

MAKE YOUR OWN MARKET SEMINAR APPENDIXES

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Appendix 1

LIST OF AFFIRMATIONS

I am constantly improving my sales skills.

I assume the sale, I ask them to sign.

I constantly use my skills to create rapport with my prospects.

I am a powerful presenter and dynamic listing agent.

I am a great listener; I hear my client's motivation.

I am a closer: I ask them to sign, I close the sale.

I constantly improve my sales skills.

I set 1 hot appointment each and every day.

I am a lean, mean appointment setting machine.

I love calling all types of prospects.

I constantly work to improve my sales skills.

I list one FSBO every day.

People in high-end positions love doing business with me.

I call my leads with consistency; I always ask for the appointment.

I look for everyone's point of view.

I love setting appointments, so I do it every day.

I look for how people are doing their best in this moment.

I'm open to other people's differences.

I ask questions to find out what people really mean.

I'm constantly varying my behavior to match my customers.

I'm always searching for how people think.

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I look for the opportunities in every selling situation.

I qualify all of my prospects and appointments.

I qualify my prospects for motivation.

I am a lean, mean listing machine.

I use my sales track record to convince my clients to list with me.

I ask a lot of questions; great sales people ask questions.

I am good; I am too good to stay where I am.

My key to happiness is having goals.

My key to success is making my goals come true.

What the mind of man can conceive and believe, he can achieve.

I am in control of my emotions.

I follow my schedule each and every day.

I wake up bright and early at _____am, alive, excited and full of energy.

I am on purpose and focused on my goals in the afternoon.

All I need to achieve my goals is within me now.

I complete three 90-day cycles each year.

Appendix 2

LONG-TERM GOAL SETTING SHEET

	HEALTH & FITNESS	FAMILY RELATIONS	MENTAL	WEALTH	CAREER	SPIRITUAL
1 YEAR						
3 YEARS						
5 YEARS						
10 YEARS						
20 YEARS						

Appendix 3 5 YEAR PROJECTION

<u>Scenario 1</u>	<u>Scenario 2</u>
\$100,000 Income in 2006 x 20% (increase)	\$250,000 Income in 2006 x 20% (increase)
-----	-----
\$120,000 Income in 2007 x 20% (increase)	\$300,000 Income in 2007 x 20% (increase)
-----	-----
\$144,000 Income in 2008 x 20% (increase)	\$360,000 Income in 2008 x 20% (increase)
-----	-----
\$172,800 Income in 2009 x 20% (increase)	\$432,000 Income in 2009 x 20% (increase)
-----	-----
\$207,360 Income in 2010 x 20% (increase)	\$518,400 Income in 2010 x 20% (increase)
-----	-----
\$248,832 Income in 2011	\$622,080 Income in 2011
\$892,992 Total Income	\$2,232,480 Total Income

Appendix 4

SAMPLE "AS IF" LETTER

December 31, 2007

Dear _____:

I am just putting the finishing touches on 2007 and wanted to update you and also thank you for all that has transpired this year.

It was a great year of travel starting with a family reunion, then Costa Rica for a week with the family in early March, and a weekend in Mexico with the boys in April. In late April we took my mom and the kids to Clearwater again for 10 days and had a great time on the beach. Korey and I were then in Tuscany for 10 days for my sister's 40th birthday with four other couples and had a blast. We flew first class in style and the villa a friend of ours rented for us was incredible. We finished the year at MegaAgent Camp and Masterminds and a quick jaunt to Vegas for six days.

Some other great things have transpired. Korey's business is doing great and she is only working about three days a week. The boys are excelling in school, football and music and Rebecca in gymnastics. She has matured so much.

I spent a few days at a Porsche driving school and I continue to enjoy the new Boxster, even doing a bit of racing on the track in our area. Also, Korey loves the new Mercedes R that I got her for our anniversary.

We were able to complete more work on the house with the new upstairs addition. The ensuite is spectacular and the finished basement really completes our house. Not to mention the new gym, which motivates me to get up for my morning workout and has me in the best shape ever.

We accomplished our goal of 135 sales this year thanks to our team focus on listings. The \$765,000 gross income allowed for many of the things mentioned above. Our assistant Theresa is now licensed and will be working as a buyer agent so we have interviewed to fill her position.

A great deal of what has transpired this year is in large part thanks to you. Your coaching, encouragement and accountability have helped us reach new heights and expand our belief in what we can accomplish. Thank you for all you have done and best wishes in the coming year for you and your family.

Sincerely,

Successful Agent

Appendix 5 ALLOCATION PLAN WORKSHEET

Allocation Plan

	Month	Year
Cost of Personal Living	\$	\$
Cost of Business Expense		
Income Taxes Based on Goal Income		
Total Cost of Living		

Outside Income (if any)		
Net Total Cost of Living (a)		
Average Commission Check (b)		
Number of deals to cover Costs of Living - Divide (a) by (b) *		
Amount left after covering Cost of Living compared to goal		

* If you have no closings, how long could you last?

Allocation of Remaining Dollars

Ideas: Savings, Investments, Retirement, Education, New House, Car, Second Home

Description	Month	Year
1.	\$	\$
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		

Appendix 6

INTERVIEW QUESTIONS FOR MILLIONAIRES AND BILLIONAIRES

1. What do you do for a living? How did you get started in this business? Was that something you wanted to do?
2. How did it feel when you got to the point where you are in your business today? What was the process?
3. What one word would you use to describe where you are and what you have accomplished?
4. What is your biggest joy in life? Why?
5. What is your greatest fear? Why?
6. What would you do with your life today if you knew you could not fail? Why?
7. What would you tell your grandchildren today if you were going to try and influence or shape their life?
8. Who are three people in your life today whom you admire and respect? Why? How have they influenced who you are and what you have done in your life?
9. Name the best book you have ever read. Why was it the best? How did it influence your life?
10. What is your typical work week like (i.e., hours/week, days/week, time management)?
11. What characteristics or traits do you believe successful people have in common?
12. How do you keep yourself inspired and motivated?
13. What would you like to be remembered for, ultimately?
14. What are some of your goals right now?
15. What do you do to keep expanding your mindset/belief?
16. If you were in my shoes today what would you invest in? What would you do, what book would you read, what seminar would you attend, what mentor program would you use to continue to be successful? Who would your mentor or role model be?

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17. If you were to start over having the knowledge that you have now, what would you do differently, if anything?
18. What is your definition of success?
19. What is your daily schedule?
20. How did you make your first million?
21. How do you plan to change what you do today to grow your business for the future?
22. What do you do daily that gives you the success you are looking for?
23. How do you blend your business with your private life?
24. Do you have a mastermind group?
25. What tapes or books do you read or listen to?
26. How did you get others to believe in your dreams?
27. What is the biggest mistake you made along the way?
28. What kind of formal and informal education do you have?
29. Do you have a mentor?
30. What advice would you offer someone starting out?

Appendix 7
SUBSCRIBE TO THE ROBB REPORT



<https://www.kable.com/pub/rbrt/subdom.asp>

Appendix 8

SAMPLE LISTING PLAN OF ACTION

My objectives are the following:

1. To use our aggressive marketing program to get as many qualified buyers as possible into your home until it is sold.
2. To personally communicate with you at least weekly the results of our activities.
3. To assist you in negotiating the highest dollar value – between you and the buyer.

The following are the steps I will take to get your home sold – the “Proactive Approach”

1. Submit your home to our local Multiple Listing Service.
2. Price your home to sell – to reach the market vs. the unrealistic market.
3. Promote your home at our sales meetings.
4. Develop a list of features of your home for the Brokers to use with potential buyers.
5. Email a features sheet to the top _____ agents in the marketplace for their potential buyers.
6. Suggest and advise about any staging changes you may need to make to your property to make it more saleable.
7. Update you as to any changes in the marketplace at least every two weeks.
8. Prospect _____ hours per day and talk to _____ people per day looking for potential buyers.
9. Over the next five business days I will contact all my buyer leads, centers of influence and past clients for their referrals ad prospective buyers.
10. Additional exposure through our unique signs and lock-boxes.
11. Pre-qualify the prospective buyers, when we have the opportunity.
12. Keep you aware of the various methods of financing that buyers might want to use.
13. When possible have the cooperating agents in our MLS area tour your home.
14. Follow-up on the salespeople who have shown your home and get their feedback and response to the house and price.
15. Assist you in arranging interim financing, if needed.

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16. Represent you on all offers to ensure that you get the best possible price and terms.
17. Handle all the follow-up upon a contract being accepted covering mortgage, title and other closing procedures.
18. Get you your closing proceeds (net money) at closing.

Appendix 9

18 WAYS TO STAY ON YOUR SCHEDULE

By Monica Reynolds

1. Write and have your schedule ready the night before for the next day. List all tasks, meetings, to-do's, and projects to be completed for the next day.
2. Clean and organize your desk before leaving, every night, spend the last 15 minutes make sure you are ready to start the next day.
3. Go to bed at the same time every day.
4. Get up at the same time every day.
5. Read your Business Plan every day, which helps you to recommit to the schedule.
6. Have a goal board, with pictures to remind you every day of your goals – e.g., new car, house, vacation, and your wants, wishes, and dreams.
7. Have an accountability partner and/or 5 role playing partners.
8. Record you successes. Use whiteboards to record listings and sales for each month. Your team will get involved with the successes.
9. Make sure you have lots of phone numbers to call. Always have at least 500 numbers ready to go at all times. Keep them on your desk in a colored file that is easy to find.
10. Prospect before ANYTHING else is done. Never check voice mails, emails, or talk to staff until you have done your prospecting.
11. Lock your door. Don't talk to anyone if you are prospecting or if you need private time to complete tasks. Don't take incoming phone calls. These are interruptions.
12. Don't stop to take lengthy notes or to look up numbers or data until you have finished prospecting.
13. After prospecting, become a clock watcher. Put a deadline on activities – e.g., 15 minutes to return calls, voice mails, emails, etc.
14. Schedule all tasks. If it's not on your schedule, don't do it.
15. Don't waste time on unmotivated people.
16. Absolutely pre-qualify 100% of all appointments – no exceptions.

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17. Affirmation: I stay on my schedule 100% of the time. The phone is my cash register and it rings when I stay on my schedule. I love my schedule. My schedule is easy and exciting.
18. Watch what you eat. Carbs and sweets during the day can put you to sleep or on an emotional rollercoaster. Keep your emotions between the lines. Eating incorrectly is a major schedule robber.

Appendix 10

KEYS TO GOOD LISTENING

- Take excellent notes. Write down important points that can be helpful to you later. Then, bring up certain comments exactly like the client made – that will let them know that you were listening.
- Listen for attitude. You can learn a lot about a client by the tone in their voice. This awareness allows you to overcome any objections and/or challenges.
- Do not respond to your own questions. Let the client answer the question. When you respond it is about your ego.
- Turn off your personal problems. A client can sense your problems and worries through your voice tonality.
- Prepare yourself. Know your files and your clients. Know your listings and sales. Know the status; this will allow you to deal with objections effectively and confidently.
- Avoid making any assumptions. Let your client complete their sentences. You may find yourself creating unnecessary problems in the process if you interrupt.
- Listen to what has NOT been said. If the client is negative, this is your opportunity to point out a positive direction. Ask more questions and probe for what is NOT being said to you and why.
- Do not ever interrupt. Patience is important to your client feeling that he/she is getting their STORY out. Patience can be achieved by not interrupting and watching the TONALITY in your response.
- Practice listening skills during conversations with friends, family, and co-workers. This is a great opportunity to speak very little and practice listening.
- Effective listening strengthens your understanding of your client's needs and improves your customer service and the client's experience.

Appendix 11 BUSINESS GENERATION ANALYSIS

OPTIONS = POWER

	# of deals 2006	Hours Worked	Money Spent
My lead sources....			
<input type="checkbox"/> Past Clients (PC)	_____	_____	_____
<input type="checkbox"/> Sphere of Influence (SOI)	_____	_____	_____
<input type="checkbox"/> Expired	_____	_____	_____
<input type="checkbox"/> For Sale By Owner	_____	_____	_____
<input type="checkbox"/> Just Listed/Just Sold	_____	_____	_____
<input type="checkbox"/> Probate attorneys	_____	_____	_____
<input type="checkbox"/> Accountants	_____	_____	_____
<input type="checkbox"/> Tenant occupied	_____	_____	_____
<input type="checkbox"/> Ex Realtors PC/SOI	_____	_____	_____
<input type="checkbox"/> Staff SOI	_____	_____	_____
<input type="checkbox"/> Agent-to-agent referrals	_____	_____	_____
<input type="checkbox"/> Current client referrals	_____	_____	_____
<input type="checkbox"/> Company referrals	_____	_____	_____
<input type="checkbox"/> Affiliate referrals	_____	_____	_____
<input type="checkbox"/> Relocation	_____	_____	_____
<input type="checkbox"/> Sign calls	_____	_____	_____
<input type="checkbox"/> Advertising	_____	_____	_____
<input type="checkbox"/> Direct mail	_____	_____	_____
<input type="checkbox"/> Investor Workshop	_____	_____	_____
<input type="checkbox"/> Billboards	_____	_____	_____
<input type="checkbox"/> Farming	_____	_____	_____
<input type="checkbox"/> Website	_____	_____	_____
<input type="checkbox"/> Public seminars	_____	_____	_____
<input type="checkbox"/> Open houses	_____	_____	_____
<input type="checkbox"/> Floor time	_____	_____	_____
<input type="checkbox"/> (Other) _____	_____	_____	_____
<input type="checkbox"/> (Other) _____	_____	_____	_____

Appendix 12 SAMPLE TRACKING REPORT

MLS STATISTICS FOR AUGUST 2006

NOTE: Closed sales statistics are stored in the MLS computer and generated for the month that they closed regardless of the date that they were entered into the MLS computer. The summaries presented below were generated from Anytown MLS on September 4, 2006, by searching Closed Sales with a Sold Date between 8/1/2006 and 8/31/2006. If you replicate this search your numbers may vary.

CLOSINGS FOR THE MONTH OF	AUG 2005	AUG 2006
---------------------------	----------	----------

<u>Residential</u>	435	227
<u>Condominium</u>	423	120

YTD CLOSINGS FROM	JAN-AUG 2005	JAN-AUG 2006
-------------------	--------------	--------------

<u>Residential</u>	3,538	2,022
<u>Condominium</u>	3,075	1,639

PENDING FOR THE MONTH OF	AUG 2005	AUG 2006
--------------------------	----------	----------

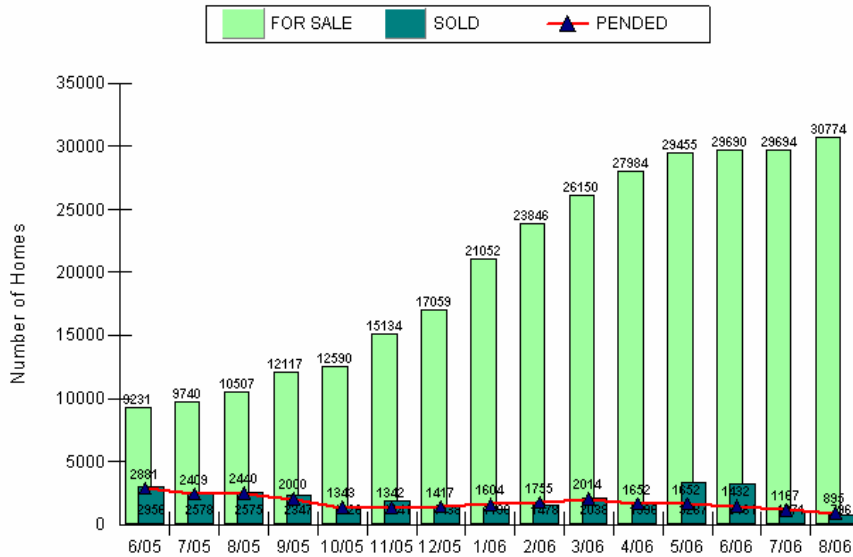
<u>Residential</u>	296	177
<u>Condominium</u>	288	97

YTD PENDING FROM	JAN-AUG 2005	JAN-AUG 2006
------------------	--------------	--------------

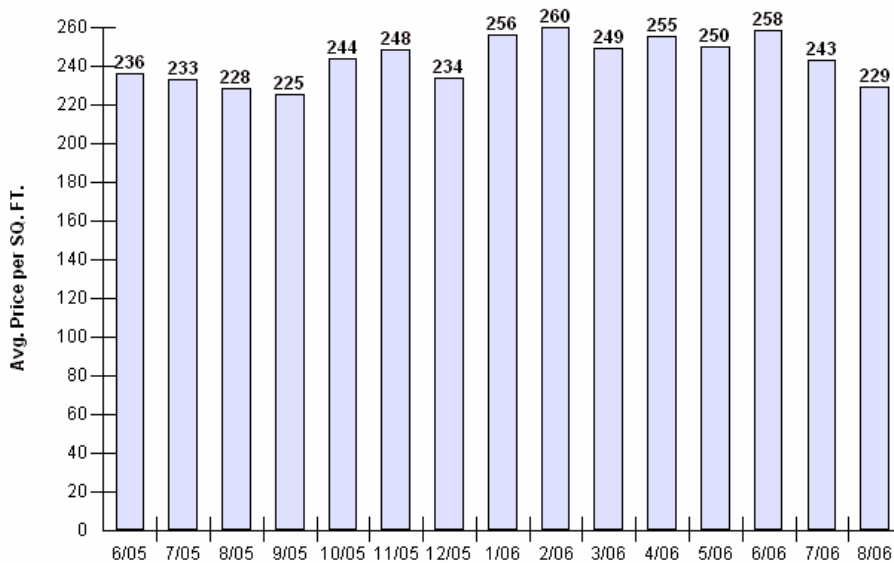
<u>Residential</u>	3,630	1,794
<u>Condominium</u>	3,753	1,248

Appendix 13 PALM BEACH COUNTY FACTS AND TRENDS

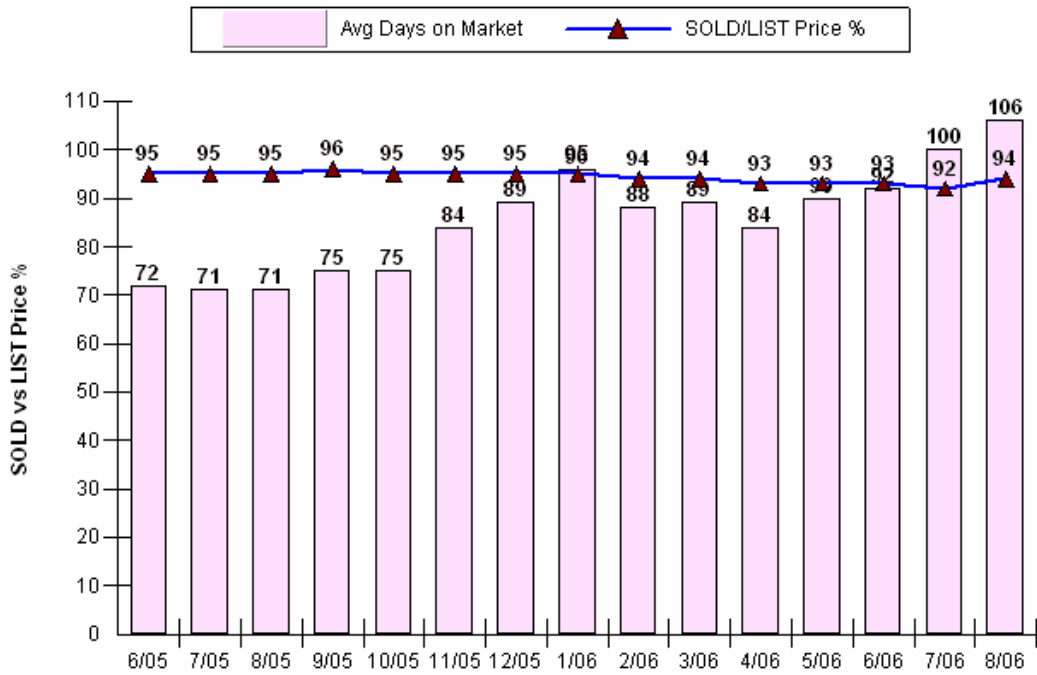
Number of Homes For Sale vs. Sold vs. Pended



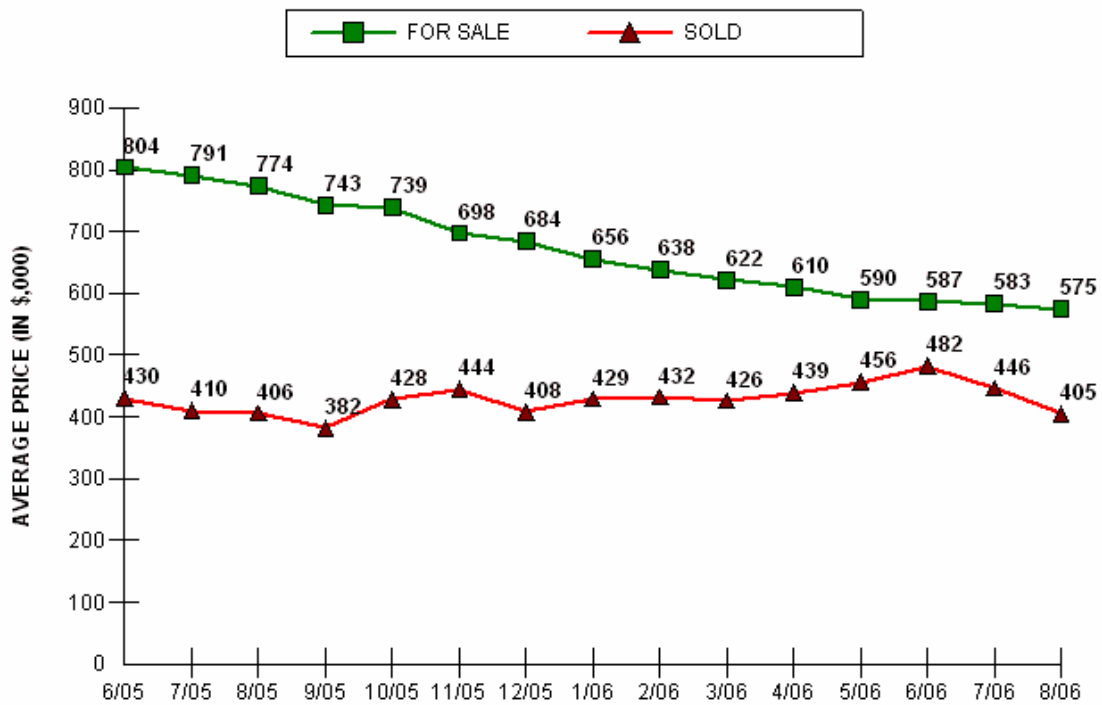
Average Home Sold Price per SQFT



Days on Market & Sold/List Price %



Avg. Prices of For Sale and Sold Homes



Appendix 14 SKILLS QUESTIONNAIRE

			LOW			MED				HIGH	
1	Accountability and Standards	1	2	3	4	5	6	7	8	9	10
2	Buyers	1	2	3	4	5	6	7	8	9	10
3	Customer Service and Fiduciary	1	2	3	4	5	6	7	8	9	10
4	Database Creation and Follow-up	1	2	3	4	5	6	7	8	9	10
5	Discipline	1	2	3	4	5	6	7	8	9	10
6	Efficiency	1	2	3	4	5	6	7	8	9	10
7	Financial and Profitability	1	2	3	4	5	6	7	8	9	10
8	Focus and Environment	1	2	3	4	5	6	7	8	9	10
9	Lead Generation and Lead Follow-up	1	2	3	4	5	6	7	8	9	10
10	Leverage – Time vs. Money	1	2	3	4	5	6	7	8	9	10
11	Listing Presentation and Pricing	1	2	3	4	5	6	7	8	9	10
12	Mindset and Thinking	1	2	3	4	5	6	7	8	9	10
13	Models for Building Business	1	2	3	4	5	6	7	8	9	10
14	Negotiating	1	2	3	4	5	6	7	8	9	10
15	Objection Handling	1	2	3	4	5	6	7	8	9	10
16	Personal Education and Personal Life	1	2	3	4	5	6	7	8	9	10
17	Planning and Goal Setting	1	2	3	4	5	6	7	8	9	10
18	Scripts and Dialogues, Development and Practice	1	2	3	4	5	6	7	8	9	10
19	Systems and Tools	1	2	3	4	5	6	7	8	9	10
20	Time Blocking and Time Management	1	2	3	4	5	6	7	8	9	10

Appendix 15

QUESTIONS FOR SELLERS AND BUYERS

Questions and Answers – Sellers

1. If what I say makes sense, and you feel comfortable and confident that I can sell your home, are you planning to list your home with me when I come out on _____? *Terrific!*
2. Do you plan to interview more than one agent for the job of selling your home? (You are?) *Interesting!*
3. Tell me again, where are you moving to? (LA) *Fantastic!*
4. Tell me again, why are you moving there? *Good for you!*
5. How soon do you have to be there? (3 mos.) *Great!*
6. If I sell your home in the next 30 days would that pose a problem for you? *Terrific!*
7. What would happen if your home did not sell? *Ouch!*
8. When I see you, how much do you want to list your home for realistically? As a professional real estate agent I study homes and prices every day, therefore, I assume you'll list with me at the price that will cause your home to sell, correct? So, what's the price you won't go below? *Great!*
9. How much do you owe on the property? (\$100,000) *Excellent!*
10. Have you ever thought of selling it yourself? (No) *Terrific!/Interesting!*

Questions and Answers – Buyers

1. How long have you been looking for a home? *Wonderful!*
2. How soon do you have to be moved into your new home? *Good for you!*
3. Will you need to sell an existing home to buy the next one? *Terrific!*
4. Have you seen anything you are interested in? *Great!*
5. Are you working with any other agents? *Interesting! / Perfect!*
6. What price range are you looking in? *Great!*
7. How much of a down payment are you working with? *Excellent!*

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8. I'd love to help you buy a home. Are you aware it could take 1 to 2 months in this market to buy a home and move in? *Great!*
9. So my question is do you have to be in your new home in (3 mos.), or do you want to start the process then? *Wonderful!*
10. Fortunately, to get one step closer to finding you and your family the perfect home, all we need to do now is simply set the appointment so I *can* help you get what you want in the time you want. Won't that be great? *Fantastic!*
11. What would be the best time for us to get together and start the process: weekdays, or weekends? *Great!*

Appendix 16 WEEKLY NUMBERS TRACKING FORM

Name: _____

Date: _____

		Current Week	YTD
1	Days Worked		
2	Hours Prospected		
3	Staff Hours Prospected		
4	Contacts		
5	Staff Contacts		
6	Appts Done		
7	Staff Appts Done		
8	Listings Taken		
9	Staff Listings Taken		
10	Expired		
11	Canceled		
12	Turned Down		
13	Listings Sold		
14	Buyer Sales		
15	Buyer Agent Sales		
16	Price Reductions		
17	Deals Fell Apart		
18	Deals Closed		
19	Income Paid		
20	Inventory – Active Listings		
21	Pending		

Complete and fax to Tony DiCello at 512-555-5555 or email to tony@tonydicello.com by Sunday of each week. The week should run from Monday through Sunday. Break the months, even if in the middle of the week.

Appendix 17 “JUST DO IT” DAILY TALLY CARD

Name: _____

Date: _____

Contacts:

Expireds	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
FSBOs	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
Doors	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
COI/SOI	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
JL/JS	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
Past Clients	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
Others	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30
Follow-up	1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30

Total Leads:

Expireds	_____
FSBOs	_____
Doors	_____
COI/SOI	_____
Past Clients	_____
Sign Calls	_____
Open House	_____
Ad Calls	_____
Agent Referrals	_____
Client Referrals	_____

Practice Hours:

Listing Presentation	_____
Scripts/Dialogs	_____
Objection Handlers	_____

Business Totals:

Expireds	_____
Canceled	_____
Turned Down	_____
Deals Fell Apart	_____

Other Totals:

Hrs Prospecting	_____
Appts Made	_____
Appts Gone On	_____
Listings Taken	_____
Hrs Follow-Up	_____
Price Reductions	_____
Showing Appts	_____
Sales Listings	_____
Sales Buyers	_____
Closings	_____
Paid Income	_____

Update Totals:

Active Listings	_____
Pendings	_____

Appendix 18

PROSPECTING TIPS

WHEN PROSPECTING, REMEMBER....

A. Keep track of all of your numbers everyday:

- Attempts
- Contacts
- Leads
- Appointments

Start to analyze your ratios!

B. Before you start, be prepared:

- Have all your leads ready to be called in a stack.
- Keep everything away from you.
- Remember the word “simple.”

C. Let everyone (staff) know what you’re doing and that you’re not to be disturbed:

“If you bring a problem to me while I’m prospecting, you will be the problem.”

D. Create a positive, upbeat and productive environment:

- Hang up all of your scripts.
- Have a Plantronics headset with extension cord.
- Play prospecting affirmations at all times.
- Buy a 12-foot surfboard leash!
- Make sure you have to dance (Bruce Lee).
- Find a partner, if possible.
- Surround yourself with other people like yourself, if possible.
- Have your goals written out (large).
- Hang up motivational and inspirational signs! (Change them every 30 days!)
- Have your definition of a “lead” hanging in your office!
- “Your body controls your tonality and your emotional state of mind.”
- Buy a mirror (full length).
- Ask yourself daily, “What am I?”
- Create a numbers and dream chart or board! (Remember your “why.”)

Appendix 19 DAILY CONTACTS SHEET

SAMPLE

Name: _____

Date: _____

COI	COI	COI	PC	PC
FSBO/EXP new	FSBO/EXP new	FSBO/EXP new	FSBO/EXP new	FSBO/EXP new
FSBO/EXP old	FSBO/EXP old	FSBO/EXP old	FSBO/EXP old	FSBO/EXP old
JL/JS	JL/JS	JL/JS	JL/JS	JL/JS
JL/JS	JL/JS	JL/JS	JL/JS	JL/JS
JL/JS	JL/JS	JL/JS	JL/JS	JL/JS
JL/JS	JL/JS	JL/JS	JL/JS	JL/JS
JL/JS	JL/JS	JL/JS	JL/JS	JL/JS
JL/JS	JL/JS	JL/JS	JL/JS	JL/JS
JL/JS	JL/JS	JL/JS	JL/JS	JL/JS
JL/JS	JL/JS	JL/JS	JL/JS	JL/JS

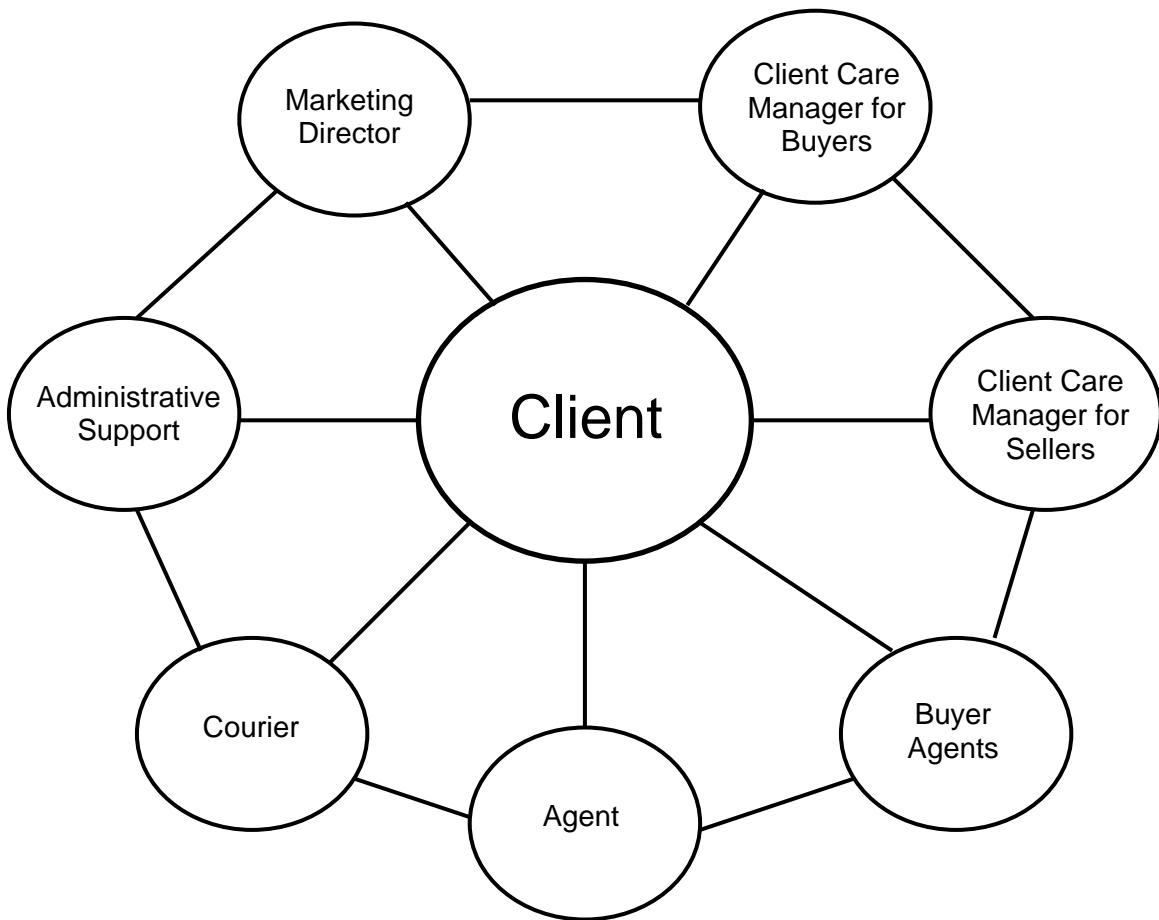
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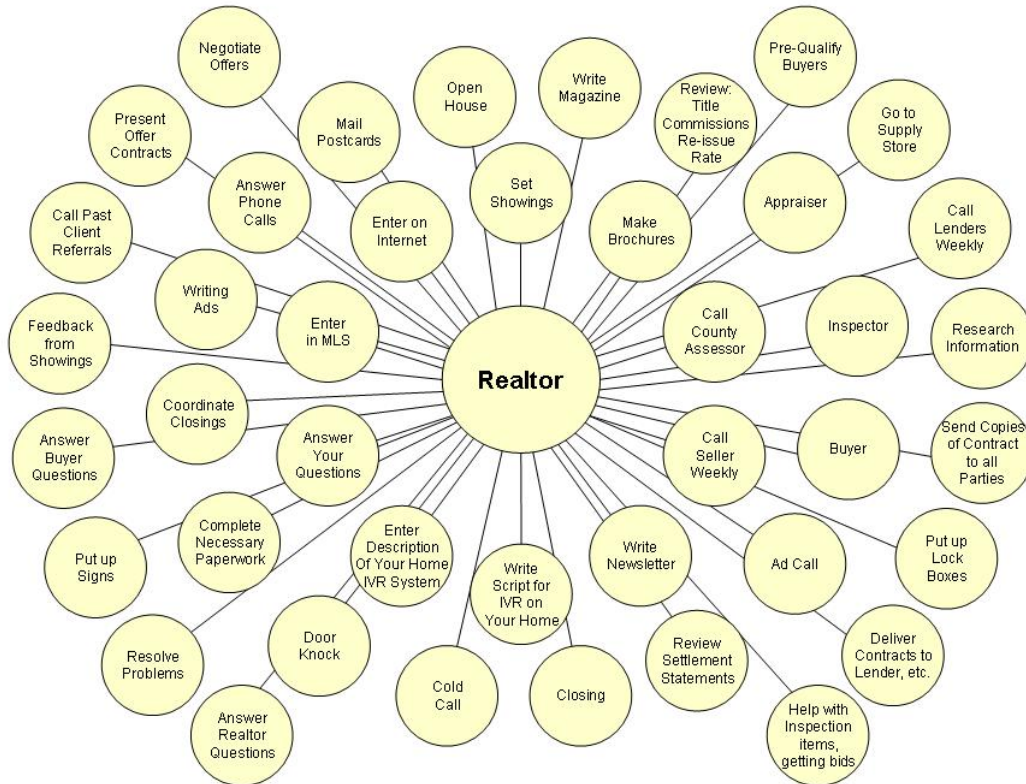
Name: _____

Date: _____

Appendix 20 CLIENT GRAPH



Appendix 21 REALTOR GRAPH



Your Realtor Will Have to Perform All of These Duties...Alone!

Appendix 22

FSBO SCRIPT

(Either over the phone or face-to-face)

There are 5 things I can provide for you:

1. If you decide to ... list your home ... I'd love to be one of the agents you interview. Fair enough. Is that OK with you?
2. (Will you remember me?) If you need to buy a home, I can help you find one. Would that be alright with you? Are you guys looking already?
3. If your buyer needs help selling their homes...so you don't have a contingent offer ... refer them to me and I will list and sell quickly. You don't have a contingent offer, do you?
4. If I find a buyer...I'll know what your home looks like.
5. If you have any questions ... regarding a contract, concerns about fees, costs or potential lawsuits ... call me and I'll walk you through it.

Appendix 23

90 DAY PRODUCTION PLAN

JUMP STARTING YOUR PRODUCTION

First 30 Days

1. Learn/Internalize the Pre-Qualifying, Listing Presentation and the 10 Basic Objection Handlers. Spend 2 hours per day with role-play: 1 hour in the AM and 1 hour in the PM.
2. Prospect 3 hours per day. Call all COI, asking for referrals; 20 Just Listed/Just Sold, call them or go see them.
3. Get COI file started with at least 100 names.
4. Preview property 2 hours per day, seeing a minimum of 6 homes per day or 100 homes per zip code.
5. Create a simple 90-day schedule that includes: 2 hours of script practice, 3 hours of prospecting, 2 hours of previews, 1 hour of return calls and lead follow-up.
6. At day's end, stop by and visit 1 FSBO and 1 expired listing each day.

Second 30 Days

1. Minimum of 4 hours of prospecting per day. Continue to build COI file, call them, continue Just Listed/Just Sold, add calling 5-7 FSBOs and Expireds per day. (Phone or door.)
2. Develop a simple Lead Follow-Up system.
3. Learn/Internalize the FSBO, Expired, Just Listed/Just Sold Scripts for 2 hours per day with role-play.
4. Continue previewing property, 6 hours per day in a new zip code. 100 homes during the 30-day period, 2 hours per day.
5. 1 hour per day doing Lead Follow-Up and Pre-Qualifying appointments.
6. Start tracking your numbers daily. Hours Prospecting, Contacts, Appointments, Listings Taken.

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7. At the end of the day answer these 3 questions in a journal:
 - a. What did I do well?
 - b. What do I need to improve upon?
 - c. What's the most important thing I learned this week?

Third 30 Days

1. Spend 1 hour per day role playing the scripts.
2. Prospect FSBOs, Expireds, COI, Just Listed/Just Sold ... 40 contacts per day.
3. Follow schedule 100% for 30 days.
4. Track all of your numbers and report them.
5. Go on at least 6 appointments this month.

Action Steps for 90-Day Program

1. Keep your schedule simple and check off each activity as you do it.
2. Share your 90-day plan with your Broker/Manager, your spouse and 1 to 2 accountability partners.
3. Don't allow frustration or worry to take you off the track, it's part of the program. Read positive books daily.
4. Commit to an 18-month cycle of the 90-day plan.

Appendix 24

DAILY GRADING REPORT

Name: _____

Date: _____

Hour 1

Grade

1. Minutes prospected ?	1	2	3	4	5	6	7	8	9	10
2. Who called & in what order?	1	2	3	4	5	6	7	8	9	10
3. Mindset?	1	2	3	4	5	6	7	8	9	10
4. Scripts & Dialogs?	1	2	3	4	5	6	7	8	9	10
5. Energy & Enthusiasm?	1	2	3	4	5	6	7	8	9	10
6. Never takes no for an answer when a yes is still possible?	1	2	3	4	5	6	7	8	9	10
7. Realizes it takes time?	1	2	3	4	5	6	7	8	9	10

Hour 2

Grade

1. Minutes prospected ?	1	2	3	4	5	6	7	8	9	10
2. Who called & in what order?	1	2	3	4	5	6	7	8	9	10
3. Mindset?	1	2	3	4	5	6	7	8	9	10
4. Scripts & Dialogs?	1	2	3	4	5	6	7	8	9	10
5. Energy & Enthusiasm?	1	2	3	4	5	6	7	8	9	10
6. Never takes no for an answer when a yes is still possible?	1	2	3	4	5	6	7	8	9	10
7. Realizes it takes time?	1	2	3	4	5	6	7	8	9	10

Hour 3

Grade

1. Minutes prospected ?	1	2	3	4	5	6	7	8	9	10
2. Who called & in what order?	1	2	3	4	5	6	7	8	9	10
3. Mindset?	1	2	3	4	5	6	7	8	9	10
4. Scripts & Dialogs?	1	2	3	4	5	6	7	8	9	10
5. Energy & Enthusiasm?	1	2	3	4	5	6	7	8	9	10
6. Never takes no for an answer when a yes is still possible?	1	2	3	4	5	6	7	8	9	10
7. Realizes it takes time?	1	2	3	4	5	6	7	8	9	10

Appendix 25

THE TOP 11 REASONS YOUR SELLER SHOULD LIST DURING THE HOLIDAYS

(From the Home Office in Austin, TX)

11. By selling now, you may have an opportunity to be a non-contingent buyer during the spring, when many more houses are on the market for less money! This will allow you to sell high and buy low!
10. You can sell now for more money and we will provide for a delayed closing or extended occupancy until early next year!
9. Even though your house will be on the market, you still have the option to restrict showings during the six or seven days around the Holidays!
8. January is traditionally the month for employees to begin new jobs. Since transferees cannot wait until spring to buy, you need to be on the market during the Holidays to capture that market!
7. Some people must buy before the end of the year for tax reasons!
6. Buyers have more time to look for a home during the Holidays than they do during a working week!
5. Buyers are more emotional during the Holidays, so they are more likely to pay your price!
4. Houses show better when decorated for the Holidays!
3. Since the supply of listings will dramatically increase in January, there will be less demand for your particular home! Less demand means less money for you!
2. Serious buyers have fewer houses to choose from during the Holidays and less competition means more money for you!

And the Number One reason why your Seller should list during the Holidays...

1. People who look for a home during the Holidays are more serious buyers!

Appendix 26
“CROSSING THE ABBYSS”KEY STEPS TO
MAKING A CHANGE

1. Make the decision to change.
2. Identify your reasons to change and write them down.
3. Focus on your future vision.
4. Dream of what you would like to achieve within 90 days.

Appendix 27
THE 7 EQUITIES AND THE MOST IMPORTANT
LESSONS I'VE LEANED SO FAR & HOW I DID IT...

- I. Leadership**
- II. Physical**
- III. Intellectual**
- IV. Relationship**
- V. Spiritual**
- VI. Family**
- VII. Financial**

I. LEADERSHIP

Most important lessons I've learned:

How I learned them:

II. PHYSICAL

Most important lessons I've learned:

How I learned them:

III. INTELLECTUAL

Most important lessons I've learned:

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How I learned them:

IV. RELATIONSHIP

Most important lessons I've learned:

How I learned them:

V. SPIRITUAL

Most important lessons I've learned:

How I learned them:

VI. FAMILY

Most important lessons I've learned:

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How I learned them:

VII. FINANCIAL

Most important lessons I've learned:

How I learned them:

Comments about the exercise:

Appendix 28

SUGGESTED READING LIST

- *Atlas Shrugged*, by Ayn Rand
- *Excuse Me, Your Life is Waiting: The Astonishing Power of Feelings*, by Lynn Grabhorn
- *The Money Chi*, by John Alexandrov
- *Think and Grow Rich*, by Napoleon Hill
- *Secrets of the Richest Man Who Ever Lived*, by Mike Murdock
- *The Strangest Secret*, by Earl Nightingale
- *The Ultimate Gift*, by Jim Stovall
- *The Laws of Lifetime Growth*, by Dan Sullivan and Catherine Nomura
- *The Little Red Book of Selling*, by Jeffrey Gitomer
- *Bubble-Proof Real Estate Investing (Audio Business Course)*, by Donald Trump with Dolf de Roos