The Four Models
The Key Areas

1. Know What Numbers You Must Hit
2. Focus on Appointments
3. Focus on Conversions

1. Economic Model
   - 1. Prospect and Market
   - 2. Set Up a Database and Systematically Market to It
   - 3. Focus on Seller Listings Taken

2. Lead-Generation Model
   - 1. Budget Model
     - 1. Lead with Revenue
     - 2. Play Red Light, Green Light
     - 3. Stick to the Budget
     - 4. Organizational Model
       - 1. When Doing All You Can Do, Hire Administrative Help
       - 2. Hire Talent
       - 3. Train and Consult

“Don’t Just Think Like a Business — Become One!”