Notes	
1.	1.	
2.	2.	
3.	3.	
4.	4.	
5.	5.	
6.	6.	
7.	7.	
8.	8.	
9.	9.	
10.	10.	
Personal Tasks	11.	
11.	12.	
12.	13.	
13.	14.	
14.	15.	
Appointments		
5:30 AM	2:00 PM	
6:00 AM	2:30 PM	
6:30 AM	3:00 PM	
7:00 AM	3:30 PM	
7:30 AM	4:00 PM	
8:00 AM	4:30 PM	
8:30 AM	5:00 PM	
9:00 AM	5:30 PM	
9:30 AM	6:00 PM	
10:00 AM	6:30 PM	
10:30 AM	7:00 PM	
11:00 AM	7:30 PM	
11:30 AM	8:00 PM	
12:00 PM	8:30 PM	
12:30 PM	9:00 PM	
1:00 PM	9:30 PM	
1:30 PM	10:00 PM	

# The Difference Between Active and Passive Income







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### **Saving for Passive Income?**

\$149,253 Gross Income x 33% Tax Rate = \$49,253 taxes

\$149,253 Gross Income - \$49,253 taxes = \$100,000 in Savings

\$100,000 in Savings x 5% Interest Rate = \$5,000 Passive Income/Year



## How much after-tax money would you need invested to generate the following monthly pretax income?

### Money Invested

\$ 9,000  
\$ 18,000  
\$ 36,000  
\$ 72,000  
\$120,000  
\$240,000  
\$360,000  
\$480,000  
\$600,000  
\$720,000  
\$960,000



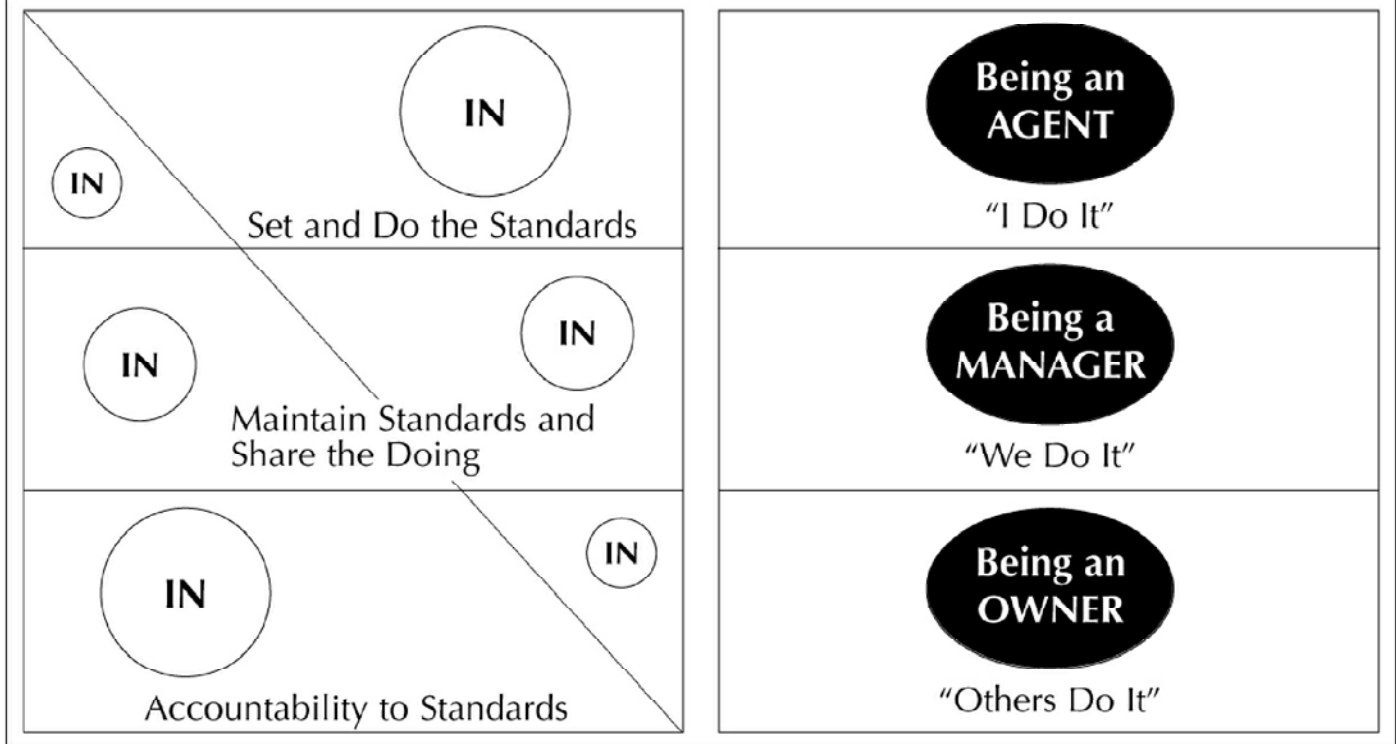
### Monthly Income at 5%

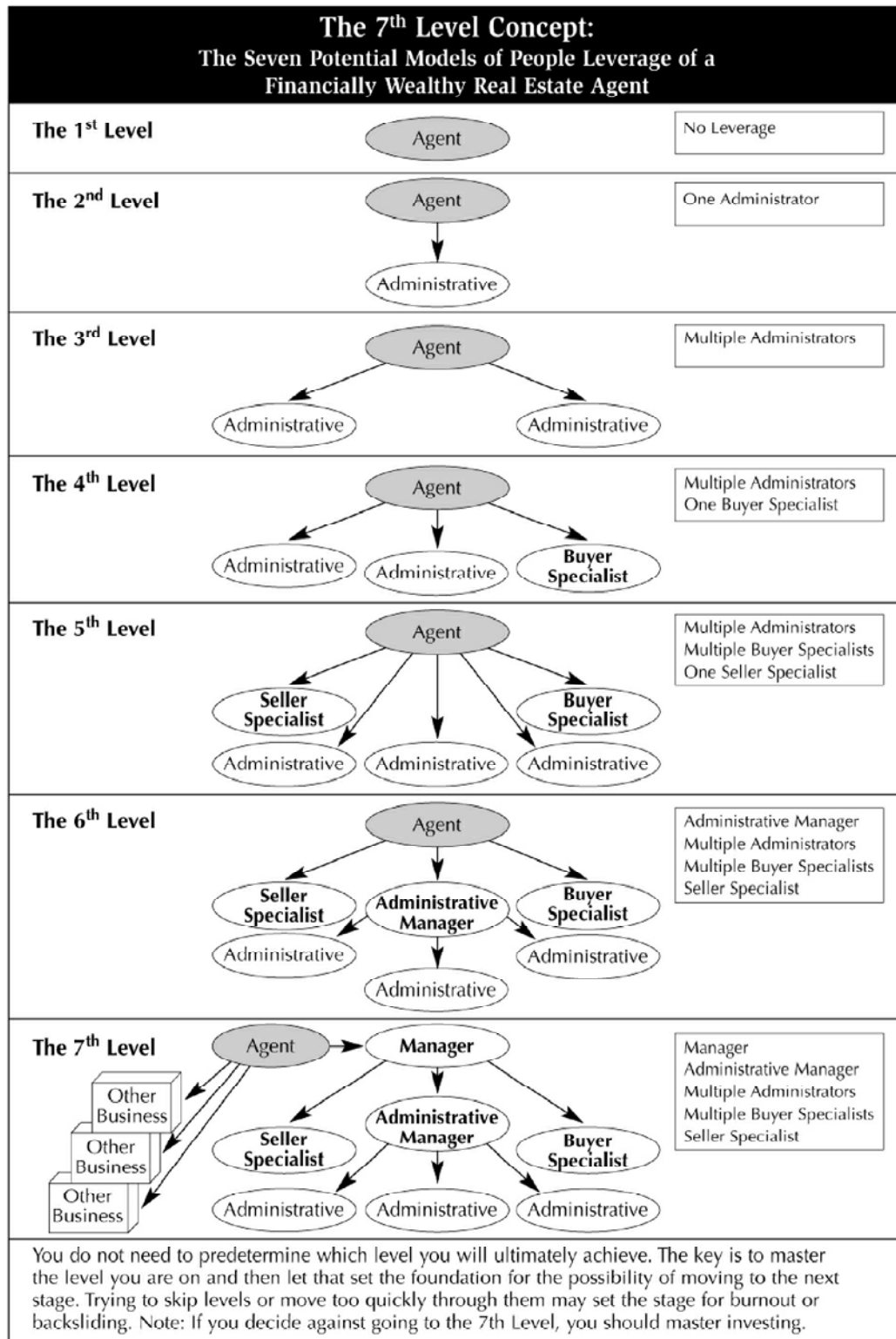
\$ 37.50  
\$ 75.00  
\$ 150.00  
\$ 300.00  
\$ 500.00  
\$1,000.00  
\$1,500.00  
\$2,000.00  
\$2,500.00  
\$3,000.00  
\$4,000.00

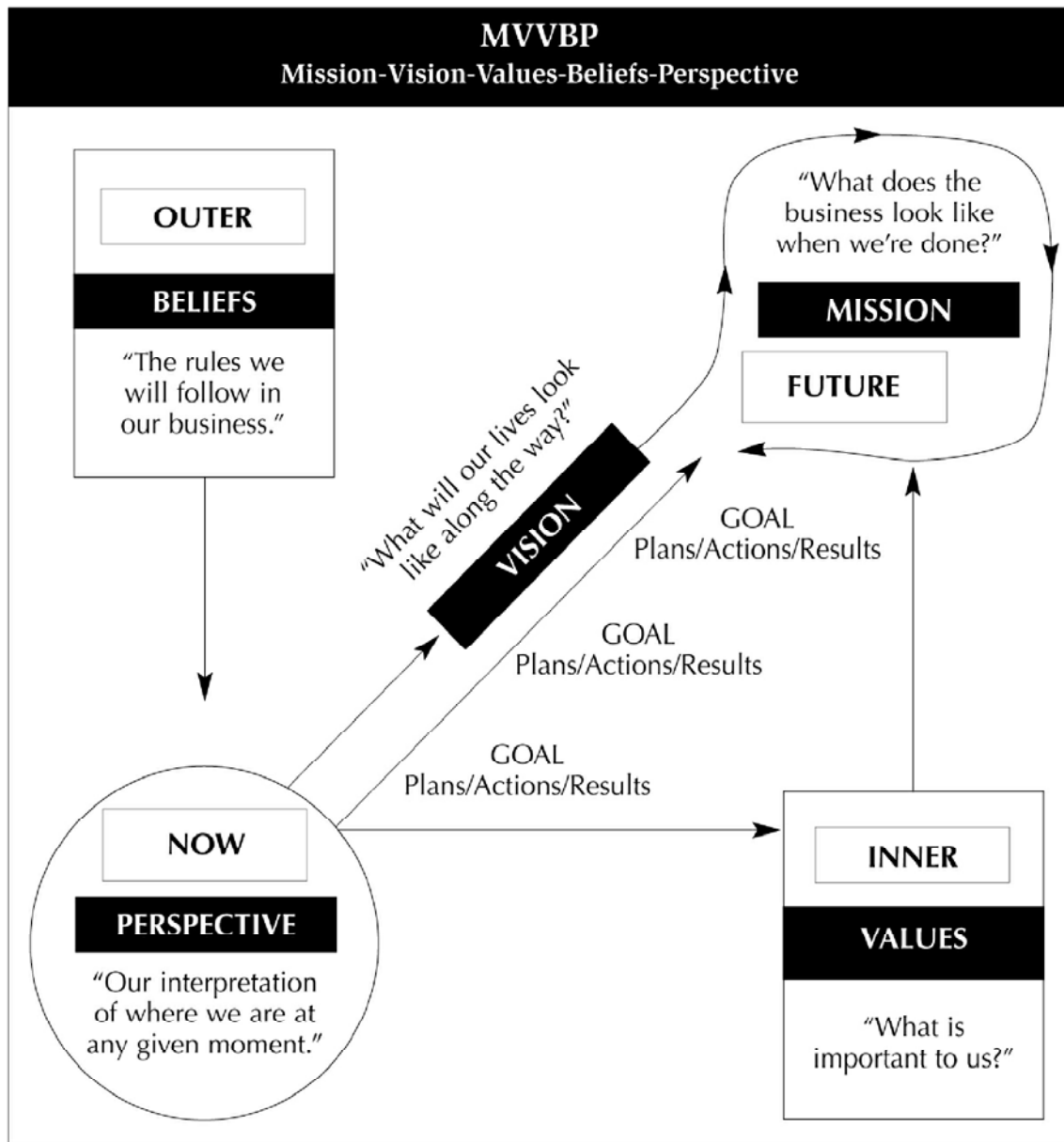


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## The Journey from Working **IN** Your Business to Working **ON** Your Business









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## **The Millionaire Real Estate Agent Energy Plan**

1. Meditate and Pray—Spiritual Energy
2. Exercise and Eat—Physical Energy
3. Hug, Kiss, and Laugh—Emotional Energy
4. Plan and Calendar—Mental Energy
5. Lead Generate—Business Energy



**All by Eleven A.M. Every Day!**



### Putting It All Together

1. Create a personal plan and make process your focus.
2. Time block to get your focus.
3. Get accountability to keep your focus.
4. Make sure your environment supports your focus.
5. Keep your energy to maintain your focus.