



**PLAYBOOK TO
MILLIONS**

By: Greg Luther

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Table Of Contents

BUILDING THE SYSTEM	4
AN IN-DEPTH LOOK INSIDE THE SYSTEM	13
BUILDING THE TEAM	31
RECRUITING, RETAINING & ENSURING PROFITABILITY	37
NINJA MONEY TACTICS	79
LOOKING AT AN OVERALL PROFIT MODEL	92



BUILDING THE SYSTEM



The ONE Thing That Makes You Wealthy

The biggest “hole” I’ve found in this business “*which is an angle you should exploit every day*” is the simple fact that your competition is too stupid to invest money to acquire a client.

Within your real estate practice, we can often generate paychecks over \$10,000 each with a customer acquisition cost of \$500 or less.

Investing \$400 in lead generation and \$100 in lead conversion can put you in front of a motivated prospect over and over, to the tune of HUNDREDS of clients per year if you structure your entire business properly.

You need to have a Playbook To Millions...



What Are Your Real Goals Here?

I've never considered earning all of my wealth through hard labor.

My personal opinion is that I should be acquiring as much CASH as possible so that I can take advantage of opportunities when they arise.

Think back to any of the crashes you've lived through.

Were there opportunities available?

How would you be sitting right now if you had \$300,000 or \$500,000 in cold hard cash at your disposal? Could you have doubled it? Tripled it?

Could you have acquired homes at a discount in your area? Buildings? Businesses? Cars? Rare and valuable collectibles?

Remember, there are more fortunes earned in DOWN times than there are in UP times.

**“Buy when there is blood in the streets,
even if it is yours.”**

Your real estate business should provide a very happy and successful lifestyle for you. However, it should be geared towards paying off all debts and stacking up liquid investments for when the window reveals itself.



The Most Important Thing To Understand

Just like every successful business in the world, you are in the systems and processes business.

Companies like Tupperware, Mary Kay, Weight Watchers, etc. all work because they have a SYSTEM, not a product.

Unfortunately, most tradesmen believe they are in the business of whatever they do. (Plumbing, Handyman, Realtor, Insurance Guy, etc. all believe that THIS is what they do to make money. The lawn care guy believes he's in the business of finding people that need their grass mowed. His primary source of new business comes from the referrals of his FEW current clients. That's why he can only capture new customers at nearly the same rate as he is losing old customers.

Of course most real estate brokerage models are built on the same model as all Multi-Level Marketing companies. (Think Amway)

Your team or your brokerage will be built on systems and processes to create a predictable and sustainable model that works, even in spite of the people running it.

He who has the most complex system, makes the most money. PERIOD.

If you build it with a duplication process in mind (for multiple markets) you'll run more efficiently, make more money and be worth a LOT more money regardless if you ever duplicated it in another market or not.

Every market is different, your agreements with the brokerage (including commission splits) are different, etc. As you create your financial flow, your agreements, etc. you'll quickly see how easy it is to crank out a significant monthly cash profit.

We will cover much of this later.



Systematic Approaches

Those that have the most efficient & effective lead generation and lead conversion campaigns in place will win every time.

To be clear, if you don't have a marketing funnel and 100% consistency in implementation in EACH campaign, you'll have a hard time hitting your financial goals every month.

1. For Sale By Owners
2. Expired Owners
3. First Time Buyer Seminars
4. Facebook Dark Posts
5. Craigslist Postings
6. Divorce Attorneys
7. Probate Attorneys
8. Secret List of Homes
9. I Have A Buyer
10. RIN Investor Offer
11. Best Bidder
12. Geographic Niche
13. Targeted List
14. New Construction
15. Luxury Properties
16. Cash Investors
17. Empty Nesters
18. Boomers & Seniors
19. VA Buyers
20. Move Up Buyers



Team Members Required

Licensed Agents:

Just you: 5 campaigns

You and 1 agent: 10 campaigns

You and 2 agents: 15 campaigns

You and 3 agents: 20 campaigns

Full Time Marketing Directors:

1 Full Time Marketing Director: 10 campaigns

2 Full Time Marketing Directors: 20 campaigns

Admin Assistants:

1 Full Time Admin for every 2 agents

Pay Structure:

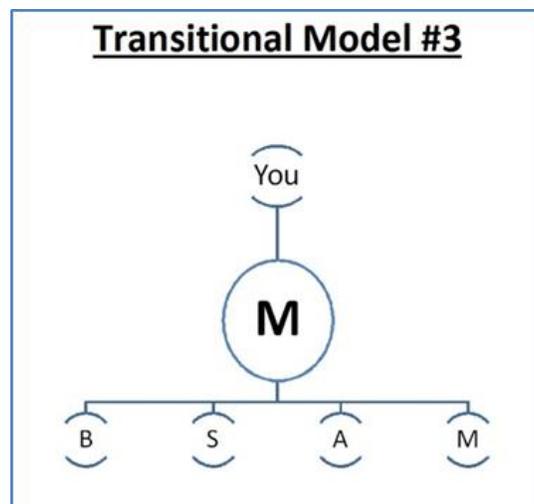
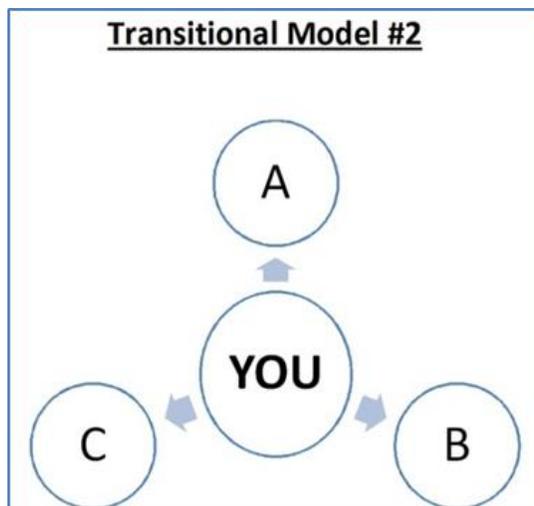
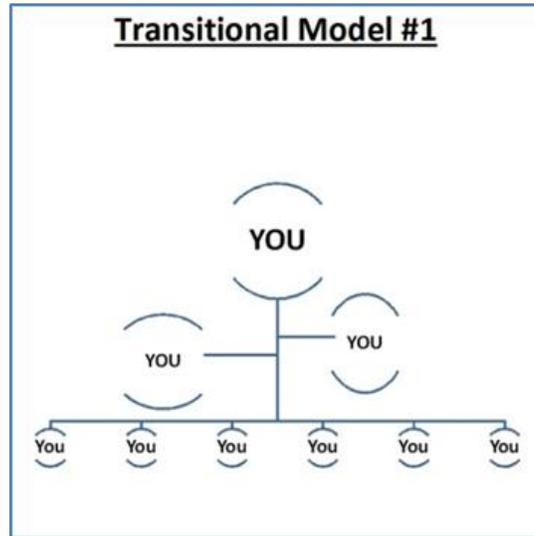
All agents should be 100% commission. Marketing directors and Admin should be salary plus bonus based on results.

My Recommendation To Start:

You and 1 licensed agent. Also have one assistant that acts as Admin & Marketing Director.



Transitional Model Examples



Managing The System

You absolutely **MUST** be willing to outspend the competition if you plan to dominate your market.

Whichever agent is willing to spend the most amount of money to acquire a client wins!

I'm sure if you got an incoming referral you'd gladly pay a 25% referral fee. Unfortunately, that is ONE deal and ONE closing. With marketing, you are getting the closing plus lots of residual business.

If you have your marketing funnels working properly, you should be **MORE** than happy with a 20% marketing budget.

\$300,000 in income allows \$60,000 in marketing cost.

\$450,000 in income allows \$90,000 in marketing cost.

\$800,000 in income allows \$160,000 in marketing cost.

With the \$300,000 example, you can break this down to be an achievable number.

You'll bring in \$25,000 per month and have \$5,000 in marketing costs.

With the \$450,000 example, you'll bring in \$37,500 per month and have \$7,500 in marketing costs.



Understanding Autonomy

If you handle all listings and you delegate all of your buyers to a buyer's agent that gets 40% split, which is more profitable for you?

Buyers or Sellers?

A true SYSTEM generates revenue without you.



**AN IN-DEPTH
LOOK INSIDE
THE SYSTEM**



Let's Look At What It Takes To Build Out Each of The Funnels In The Most Profitable Way Possible

“One-And-Done” marketing hasn’t worked for over a decade. It generates extremely limited results and creates more frustration than profit.

Obviously, **good copy** is the most important aspect of ALL marketing.

You need to utilize multiple steps and multiple types of media. Do not think that one sales letter or a 3 part email sequence is enough to generate the type of results you are looking to achieve.

- Direct Mail (several options)
- Fed/Ex, Priority Mail, etc.
- Automated Email Sequences
- Phone Call
- Outbound Text
- Inbound Text
- Facebook Custom Audience, Other Media
- Retargeting Ads
- Alternative Offers*





Direct Mail, Fed Ex, Priority Mail

- Introduction Letters
- Sales Letters
- Pre-Listing Packages
- Credibility Pieces (Books, Testimonials, Press Releases)
- Evidence of Success
- USP Offers
- Relevant Article Reprints
- Alternative Offers
- Media Inside of Media (CD, DVD, etc)
- Gifts, Forced Reciprocity
- Monthly Newsletter

When building this out, it is crucial to understand that you must provide VALUE for them or it will be treated like spam. If they aren't excited by what they receive, they will **unsubscribe**.

You have two separate campaigns here. One is to get leads, one is to convert leads. The conversion campaigns should be designed to take the leads that aren't responding and get them to take action.

It does no good to have one without the other.

I'm sure you've seen agents that have 300 leads and no closings.



Important Piece To Your Machine

One of the most important things to do is gathering ALL contact information on your leads.

It's hard to convert them when you only have their email address.

Your team needs to work really hard to gather all contact information.

EXAMPLE: You have buyer leads and all you have is their email address. They are looking at homes on your IDX link and you haven't been able to connect with them. You don't have their phone number.

Email Subject Line:

(FIRSTNAME) I saw what you did. :-)

Email Body:

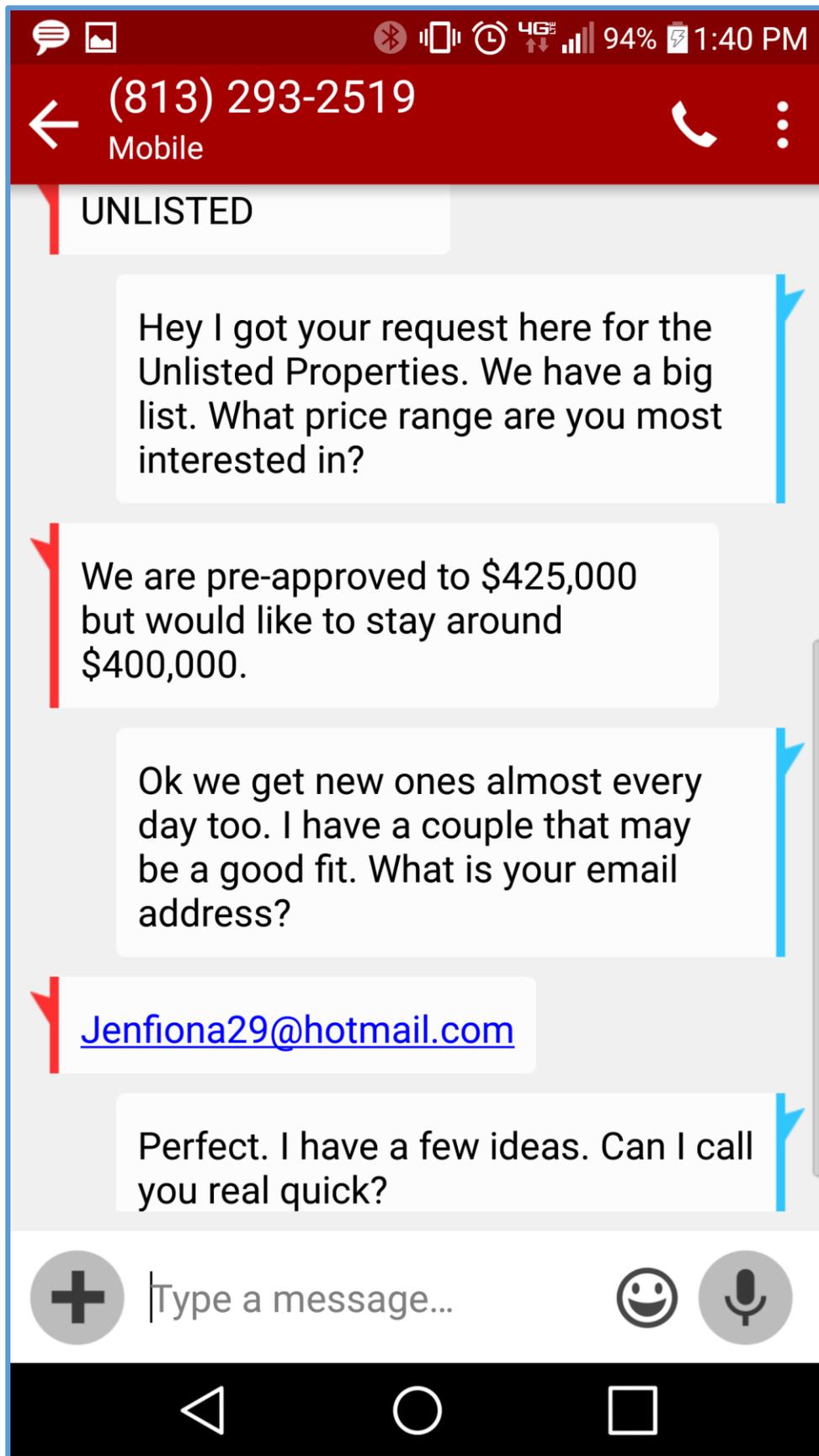
Hi (FIRSTNAME), I noticed that you checked out a few homes for sale on the site. I'm sure you already know that the best deals never hit the open market and they never get listed on the various sites. We always have a Secret List of Unlisted Homes.

Obviously, you won't find a great deal on a home looking through all of the stuff that's available to the general public. If you'd like access to Unlisted Homes and Pre-Market properties, I can get you access at no charge. Just text the word "UNLISTED" to 813-389-7312.

There's no cost or shenanigans. This is just the best way for you to find out about homes before they hit the market. Text to that number and you can get access.

Greg Luther





Creating Each Individual Campaign

If you don't build a system, you don't have a system.

It's important to have a complete marketing campaign for each of the types of clients you are looking to attract.

Remember, multi-step and multi-media is always best.

To start with, it's easy to just sketch out the campaigns with a piece of paper to know which types of communications you want in place. You can then fill each of those spaces with well written pieces, scripts, etc. to generate the type of conversion you are looking to achieve.

You can do this with a flow chart template.

Both factors are crucial to your success:

- 1. Multi-steps**
- 2. Multi-media**

You should have a campaign in place to capture all contact information on prospects. If you only have their email address, you'll have a very low success rate. For those that you only have email, you must gather all other contact info to do an efficient job in assisting them with their housing needs.

Decide on the best communications to have in place for EACH niche. Frequency of contact matters and it's always better to go too aggressive rather than passive.



Sample Flow Chart Beginning

Expired Campaign

Day 1: Homeowner will receive complete package via courier which includes Sales Letter and supportive material which builds Trust, Authority & Credibility. This package should be impressive and may include multi-media.

Day 1: Seller is added to Facebook Custom Audience.

Day 2: Virtual Assistant calls using prepared script which addresses the countless numbers of calls they've already received. They focus on END result and desires for closing date. Most importantly, the VA finds out what the sellers original motivation was to sell.

Day 2: If we haven't collected all contact data, the campaign must be launched to get them to knowingly and willingly opt-in with all of their contact information.

Day 3: The expired email sequence is launched in Infusionsoft starting today.

Day 4: Second package is mailed to the homeowner referencing the first one and offering a strong CTA.

Day 5: The RIN Investor Letter is mailed using an out of state address & contact number.

Day 7: Virtual Assistant calls to find out why they were originally looking to move, offers builder close-out information.

Day 10: USP Postcard is sent out along with a SIX-UP Just Sold card. Both go out on same day to same address.



Important Note Regarding Your System

It's important to show up as BEST as possible. Do not go cheap, particularly on the delivery method.

When it comes to direct mail alone, you'll want to consider the following order of importance.

1. Courier delivery with signature required.
2. Fed/Ex delivery
3. Priority mail (NEVER a signature)
4. Regular postal mail in Eagle Envelope
5. Traditional first class mail
6. Presort, bulk or EDDM mail

This can usually best be handled by deciding on home price ranges for your funnel choices.

As an example: Homes over \$300,000 get Fed/Ex and Courier. Homes under \$300,000 get Eagle Envelope and traditional first class.

Additionally, homes priced over \$1,200,000 get a copy of the Luxury Marketing book, the high gloss Portfolio of homes and a video book loaded with testimonials, etc.

What is the open rate on Fed/Ex envelopes? What about Fed/Ex boxes?

Remember, by using Fed/Ex, it doesn't mean you have to do it with overnight delivery. Many of ours are sent for \$6 to \$8 each.



How I Figure Income For A Funnel Build-Out

(Top Secret Approach, But Nothing More Than Common Sense)

There are 691 homes in this neighborhood

Homes have an average sales price of \$645,000

There were 53 closings over the past 12 months

That means there were 106 transaction sides that paid Agents

At a 3% fee (per side), each transaction is worth \$19,350

Over the past 12 months, this neighborhood has paid agents \$2,051,100 in commissions.

With a complex and comprehensive multi-media funnel, I always plan on a 30% market share. However, we only bank on 20% the first year as we establish Trust, Authority and Credibility.

30% of the market share is **\$615,330**

20% for the first year is **\$410,220**

In turn, this is a neighborhood I'd be interested in acquiring market share in with an extensive funnel. It can bring an additional \$615,330 to our bank account every year and will make our company worth a GREAT deal more if we should ever structure a sale.

The cost of the funnel build-out, the automation process, the monthly marketing dollars, etc. mean absolutely nothing as long as we get the revenue coming in immediately.

"Agents that make decisions for their future based on their current situation are certain to remain in the same place." –Greg Luther



In Depth Look At Marketing Systems

Important Considerations:

1. Can you identify a specific niche to target?
2. What is relevant to your background or local real estate market that can be used effectively to generate reoccurring revenue if you were to build a system for this niche?
3. Do you have a proper team in place to handle the business you generate?
4. Do you have a CRM or software platform to help with management?
5. Can you create an actionable plan for yourself and team to follow?
6. How many niches can you tackle with the size team you have?
7. Can your ideas be created, acted upon and converted to profit?
8. Can this be turned into a proprietary system to be sold later?

Below are examples of 20 different niches to get you thinking, but there are MANY MORE. What marketing system would you build out for each of them to generate revenue?

- | | |
|----------------------------|---------------------------|
| 1. FSBOS | 11. Waterfront Properties |
| 2. Expireds | 12. Move Up buyers |
| 3. Seniors | 13. Move Down buyers |
| 4. Attorneys | 14. First Time Buyers |
| 5. Best Bidder Campaigns | 15. Military |
| 6. Luxury Real Estate | 16. Medical Professionals |
| 7. New Construction | 17. Divorces |
| 8. Investors | 18. Growing Families |
| 9. Relocation | 19. 2 nd Homes |
| 10. Golf Course Properties | 20. Condos |

Let's take one of the niches above and see what a built out marketing system could look like.



Investor Marketing System

Start off by identifying what you are looking to accomplish with your niche or consult with a qualified marketing company on your project. This will help to create the initial Scope of what you need to build. **For example:**

- Create an educational 1-2 page report to attract real estate investors based on earning high ROI.
- Create a postcard to offer for free report.
- Create the Opt-In Webpage to send all traffic to for lead capture from the postcard.
- Create the thank you page video (to be scripted) offering a mailed info package, what to expect and 2nd Opt-In Webpage to collect the address for package.
- Create the 1st delivery email with attached report to compel them to move forward.
- Create a 2nd delivery email to make sure they have opened the report.
- Create an Investor Package with a basic Story Selling piece including case studies and examples which will offer a Discovery Day at a certain price to meet in person and learn their investment options.



Investor Marketing System (cont.)

Next, do a basic “white board” sketch of your plan. Be sure to make note of the marketing piece, the main idea and the call to action (CTA).

Postcard

Idea: Design & Mail postcard to offer a Free Report on Earning Money When Investing in Real Estate.

CTA: Get Free Report by Going to Some Sort of Website.

Website

Idea: Talk About Free Report on Investing & Teaser Information about ROI.

CTA: Opt In Box For Free Report to collect Name, Email, and Phone

Video Thank You Page

Idea: Personal Video Going Into More Details and Offers A Mailed Investor Package.

CTA: Opt In Box to Request Info Package to collect Name, Email, Phone & Address.



Investor Marketing System (cont.)

Now that you have a basic plan, you have to fill in the gaps with the other pieces needed to make this funnel work. What are the additional marketing pieces needed?

Video - Thank You Page Script

Idea: Video needs to be scripted to stay on point, express the offer, the benefits, and what package includes.

CTA: Opt In Box for Package to collect Name, Email, Phone & Address so it can be mailed.

Email Sequences Follow Up

Idea: Send email follow up to those opting in for the report for delivery & further engagement.

CTA: Ending emails with if they have questions about the report or if they have read it yet....a prompt to call you.

Report on Investing and ROI

Idea: Teach about the investment opportunity for buy and hold properties and the earnable ROI.

CTA: Call this number to request the investor package that will show the profit examples and more.

Investor Package with Story, Case Studies & Examples

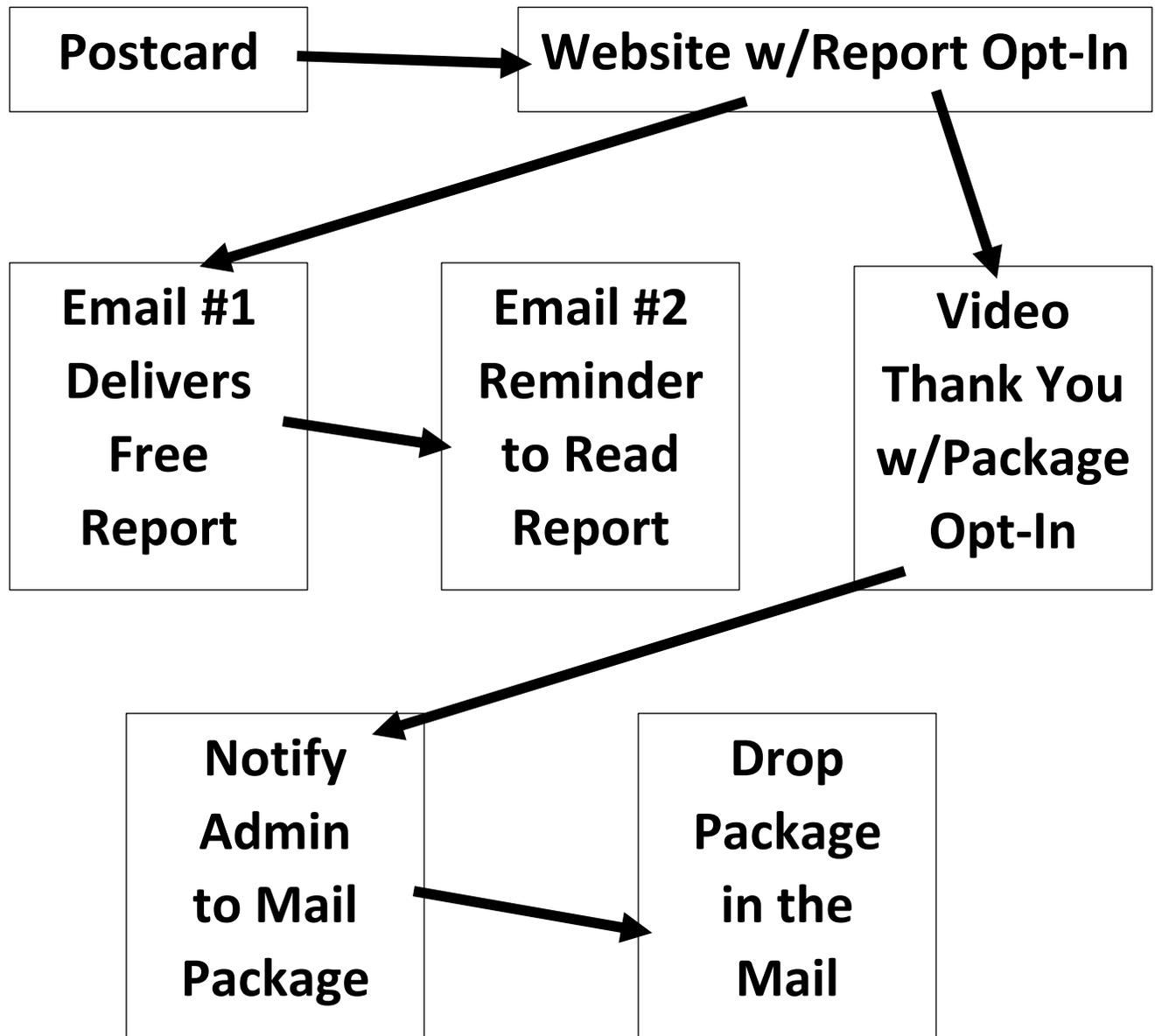
Idea: Sell the idea of investing, why they should meet with an agent who specializes, give numbers & case studies

CTA: Offer on Discovery Day to Meet in Person & Learn More, prompt to call.



Investor Marketing System (cont.)

Once you have a preliminary outline you'll want to do another "white board" drawing of your funnel to ensure you have the proper flow of events in place.



From here what is the follow up plan for those that have requested the mailed package? This should be an entirely new funnel for conversion.



Marketing Systems – What You’ll Need

Your goal is to build a system that brings in reoccurring revenue for your business and like the old saying goes, “You have to spend money to make money.”

Using the *Investor Marketing System* example, you’ll need to plan on investing in critical elements for any niche you decide to tackle.

1. **Project Manager** – Someone to oversee all people and processes who are a part of creating your system. This may be you! Someone needs to be in charge of all the pieces so that they come together as a final product.
2. **Copy Writer** – It is imperative that each piece is properly written. The basics of the headlines, call to actions and offers are one thing, but the long sales letters, scripts and reports must be done correctly. Poor copy writing can kill the system before it even gets started.
3. **Graphic Design** – Someone who can take the copy and create the marketing pieces, lay them out, and use colors and formats that will be attractive but more importantly will get response. Whether it is a post card, single/multi page sales letters, or reports...design elements are crucial.
4. **Website Designer** – Your website must match your message being provided on the initial post cards and sales letters. When you send your prospect to the site, they need to clearly understand the message, offer and opt in situation to follow the action you want them to take. Unclear direction or action will lead to low conversion.
5. **Videographer** – When recording a video you need to be sure the lightening, background, sound quality and all surrounding elements are top notch. People will often keep reading a bad report, but they will immediately stop watching a bad video.



6. **Marketing List Broker** – Who is your audience? Are you identifying a specific target to send your materials too? You'll need to purchase a list that fits the needs of your niche.
7. **EDDM Routes** – Is your offer more broad and suitable to go to everyone on one specific mail route? You'll need to know what the neighborhood route numbers are before you can order your materials.
8. **Proof Reader** – A second or third set of eyes is imperative. You want someone to read for mistakes, spelling, grammar, and test all the actionable items to be sure they are correct and working before going to print. For example, if a website is given, is it typed properly and can you find it online to know your prospect will see it too.
9. **Print Company** – Once you have your files ready, get with a printer who understands what you need. You'll want to make sure the paper quality works for what you are trying to do. Sales letters, postcards and brochures all use different paper.
10. **CRM** – You'll need a software platform in place to help create the connection to your websites, capture the leads that your system has generated and add automation to the process. Opt in forms are needed, emails need timers, the team needs to be notified, and consistent follow up has to take place. (ie: Infusion Soft)



Delegation of Each System

Once this is built, you can delegate 5 funnels to each team member.

They are then responsible for implementation and accountability.

If you have each system set up to earn “X” dollars, they are responsible for ensuring this happens each and every month.

As you implement each complete marketing approach, you’ll see that THIS is where massive revenue is generated.

EXAMPLE: Your FSBO approach is designed to generate \$120,000 per year. If you are in a seasonal market, that may not be divided up at \$10,000 each and every month. You may sell a bit more in the Summer than you do in the Winter or vice versa.

If your current business model has you projected to close 120 transactions per year, it may be allocated as follows.

J	F	M	A	M	J	J	A	S	O	N	D
6	6	8	9	10	12	14	15	13	10	9	8

You will then need to break those projected numbers down on a per funnel and thus a per AGENT basis.

If we are closing 8 deals in March, it may be 1 FSBO, 1 Expired, 2 Best Bidder, 1 GeoFarm, 1 Divorce Attorney Referral, 1 Secret List Buyer and 1 Boomer Client. Each agent will need to know what they are EXPECTED to achieve to ensure our business goals and revenue targets are met.

Side Note: You should have LOTS of meetings and they should all be goal oriented, have tight agendas, no BS chatting and should have a specific start and end time.



BUILDING THE TEAM



Building The Team

Your business should be more dependent upon systems than it is people. However, both are important.

If you are systems dependent, the people can be interchangeable.
Think McDonalds.

Of course the more talented your people are, the better your system will run and the more profitable you will be.

One HUGE advantage many of our Platinum coaching members have is simply that their business model is so complex, nobody can ever copy it. Frankly, they'd have a hard time copying it themselves because we've done so much for them!

In this section, we will discuss the best ways to find them, screen them, hire them, train them, keep them and hold them accountable for the attraction of massive amounts of revenue.

Don't mistakenly think that you can't be successful and make a lot of money unless you have a big team.

You can actually make a great living with just an unlicensed assistant. Unfortunately, with this model, it means the more successful you are, the less of a personal life you'll have and you'll quickly become owned by the business.

It should be noted that you'll operate at a much higher level yourself if you have an employee that you are responsible for. You'll get to work on time, you'll be dollar productive with your activities and you'll have a great deal of responsibility.



The Biggest You Can EVER Be!

The biggest you'd ever need to be would be far smaller than most agents believe.

If you are implementing 20 funnels and you have a truly elaborate and complex business model, your team would likely be bringing in well over \$2,500,000 in commissions annually.

Here's What That Looks Like:

Licensed Agents: 3 (unless you aren't selling, you'd need 4)

Marketing Director: 2

Admin Assistant: 2

There's no reason to ever have a business bigger than this. And most people won't even go this big.

Remember, you can make a great deal of money on a much smaller scale too.

With Platinum Coaching Members, I usually find that they can get to about \$250,000-\$300,000 annually with this set up;

You can be the sole agent there while having ONE full time employee that operates as follows:

9am to 12pm Marketing Director

1pm to 6pm Admin Assistant

The biggest struggle with this option is not letting the two positions blend. You have to be brutal about tasks during each hour.

You'll implement 5 funnels as detailed as possible and you'll work your tail off trying to stay up on everything.



YOU NEED TO GET A SENSE OF THE MONETARY
VALUE OF YOUR TIME EACH DAY

WHAT'S YOUR TIME WORTH?

If you earn \$ a year	Every minute is worth	Every hour is worth
30,000	.26	15.37
35,000	.30	17.93
40,000	.34	20.49
50,000	.43	25.61
75,000	.64	38.42
100,000	.85	51.23
150,000	1.28	76.84
250,000	2.13	128.07
500,000	4.27	256.15
1,000,000	8.54	512.30

Based on 244 eight-hour working days.
(1,952 hours working each year/ 117,120 minutes working each year)

So, today, what is your time worth? _____

What do you want it to be worth? _____



Where Do We Find Talent?

You can find unlicensed help through various sources. Some of the sites we've had the best luck with are craigslist.com and indeed.com.

On the contrary, you'll find extremely LOW quality real estate agents there. Be sure that you are using these sites for unlicensed agents only.

Most of the agent recruiting can be done via email blasts.

With every approach we use, you have to follow the system exactly or you'll have the frustrating experience of a bad hire. Any time we've had a member cut corners on the hiring process, it's always turned around and bit them.

Just because a licensed agent never costs you money "in payroll" you should still treat them as though you are paying them a salary of \$150,000 per year.



Recognize Talent vs. Non-Talent

Talent...

- Pushes to get answers
- Shares your goals and fulfills your needs as a natural byproduct of fulfilling their own
- Knows what it wants or is actively searching to know
- Pushes you constantly
- Is continually raising the bar and wants to be associated with talent
- Usually focuses their talk on the language of challenge and achievement

Non-Talent

- Has to be pushed to want answers
- Doesn't fulfill your needs and ends up giving you back pieces of its job
- Doesn't know what it wants and isn't searching
- Requires you to push them
- May not know where the existing bar is set or even what bar you're talking about
- Talks about anything and when they try to emulate the talk of talent, it is just rhetoric



RECRUITING,
RETAINING &
ENSURING
PROFITABILITY



How to Recruit Licensed Agents

You should always look for quality, not quantity.

Those that believe they are smarter than you or don't appear to be coachable should never be considered.

You should NEVER hire a new agent. This is a HORRIBLE idea.

Our perfect match is someone that is motivated, is a very hard worker and is willing to do whatever it takes to succeed. Many times this will be an agent that understands sales and is "good with people" but doesn't have the marketing side of the equation figured out.

You'll usually find that the best agents are the ones that aren't really looking to make a move.

By their very nature, most agents are worried about their "split". I customarily tell them their split is 250% to 400%.

They should have big goals (not dreams) and be willing to do what it takes to reach them.

Pay close attention to their personality and their baggage.

Remember, some people would rather be right than be rich. Don't get in their way.

When recruiting agents, you should be firm and demanding in filling exactly what you are looking for. Don't settle for less. There are lots of options available.



Recruiting Email Example

Subject Line:

Hiring An Agent, Consistent Closings

Email Body:

Dozens of leads are provided for you. No cold calling, no prospecting and absolutely no monthly expenses.

Go to www.InsertYourDomain.com to get details on the 3 positions we have available on our Insert Your Area Sales Team. (Full time real estate agents only please).

You'll close deals EVERY month with our sales team as we provide new leads every day to our agents. Get more details now at www.InsertYourDomain.com



**ATTENTION AGENTS:
Join My Columbus Team
Make At Least \$25,000 More Over The
Next 12 Months or I Will Pay You the
Difference in Cash!***
**-Greg Luther, President
Greg Luther & Associates Realty
Columbus, Ohio**

Award Winning Real Estate Team Seeks Only
3 Licensed Team Members with a
Minimum of 5 Previous Real Estate Sales

- No Cold Calling
- No marketing or Advertising Necessary
- All Buyer & Seller APPOINTMENTS Supplied
- Work a Normal Work Week or Less
- Make and Keep More Money

To learn how you can dramatically alter your real estate career,
visit our website

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614-582-3992



GAHANNA REAL ESTATE TEAM NEEDS HELP RIGHT NOW!

All Listing Appointments Supplied – Earn \$25k More in the Next 12 Months. GUARANTEED IN WRITING, or I will pay you the difference!

Don't fight the real estate market anymore. Make at least \$25,000 more than you did last year, in the next 12 months - guaranteed! I will personally show you how AND give you the leads and appointments to do it. – *Greg Luther*

AVAILABLE IMMEDIATELY: For only three lucky licensed agents with a minimum of three previous real estate transactions experience: an Outside Sales position, working with motivated buyers and sellers. Join a team of other super successful sales agents working with one of the top real estate teams in North America, make a rewarding income, work a reasonable "work week", **NO cold calling, NO marketing, NO advertising or prospecting, ALL buyer and seller leads and appointments supplied, NO monthly fees. Your days are spent actually selling homes!**

Exceptional opportunity to earn **\$100,000 NET INCOME** your first year, as much as double that the 2nd year in the only real estate career with stress free opportunities at success.

This is NOT for the brand new, rank amateur agent seeking a shortcut to proficiency, nor is it for the failed agent unable to make a living. Instead, the agents who love this change and do well in this position have had some successful sales, are knowledgeable, have good client management, communication and organization skills, and could continue earning a good living in real estate if they had to, but welcome the opportunity to focus on sales functions with pre-qualified leads and appointments, the **freedom from endless cold prospecting, expensive advertising, intense competition and uncertain, unpredictable feast-famine roller coaster income.**

If you have a few sales under your belt, the necessary skills and are ready to come in out of the must-find-a-prospect rat race, we have a great place on our unique team for you.

If you'd like to learn more about this unique opportunity, to begin the process, simply visit www.YourDomain.com or call 614-582-3992. Your inquiry will be held in the strictest confidence. (Note: the last time we advertised an opening, we were flooded with applicants and immediately filled the position. Do not procrastinate.)

Greg Luther



"Join our Estero/Bonita Springs real estate team and earn over \$80,000 per year or I'll pay you the difference in cash!"

All leads provided. No cold calling or prospecting. Guaranteed closings every month.

- ✓ Absolutely no monthly expenses
- ✓ All leads provided (consistent listing leads)
- ✓ Complete training provided
- ✓ Consistent closings every month
- ✓ Income of over \$80,000 yearly (guaranteed in writing)
- ✓ Absolutely no cold calling or prospecting

Extremely successful real estate team is looking to hire 3 more agents to work in the Estero/Bonita Springs area. You must be able to work at least one full weekend per month and be open to more successful approaches to selling real estate. Minimum pay is \$80,000 annually with absolutely no monthly expenses. This position is not for the rank amateur with less than 4 closings in their career. You'll be an assistant agent, working for the lead broker and must operate well with extremely disciplined structure and high volumes of business. You must be able to work FULL TIME in real estate. We sell real estate in the Southwest Florida area only. Interested parties should fill out the details on this page now to request a no cost, no obligation quick discussion about this position.

To Get More Information and Request a No Obligation Phone Call, Fill Out the Free Form Below!

First Name:

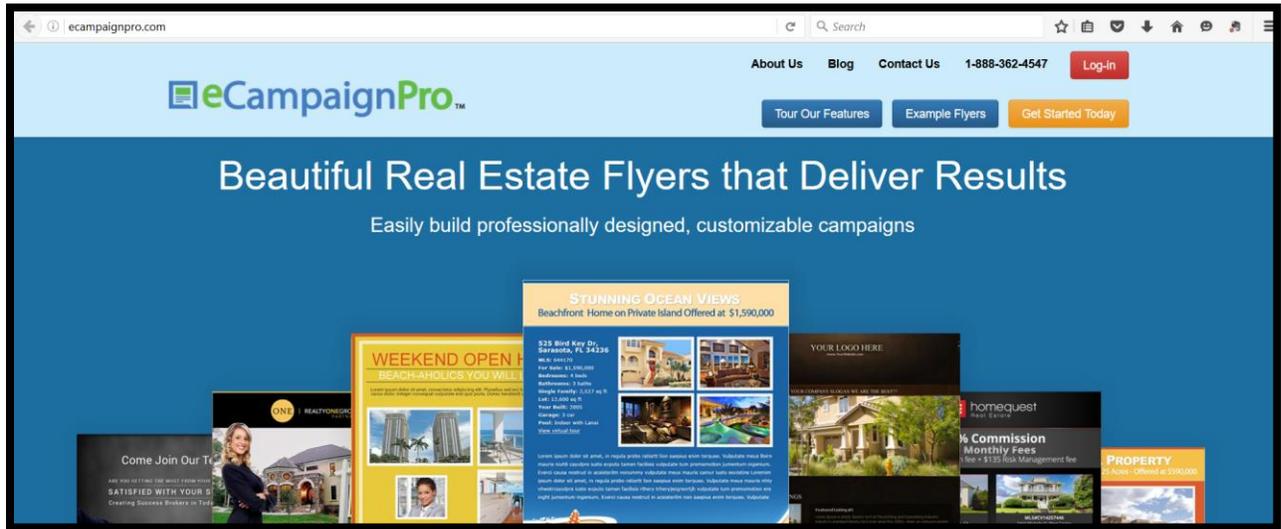
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Email:

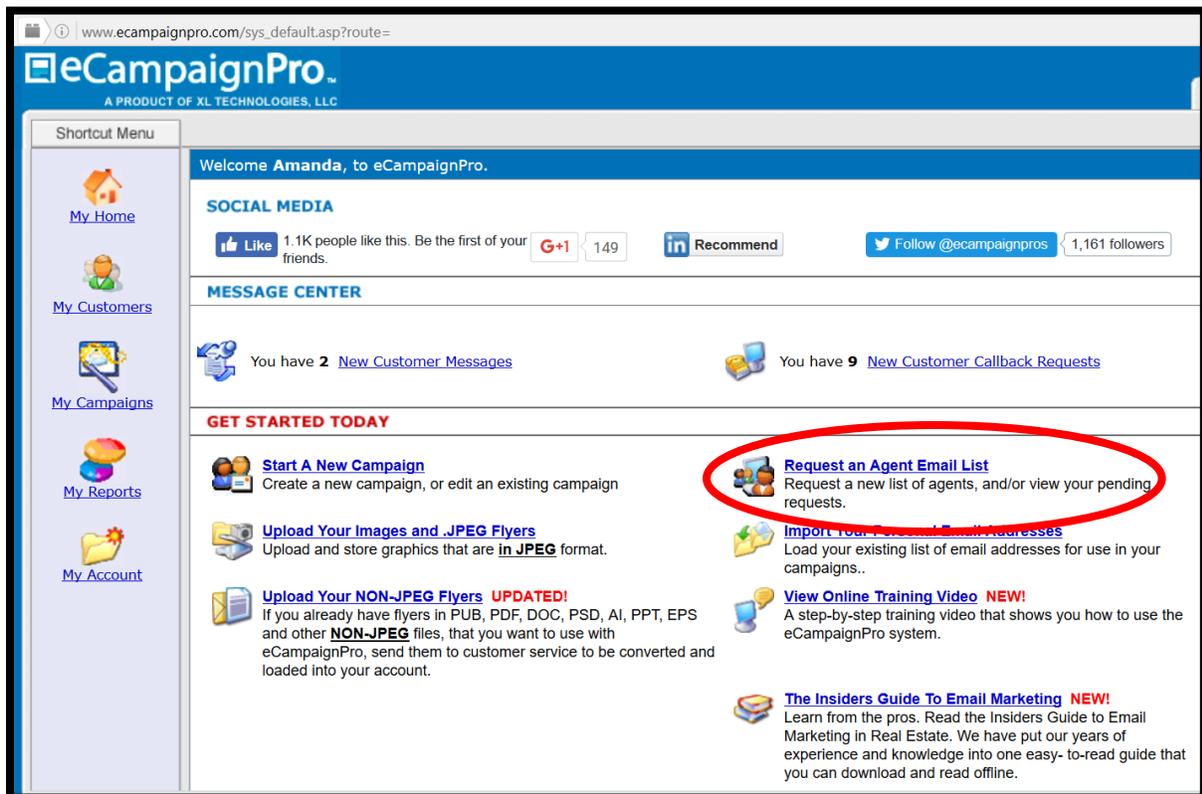
Phone:



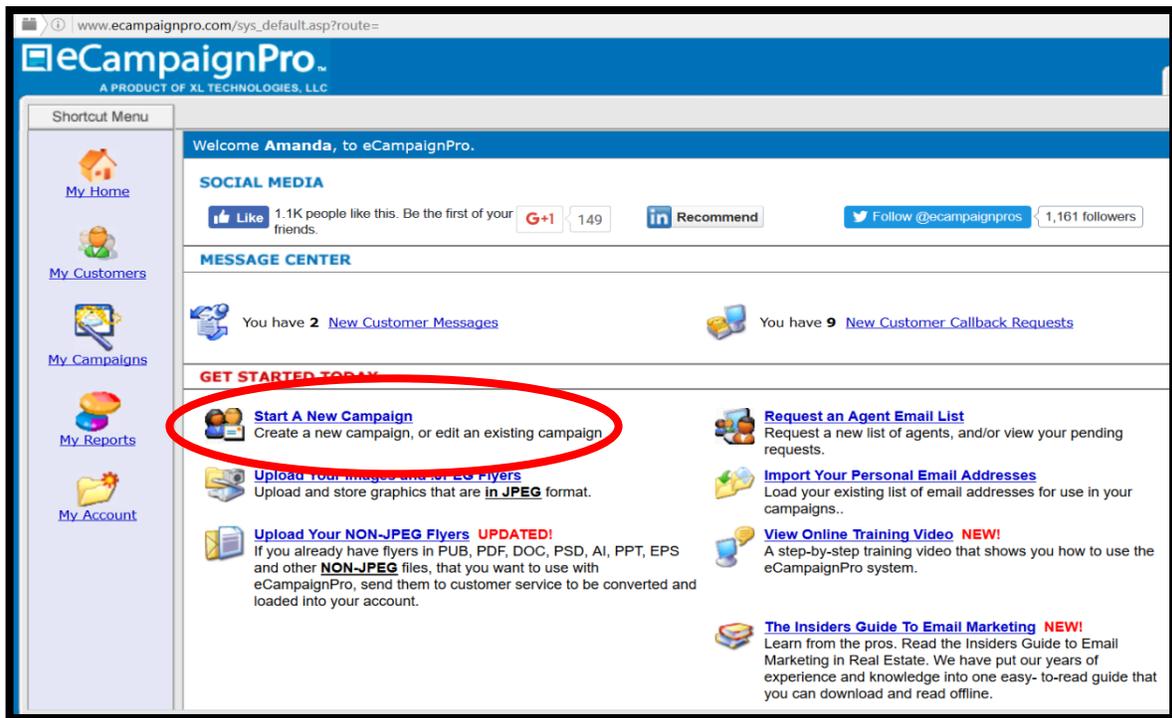
ECampaign Pro:



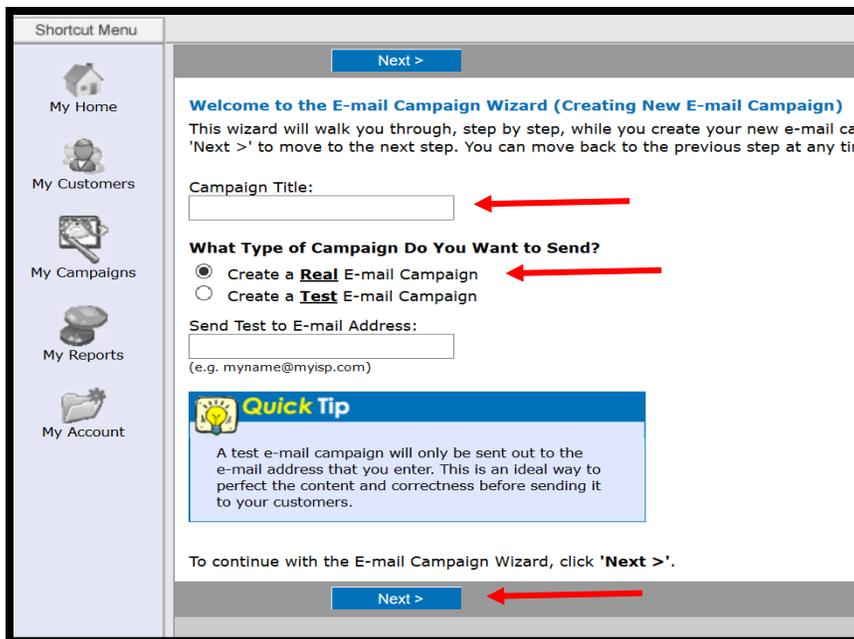
1. Request an agent list.



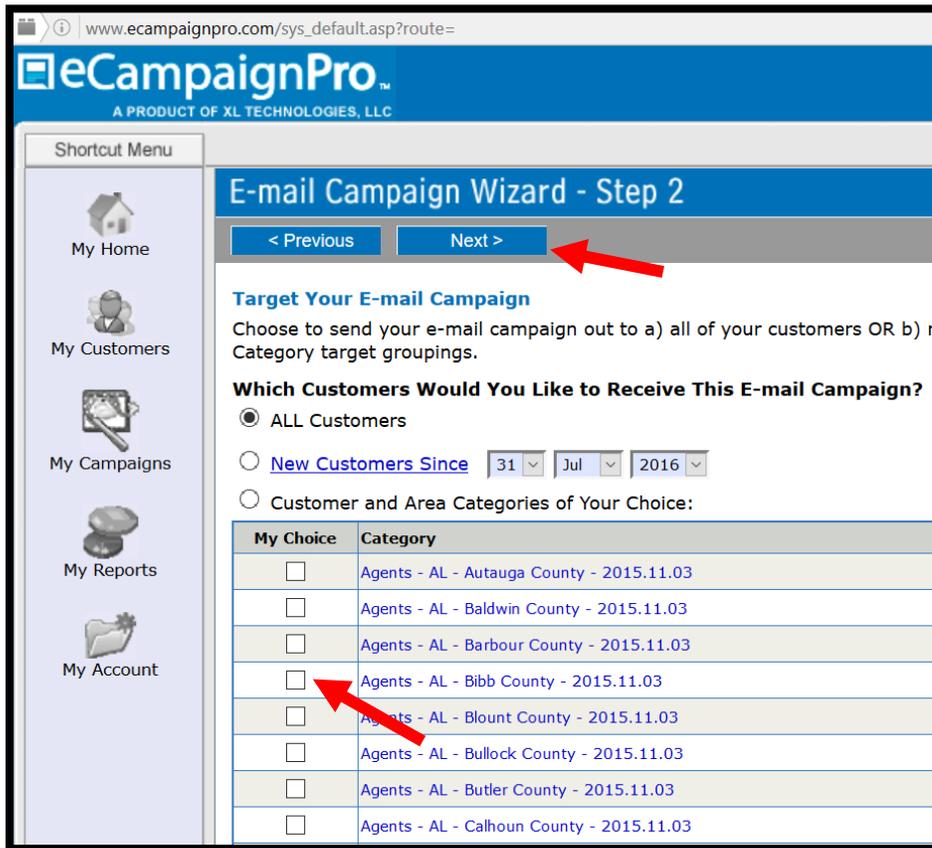
2. Start a new campaign.



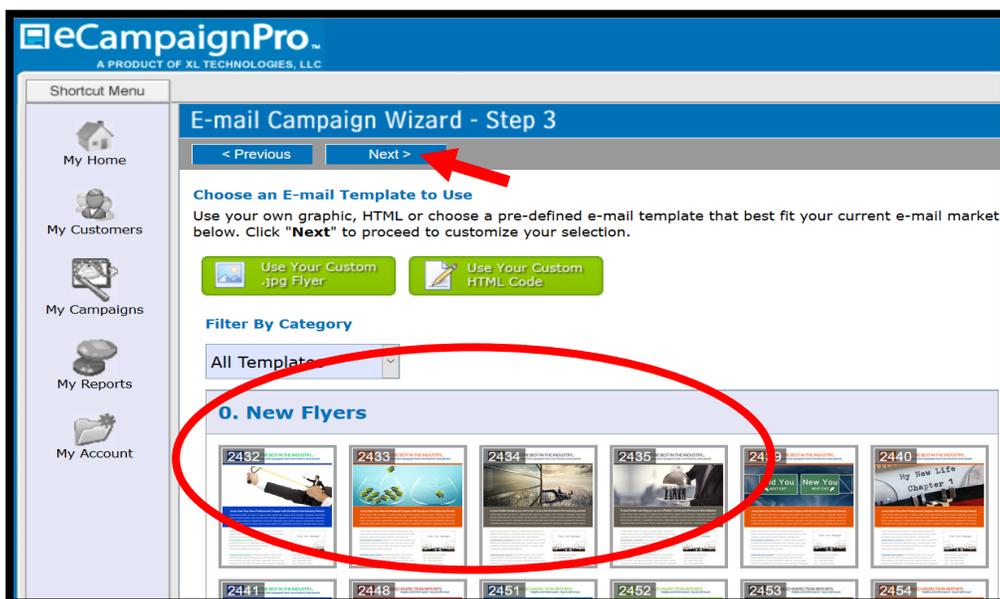
3. Name Your Campaign, Select "Real" Campaign, Click Next



4. Select Your Counties and Click Next



5. Select Your Template and Click Next



6. Enter Your Subject Line, Display Name, Reply Email, Check "Yes" at the Bottom, Then Click Next.

E-mail Campaign Wizard - Step 4

< Previous Next >

E-mail Campaign Subject and Feedback Instructions
Choose a subject for your e-mail campaign, enter a name to show who the e-mail is from, and enter your customers.

Why Are They Receiving This E-mail Campaign and Who is it From?

E-mail Subject:

Display Name From:

"Reply To" E-mail:

E-mail Priority:

Quick Tip
The Subject and Display Name are important in allowing your customers to distinguish your e-mail from an unsolicited e-mail or SPAM and plays a very important part in allowing your customers to decide whether they want to read your e-mail which means in turn that it is critical to the overall success of your e-mail campaign. A good subject line might be 'Special Offers Just for You' and a good 'Display Name From' might be your own business name.

Yes, Automatically deliver an alternative text message to mail readers that do not support HTML

7. Enter Your Recruiting Message, Click Next

E-mail Campaign Wizard - Step 5

< Previous Next >

Please Complete All The **Required** Colored Steps **Below** Before Moving To Next Step Of Wizard:

1 2 3

1: Free Text

Use the numbered buttons to navigate through each step of the email templates sections. You must complete all 1 required sections before you can move to the final step. The **Current Section** is Incomplete and is **Required**.

Section Text: (max. 4000 characters)

0 50 100 150 200 250 300 350 400 450 500 550 600

Font Size A B I U [Icons] Source



8. Make Any Edits to the Plain Text Version, Click Next. (All links in the plain text version should include http:// at the beginning.)

E-mail Campaign Wizard - Step 6 (Plain Text)

< Previous Next >

Create the Plain Text Version of Your E-mail:
Please enter the plain text only version of your e-mail into the box

Enter Your Plain Text E-mail Here:

Test Recruiting Message

9. Proof Your Email Message and Check All Links, Click Finish. (Your campaign will begin sending immediately. You can edit the schedule if you want the campaign to send at a future date by clicking "Send Later.")

Sending Options

When Would You Like to Send Out Your **8** E-mail Campaigns?

Send Out Immediately

Send Later on at : EST

Send me a reminder message to my cell phone when sent.

Send Out in Batches of **E-mails Every** **Minutes**

< Previous Finish



Real Estate Agent Seeking an Executive Assistant

Office: 1293 Johnson Street, Columbus, OH 43232
(position is at THIS office address)

Executive Assistant needed for successful Real Estate Agent working throughout Central Ohio. Seeking someone who's an efficient, hardworking, organized, goal oriented, self-starter with great people skills and past work experience as an Executive Assistant. Marketing and Real Estate knowledge preferred but not required. This person will be my right hand, and also manage the behind the scenes of my office, marketing, and day to day business.

This position will encompass a variety of duties so an ability to switch from one task to the other seamlessly will be necessary.

Candidate Should Have:

- Computer Skills and ability to learn in office technology and software programs efficiently.
- Current programs include Infusion Soft, Top Producer, Weebly and Aweber. Knowledge of current programs preferred, but will train. You need to be comfortable using technology and a quick learner. Time is of the essence in this industry.
- Knowledge of Social Media platforms for business use. Specifically Facebook which is utilized for Marketing Only.
- Knowledge of Microsoft Office Programs helpful.
- Knowledge of the Residential Real Estate Sale Process preferred, but a desire to learn more about real estate, marketing, and our systems is key.
- Commitment to helping the Agent achieve greater levels of success.
- Independent desire to continuously develop his/her own skills.



- Accountability and the ability to work without oversight.
- Organization Skills.
- Time Management Skills.
- Phone & People Skills.

Responsibilities of this position include (but not limited to):

- Scanning/Loading documents as needed
- Make Appointments on Agent's Behalf
- Set appointments within calendar system
- Adding listings to the MLS
- Keeping Agent on Task with schedule, appointments & meetings.
- Follow Current and Help Create Additional Systems for Sellers, Buyers, Lead Generation, Client Management, and Administrative Support
- Organize Online and Offline Marketing Materials
- Coordination of Marketing Materials for New Listings, Open Houses, Community Events
- Marketing of New Listings on Social Media when applicable, specifically Facebook.
- Be a point of contact for lead, client, and vendor inquiries
- Management of Infusion Soft Customer Relationship Management Databases.
- Follow up with Past Clients on behalf of the Broker
- Seek out new Community Events for marketing purposes



Hours/Pay:

8:00am to 5:00pm Monday-Friday in office.

\$12-15 an hour, **plus** bonuses on a monthly growth structure. To be discussed and explained. Generous income opportunity since Home Sales offers the largest commissions in the sales industry.

How To Apply:

Please send resume and cover letter to nmaker11@gmail.com.

Use the phrase “Krista-Exec Resume” as the subject line in your email with your resume & cover letter attached as a PDF File.

I am looking for an immediate hire and will be in touch quickly with qualified candidates to set up interviews. I am looking for a dedicated go-getter who is going to stick with me and help my business grow. If you are not serious about taking on this role, feel that you cannot perform or learn the outlined tasks, are a job hopper, are chronically late for work or absent with excuses, then please do not apply.



Things To Keep In Mind When Hiring

First, be sure to check with your state regarding legal issues, what you can and can't do, etc. If you live in a democratic state...good luck.

Do not let my advice supersede any laws or regulations in your area.

I generally recommend operating as follows:

1. Very specific instructions on how they should respond to the ad. This is always done via email and you should NEVER include your phone number or company name, etc.
2. The best candidates will be researched online. If they are smoking pot, Effing the world or complaining about their job online, they aren't considered.
3. Those that pass will then be spoken to on the phone. I want to know their goals and must get a good feel for their phone skills. They MUST be confident and competent on the phone.
4. Those that pass this stage will have an interview scheduled. However, we will EMAIL them details on day, time and location. Inside that email we will have 3 very specific questions for them to reply with answers to. This is designed to check competency and literacy.
5. For the meeting, we are checking various things. How do they look, how is their hand shake, how is their eye contact, how do they think, did they show up on time, do they have big goals?

If they fail on any of these factors, they are not hired. Plain and simple. I've seen agents "forgive" some of these issues and it bites them every time. If you don't see them being with you 3 or 4 years from now, why would you consider them anyway?



Hiring Process

1. Send Out Your Recruiting Marketing
2. Have specific “next step” instructions.

-Example: Email your resume to name@YourDomain.com with the subject line “Team Member.”

All potential recruits that follow those instructions move to the next round. You are checking two things here. First, you are establishing if they can follow a simple series of instructions. (Send an email, attach a resume, use a specific subject line.) Second, you get to see how well they communicate via email. Do they write in complete sentences, use proper punctuation, etc. Those who could not follow the first 3 instructions or have bad writing skills are out.

3. Set up phone interviews with those that successfully passed step two. The phone interview should be set for a specific time and have the potential recruit CALL YOU. This insures that they can set and keep an appointment. If they are late calling, they are out. Also, see how comfortable they are on the phone. Do they sound calm, collected, and knowledgeable or do they sound shaky, nervous, or have a lot of background noise? This is a job interview, they should have prepared for the call by being in a quiet place where they can focus. If anything seems off, they’re out. Remember, they should be presenting their best selves to you in the phone interview. If it’s already not sounding too good, it’s likely to continue going downhill.

4. Set up face-to-face interviews for the remaining potential recruits. Make offers to those that feel like a good fit and whose income goals match what you are looking to achieve.



Job Description Templates & Examples

Unlicensed Assistant:

Job Description: A person who is unlicensed and exclusively assists a team, group or individual licensee and who is prohibited from performing activities that require a license. This position will encompass a variety of duties and an ability to switch from one task to the other seamlessly will be necessary. The assistant's #1 priority is to ensure that the agent's time is used as effectively as possible.

Job Duties:

- Implement and oversee all systems for buyer and sellers
- Follow Current and Help Create Additional Systems for Sellers, Buyers, Lead Generation, Client Management, and Administrative Support
- Policy/Procedures enforcement within the team
- Scanning/Loading documents into software
- Management of staff and keeping them on track
- Set appointments on an electronic calendar
- Following up on missing documents, signatures, etc on open real estate files
- Adding listings to the MLS and submit changes to MLS
- Onsite pictures of houses, lock box placement/pick up, and other out of office tasks.



- Be a point of contact for lead, client, and vendor inquiries
- Organize, plan, and prioritize work
- Management of Market Leader & Infusion Soft Customer Relationship Management Databases.
- Submit weekly numbers to broker. Used to track lead conversion, agent conversion, sales volume, marketing budget, return on investments, etc.
- Work with Broker to ensure proper lead tracking and agent accountability.
- Follow up with Past Clients on behalf of the team
- Seek out new Community Events for marketing purposes
- Make Appointments on Agents' Behalf
- Call and Receive Feedback on Team Listings
- Answer the phone, forward calls and give information contained only on the listing agreement as limited by the Broker
- Follow up on loan commitments after a contract has been negotiated and generally secure status reports on the loan progress
- Secure public information from courthouses, utility districts, etc. as needed by team
- Have keys made for company listings
- Receive, record and deposit earnest money, security deposits and advance rents under the direct supervision of Broker
- Type contract forms for approval by licensee and Broker



- Monitor licenses and personnel files
- Compute commission checks
- Place signs on property
- Order repairs as directed by the licensee
- Deliver documents and pick up keys

Qualifications:

- 1) **Sales and Marketing** -- Knowledge of principles and methods for promoting real estate. Knowledge of marketing strategies, processes, and available resources.
- 2) **Computers and Electronics** -- Knowledge of electronic equipment, computer hardware and software, including applications and programming as it pertains to real estate. Current programs include, but are not limited to: Market Leader, Tiger Leads, InfusionSoft, various social media platforms.
- 3) **Customer and Personal Service** -- Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, evaluation of customer satisfaction, and fostering a cooperative work environment.
- 4) **English Language** -- Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar with advanced verbal and written communication skills and the ability to present effectively to small groups.



- 5) **Clerical** -- Knowledge of administrative and clerical procedures and systems such as word processing, managing files and records, and transcription, designing forms, and other office procedures and terminology.
- 6) **Mathematics** -- Knowledge of mathematics and it's applications as it applies to real estate.
- 7) **Law and Government** -- Knowledge of laws, legal codes, court procedures, precedents, government regulations, executive orders, agency rules, and the democratic political process.
- 8) **Personal Development** – Ability to perform complex tasks and to manage multiple projects. Knowledge of organizational structure as it pertains to personal workflow and operating procedures.

Marketing Director

Job Description: Create and implement marketing campaigns for buyer and seller lead generation. Maintain client database and report campaign results to agent/team leader. Make recommendations to the team on ways to increase lead production based on analytics from current campaigns. Insure all marketing doors are open and running in the most effective, productive manner possible.

Job Duties:

- Implement and oversee all lead generation systems for buyer and sellers
- Lead Management and Distribution to agent team members
- Create advertising content for approval by broker



- Submit weekly numbers to broker. Used to track lead generation, lead conversion, marketing budget, return on investments, etc.
- Execute current, develop additional, and manage Internet Marketing Campaigns
- Coordination of Marketing Materials for New Listings, Open Houses, Community Events
- Marketing of New Listings on Social Media when applicable
- Execute current, develop additional, and manage mail out Campaigns (letters, postcards, flyers)
- Execute current, develop, and manage Client Referral & Appreciation Programs
- Provide monthly marketing analysis for agents to present individual sellers

Qualifications:

- 1) **Sales and Marketing** -- Knowledge of principles and methods for promoting real estate. Knowledge of marketing strategies, processes, and available resources. General understanding of copywriting principals.
- 2) **Computers and Electronics** -- Knowledge of electronic equipment, computer hardware and software, including applications and programming as it pertains to real estate. Current programs include, but are not limited to: InfusionSoft, Weebly, LeadPages, various social media platforms.
- 3) **Customer and Personal Service** -- Knowledge of principles and processes for providing customer and personal services. This



includes meeting quality standards for services and fostering a cooperative work environment.

- 4) **English Language** -- Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar with advanced verbal and written communication skills and the ability to present effectively to small groups.
- 5) **Clerical** -- Knowledge of administrative and clerical procedures and systems such as word processing, managing files and records, and transcription, designing forms, and other office procedures and terminology.
- 6) **Mathematics** -- Knowledge of mathematics and it's applications as it applies to real estate.
- 7) **Personal Development** – Ability to perform complex tasks and to manage multiple projects. Knowledge of organizational structure as it pertains to personal workflow and operating procedures.

Independent Contractor Agent/Associate:

Job Description: Obtain agreements from property owners to place homes for sale and assist buyers, both for a fee. Performs a variety of clerical, administrative, and research duties to successfully close transactions. Develops, implements, and maintains systems and databases related to real estate records and legal documents. Assists department staff in the areas of leasing, property management, and real property acquisitions. Maintains property files and appropriate records of real estate, including property ownership files, deeds, leases, easements, and related documents.



Job Duties:

- Maintain property files and appropriate records
- Set appointments on an electronic calendar
- Adding listings to the MLS and submit changes to MLS
- Stay up to date on market research to provide the highest level of service to clients
- Negotiate and prepare contracts and other property legal documents
- Reach out to all new leads provided to establish motivation and timing
- Follow-up with current leads to manage all real estate needs
- Follow up with past clients for referrals
- Nurture sphere of influence for additional transactions
- Actively participate in marketing campaigns to attract new clients
- Submit all documents to the transaction coordinator in a timely manner for closings
- Onsite pictures of houses, lock box placement/pick up, and other out of office tasks.
- Must maintain a valid real estate license
- Place signs on property
- Organize, plan, and prioritize work
- Insure licensing and dues are current



- Submit weekly numbers to broker. Used to track lead conversion, agent conversion, sales volume, marketing budget, return on investments, etc.
- Achieve at least minimum sales goals each month
- Mentor new team members when needed
- Assist in the negotiation of contracts
- Prepare real estate documents in accordance with local law
- Assist in marketing of homes for increased transactions

Qualifications:

1) Sales and Marketing -- Knowledge of principles and methods for showing, promoting, and selling real estate. Knowledge of marketing strategies, processes, and available resources.

2) Customer and Personal Service -- Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, evaluation of customer satisfaction, and fostering a cooperative work environment.

3) English Language -- Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar with advanced verbal and written communication skills and the ability to present effectively to small groups.

4) Clerical -- Knowledge of administrative and clerical procedures and systems such as word processing, managing files and records, and transcription, designing forms, and other office procedures and terminology.



5) Mathematics -- Knowledge of mathematics and it's applications as it applies to real estate.

6) Law and Government -- Knowledge of laws, legal codes, court procedures, precedents, government regulations, executive orders, agency rules, and the democratic political process.

7) Computers and Electronics -- Knowledge of electronic equipment, computer hardware and software, including applications and programming as it pertains to real estate.

8) Economics and Accounting -- Knowledge of economic and accounting principles and practices, the financial markets, banking and the analysis and reporting of financial data.

9) Building and Construction -- Knowledge of materials, methods, and the tools involved in the construction or repair of houses, buildings, or other structures such as highways and roads.

10) Personal Development – Ability to perform complex tasks and to manage multiple projects. Knowledge of organizational structure as it pertains to personal workflow and operating procedures.

Broker:

Job Description: Oversee the daily operation of the real estate brokerage including, but not limited to: fulfillment of purchase contract terms, setting property list prices, acting as intermediary in buyer/seller negotiations as well as intra office disputes, maintain knowledge of real estate law, and supervise agents that handle transactions. Broker will execute the timeline for marketing campaigns to generate new business for the company. Broker will also obtain agreements from property owners to place homes for sale and assist buyers, both for a fee.



Job Duties:

- Communicating with parties outside of the organization to represent the company
- Collect listing contracts
- Analyzing information to establish the optimum solutions to problems
- Insure all agent contracts are closing in a timely manner
- Organizing, planning, and prioritizing work
- Determine listing price based on current market conditions
- Negotiate between buyers and sellers in accordance to fiduciary responsibility
- Maintain office files and prepare paperwork
- Generate the office's Secret List of Homes for weekly distribution
- Verify office compliance with local, state, and national laws
- Research creative financing options including government programs
- Oversee agent transactions (loan officers, attorneys, etc)
- Facilitate virtual tours for agents to use as a selling tool
- Arrange title searches of properties being sold
- Plan long term recruiting campaigns
- Plan and maintain business growth model
- Maintain building/office space
- Set company objectives and timelines for completion



- Schedule and assign work activities for the team
- Create, maintain, and evaluate new lead generation techniques
- Create, maintain, and evaluate new lead conversion techniques
- Resolve disputes between clients and/or employees
- Analyze company reports
- Updating licensing, policies, company files as needed to maintain compliance
- Assign/distribute leads
- Monitor company resources
- Complete team member evaluations
- Insure all agents and employees are hitting their monthly objectives
- Verify regulatory compliance
- Insure accounts are received and paid in a timely manner
- Observe, gather, and interpret relevant information pertaining to real estate transactions

Qualifications:

1) Sales and Marketing -- Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.

2) Customer and Personal Service -- Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services,



and evaluation of customer satisfaction.

3) English Language -- Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.

4) Administration and Management -- Knowledge of business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, and coordination of people and resources.

5) Clerical -- Knowledge of administrative and clerical procedures and systems such as word processing, managing files and records, stenography and transcription, designing forms, and other office procedures and terminology.

6) Mathematics -- Knowledge of mathematics and it's applications as it applies to real estate.

7) Law and Government -- Knowledge of laws, legal codes, court procedures, precedents, government regulations, executive orders, agency rules, and the democratic political process.

8) Computers and Electronics -- Knowledge of electronic equipment, computer hardware and software, including applications and programming as it pertains to real estate.

9) Economics and Accounting -- Knowledge of economic and accounting principles and practices, the financial markets, banking and the analysis and reporting of financial data.

10) Building and Construction -- Knowledge of materials, methods, and the tools involved in the construction or repair of houses, buildings, or other structures such as highways and roads.

11) Personnel and Human Resources -- Knowledge of principles and procedures for personnel recruitment, selection, training, compensation and benefits, labor relations and negotiation, and personnel information systems.



Contract For Sales Agent

Greg Luther & Associates

(Schedule 1)

1. **Standard of Performance.** I understand that Greg Luther has a high standard of performance and I agree to adhere to the best of my ability to that high level. I understand that I will be given minimum performance requirements by Greg Luther and that my job performance in relationship to these requirements will be reviewed on a weekly basis. A minimum number of hours will be kept weekly “as determined by Greg Luther” to keep agent’s production at minimum standards or higher.
2. **Duties of Agent.** I understand that my duties as a licensed agent and job function are to be determined by Greg Luther and/or Office Manager and that these responsibilities will be reviewed, augmented and/or amended by them as necessary. I understand that my attitude, appearance, service and skills reflect upon Greg Luther and, therefore, any deficiency of any of the above may result in the termination of this agreement at the sole option of Greg Luther. (see schedule A)
3. **Compensation.** The following compensation schedule (which can be amended at any time during the contract by Greg Luther with 30 days’ notice) shall apply for my position of Sales Agent to Greg Luther. (see schedule B)



4. **Property of Greg Luther.** I agree that all leads, clients, buyers and sellers I am working with are the property of Greg Luther, and upon termination of this contract, whether by Greg Luther or myself, all of the leads, clients, buyers and sellers or past clients will remain with the staff of Greg Luther. In the event this paragraph is violated or breeched, paragraph 10 of this contract will be enforced.

5. **Database Procedures:** **(1)** All new prospects will be cross-referenced on the database management system whenever possible before you work with them. **(2)** All leads entered onto the database management system must be contacted at a minimum of every 60 days. Comments of each update must be entered onto the system as proof of contact. **(3)** Leads not contacted in the last 60 days will **not** be eligible for fee compensation. **(4)** If an agent cannot check the database prior to negotiating a sale or listing and the client is registered with another team member who has had contact within the previous 90 days, a 30% referral will be paid to the agent who registered the lead originally.

The terms of this agreement shall supersede any terms conflicting with the normal brokerage agreement.



6. **Follow-Up Procedures.** All leads are to be entered onto the database management system and followed up accordingly. If the leads are not already registered in the system, I am expected to launch an appropriate follow up plan.

7. **Calendaring Leads.** All leads are the property of Greg Luther. If a client is not ready to buy or sell, but there is a reasonable expectation that such a decision will be reached within one year, then I will enter them onto the database management system and schedule the appropriate follow up.

8. **Scripts and Databases.** It is agreed that all materials, scripts and correspondence will be approved by Greg Luther for use and are the property of Greg Luther. All databases are not to leave the office or to be copied in whole or in part without the permission of Greg Luther.

9. **Limitation of Authority.** When a client is prepared to list and/or purchase a property, I will use the training and materials provided to me by Greg Luther to obtain the most accurate list price for the longest term. I will also endeavor to maintain the maximum acceptable commission whenever possible. I understand that our goal is a 7% commission plus a \$295 transaction fee. I agree to refer any client or potential client inquiring about the **Trade Up Program** to Greg Luther. I agree that if I do not know how to do something, or do not feel comfortable performing a task, I will say so. All legal, tax, real estate and associated discussions outside my comfort level shall be immediately referred to Greg Luther.



10. **Liquidated Damages.** All leads generated are the sole property of Greg Luther. If for any reason this contract is terminated, I agree that the established value of any lead, client, or past client acquired under this contract for the purposes of liquidated damages are: \$10,000 per lead.

11. **Minimum Commitment.** By signing this agreement I agree that this relationship has a minimum of a one year commitment on my part. Any time period less than one year allows for a payback to Greg Luther for efforts in training which will be calculated at \$500.00 per month for each month they were with The Greg Luther Team. Should I leave Greg Luther & Associates prior to the one year period, then all work in progress becomes the property of Greg Luther and commission or bonuses will be paid on the agreed compensation terms. (see schedule C)

12. **Covenant Not To Compete.** I agree not to directly or indirectly, as a principal, agent, broker, employee, consultant, director, or owner of equity interest or in any other capacity, become engaged in the real estate business using in part, or in whole, the Greg Luther Marketing System.* This provision shall be enforceable by injunctive or other equitable relief. In the event any provision shall be held invalid or unenforceable, the remainder of this paragraph shall continue in full force and effect as if such invalid or unenforceable provision were not contained herein. In the event of such finding of invalidity or unenforceability of any such provision shall be predicated upon



the length of the term of any covenant herein or the area covered thereby, such provision shall not be deemed invalid or unenforceable, but shall be deemed modified to the maximum area and/or the maximum term as any court of competent jurisdiction shall deem reasonable.

- *Greg Luther Marketing System outlined and documented as The Greg Luther Marketing System and Monster Marketing Training.*

13. **Expenses.** I understand that any expenses, such as, but not limited to long distance telephone use, personal business cards (after the first 1,000, which are paid for by Greg Luther), and any board or professional dues, shall be at my own expense. I am to provide Greg Luther with a photo. (Joint cards are to be used.)
14. **Personal Computer Cost.** I understand that Greg Luther will provide me with an office area equipped with a computer and access to a common printer. All equipment provided by Greg Luther for the agent's use is the sole property of Greg Luther and upon termination of this contract remains his property. Technical support and servicing for in-office equipment is provided by Greg Luther. Any off-site equipment support and servicing (laptops, printers, etc.) is the sole responsibility of the agent.
15. The attached Schedule A form is part of this agreement.
16. The attached Schedule B form is part of this agreement.
17. The attached Schedule C form is part of this agreement.

I HAVE READ, UNDERSTOOD, AND AGREE TO THE ABOVE PROVISIONS

Licensed Team Member / Date

Greg Luther & Associates / Date



SCHEDULE A

DUTIES OF AGENT

- Perform Best Bidders monthly.
- Attend meetings as requested (ie: weekly team meetings)
- Perform duties as requested from time to time.
- Implement goal setting program pertaining to Sales, Offers, CMA's, Buyer Contracts, Listings, etc...
- Launch follow up plans for Buyer/Seller leads via the database management system.
- Launch our monthly newsletter for leads entered on database management system that are believed to be from one to twelve months from buying and/or selling a property.
- Launch past client monthly newsletter for all of our past clients who have remained within our real estate trading area.
- Place all qualified buyer prospects who plan to purchase within 12 months, and who have been entered on the database management system, on buyer profile. These leads are to be followed up at a minimum of every thirty days. Once thirty days have passed with no follow up call, the buyer profile packages and system will be suspended until follow up is commenced.
- Any new marketing programs installed will be handled and ran by the agent/assistant.



- Assist the team with any and all marketing, advertising, courier duties or anything that will benefit the team as a whole.
- Make yourself available to show homes and write contracts for all buyers that you are working with.
- Make yourself available to go on listings appointments as they are scheduled.



SCHEDULE B

COMPENSATION:

Commissions

1. Buyers/Sellers

Agent will receive 40% of the gross commission income generated from the clients assigned to them that they work directly with. Agent will receive income on closings that are a direct result of agents follow up contact and closing of said client. Our team also charges a \$295 transaction fee and agent agrees to collect said fee on every client. If a fee isn't collected on any transaction, Greg Luther and primary agent will split the cost to be paid to the team account. Greg Luther will cover the costs of all fees paid to the brokerage as well as all marketing and advertising costs.

2. Past Clients/Sphere Of Influence

Agent will receive 70% of Team income for past clients, friends or family. This will be up to a maximum of 3 clients per year. A list of past clients, friends and family (names only) must be provided upon signing this contract. **If the name is not on the list, they do not qualify as a past client or member of your sphere of influence.**

3. Offer Presentations & Listing Presentations

\$250.00 will be paid to any non-principal agent presenting an offer on another agents behalf provided said contract results in a closed transaction. This fee will be reduced from principal agent commission and credited to non-principal agents commission upon closing.



4. Showings

\$250.00 for showing a client property on behalf of the principal agent. This will be paid upon the successful sale of any property to said client. Said fee will be deducted from principal agent's commission and added to non-principal's commission. Non-Principal agent will also receive an additional \$250.00 for each additional day that they show homes to said client

5. Vacation or Time Off

All time off will be requested in writing from agent to Greg at least 21 days before said date. No more than 9 consecutive days at a time.



SCHEDULE C

MINIMUM COMMITMENT

If agent leaves before the one year commitment is fulfilled, any clients in process of a transaction remain the property of Greg Luther. Any deals in firm contract with a buyer and seller but not yet closed will be paid according to the attached Schedule B minus up to a 30% accounting and transaction completing fee. It is understood that the only compensation to be received will be on homes that are in a firm purchase contract.



Greg Luther and Associates Realty, LLC

Broker of Record Agreement

RE: Services as broker of Record for Greg Luther and Associates Realty

1. Engagement

Company will engage you as an employee to serve as broker of record for the company. As broker of record, you will subject to the legal requirements imposed on Brokers by the Ohio Revised Code Section 4735. In addition, you will bear responsibility for ensuring compliance by the Company with such law

2. Duties

You will perform such duties as are assigned to you from time to time by the managing member. You will perform all duties required of you as broker of record for a real estate office in Ohio, being involved in contract issues, agent issues, regulatory and compliance issues, and other real estate matters. You will not have management capacity with respect to the business operations of the company

3. Compensation and Term

As compensation for your services which will be for a period of no less than 3 years, the company will pay you a salary of \$750 a month, subject to required withholding. The company will also pay for your schooling and testing fees to become a broker. In addition, you will be able to use the company name and services in order to serve as an agent representing buyers and sellers, and will not be required to pay any split to the company on property bought or sold for your personal use with your name or company name as buyer or seller on said transaction. You will also not be charged any monthly fees while you are broker at the office. However, if you desire office space, copies, etc. you will be required to pay at the same rates charged to other agents.

4. Employment Agreement

Upon execution hereof, the attorney for the company will prepare an indemnification covenant pursuant to which the company will defend and indemnify you for any claims, liabilities or lawsuits which you may incur as a result of performance of your duties, except those arising from intentionally wrongful acts by you.

Renee Sulzant (Broker)

Greg Luther (Owner)



My Production Goals Broken Down Per Agent

Our average commission per transaction side is \$_____.

My agents will close an absolute minimum of ____ transactions per month.

Which means that company dollar for each agent is \$_____

After broker splits, that means our team will net \$_____

And based on my split, I will personally receive \$_____

To reach my goal of \$_____ monthly, I must have ____ agents.



Weekly Performance by Licensed Agent

Month	Week 1	Week 2	Week 3	Week 4	Total
Listing Appointments					
New Listings					
Seller Offers Received					
Closed Listings					
Buyer Appts					
Buyers Signed					
Buyers Written					
Closed Buyers					



Minimum Production Standards

You must have minimum standards in place for each agent member.

I generally recommend 3 closings per month or the agent goes on probation.

Some agents are ok with 2 per month as the bare minimum.

It doesn't matter if they had 6 closings last month. They **MUST** have a bare minimum of X deals per month or they go on probation.

If they are tracking their numbers correctly, they'll know if they are having issues at least 60 days before they have the bad month. It's inexcusable for someone to close less than the requirement to stay involved with us.

Average Transaction Commission: _____

3 Transactions Per Month = _____

Agent Cut _____

Team Cut _____

Agent Annual MINIMUM _____

Team Annual MINIMUM _____



NINJA MONEY TACTICS



Ninja Money Tactics

You'll quickly realize that everything in this business is nothing more than a math problem.

Nearly all of our decisions are based on math and projections.

We will look at rapid cash acquisition, consistent income and ultimately, building a significant net worth.

Most agents I bring into Platinum Coaching need to start by just paying some bills down and getting completely out of debt.

It's wise to implement the Core Foundation Model to generate immediate revenue. This should be standard training for absolutely every agent and unlicensed assistant that joins your team.

If you have access to investment funds from any source possible, I'd highly recommend maximizing at least one funnel to ensure monthly profitability. These checks are generally higher dollar figures and happen extremely regularly if you have everything done correctly.

It's always easier to focus on building a big business once you've paid off all existing debts. You'll want to go into rapid cash acquisition mode for just that.



Rapid Cash Acquisition

1. Begin building out your funnels.
2. Focus on Core Foundational Model.
3. Improve your conversion over the phone and face to face.
4. Ensure that you have a GOOD listing presentation.
5. Have a STRONG buyer offer.
6. Create massive accountability for yourself.
7. Remember that nothing gets done without a deadline.

Every agent I've ever hired was told how to make money, then told to have a listing before the sun goes down or they don't work here tomorrow. Only once did I need to get rid of someone.

You should utilize this approach daily, regardless if it's you or an agent that works for you. Results matter! Some people need moved to another position or fired all together.

If you are goal and business plan oriented, you can get rid of all debts in a matter of a couple of months.

When I first start with agents in our Platinum Coaching, I often ask them what would be considered a "QUICK WIN" for them that would make them feel very good with where their business can go. For most agents, it is acquiring \$30,000 to \$50,000 within the first 60 days.



Paying Your Team Members

I'm a big believer in making people perform up to par. If they don't sell, they don't eat. We put ample opportunity in front of them but it's up to them to take action.

Licensed Team Members should never receive a salary and they should never receive 50% of the proceeds. Our systems are far too complex to be giving away that kind of money and they'd NEVER be able to do this without you.

Our customary split is as follows:

20% comes off the top and goes to team account.

The rest is split 50/50.

Note: This is a polite and palatable way of saying they will get 40%

Example: \$10,000 commission check

\$2,000 goes to team account

\$4,000 goes to agent

\$4,000 goes to rainmaker

If you have a lead agent, it is best for them to get 45% as their split while also getting a 5% override on all other agents provided they meet their monthly minimum. This is only offered if they have a great deal of responsibility for other agent members and they can take the bulk of that responsibility off of you.



Paying Your Team Members Cntd.

When hiring assistants or Marketing Directors, it's best to pay them a small hourly fee as well as a bonus based on results.

There are several reasons for this. The biggest reason of all is simply that customers are a HASSLE to them unless they are getting paid from it.

It's best to total the last 12 months of income and divide it by 12 to get your monthly income average. Your team member will then get a 5% override on everything earned above that number on a per month basis.

By the way, if we DON'T grow, they won't be here long anyway. I won't employ someone unless we all make more money because of it. If our income remains the same, I already know I can do that without them!

In turn, they should expect a check every month for the 5% growth bonus. This will then be reviewed every 12 months to establish a new monthly base line with the NEW average commission.

Again, if that number isn't higher next year, they won't work here.



Where Is Your Biggest PROFIT Earned?

Let's say you are listing 3 homes per month yourself. The average commission is \$10,000 and they all sell so you've earned \$30,000.

Your buyers agent has also closed 3 buyers for the month. Each of those transactions were \$10,000 each so again, \$30,000 in gross income.

You keep 100% of your listing side since you were the agent that handled it.

You keep 60% of the buy side transactions since the other agent did the work.

Are you more excited about the \$30,000 from listings or \$18,000 from buyers?

HINT: One is you working hard for your money. The other is your money working hard for you.

Imagine you had 2 buyers agents and one listing agent handling all of this work for you.

With the hypothetical example above, that would be \$18,000 X 3 or \$54,000 for the month. You've met nobody, you've had no inspections, no counter offers, no appraisals, no clients freaking out, no lender issues and no closings to attend! Just \$54,000 watching the machine run and being there for maintenance.



Reinvesting Your Funds

Most successful agents have a set budget (and account) to utilize towards reinvesting within the business. This is particularly true when first starting to build.

As an example, let's say you own a 20,000 square foot building that was just built. It's a shell space. You just finish the front 2,000 square feet to have a very small store. You then gather enough money to bust out the wall and finish 5,000 square feet. Then 10,000, then 15,000, then you finally are able to have the huge, elaborate, highly profitable store you desired from the start.

You may need to borrow funds or work out some kind of a deal starting out to get the first part up and running. However, if you structure it correctly, that business model will allow you to begin raking in big bucks to reinvest quickly.

If you have a very clear goal of what you are trying to build and where you want to go, I always recommend investing as quickly as possible to buy your position at the finish line immediately.

Before you start marketing, you **MUST** know what you are willing to invest to get a closing.

I've kicked out an uncountable number of agents for saying something stupid like ***"I've mailed 50 letters and haven't made any money"***.



LOOKING AT AN OVERALL PROFIT MODEL



Overall Profit Model

You have to know what kind of a business you want to have 1 year, 3 years and 5 years down the road.

As you've seen by now, there's a great deal of money to be made with a profitable business model.

The truth is, far far less than 1% of the agents in America even know a real business model exists, let alone actually creating it and using it for profit.

The competition is incredibly weak. This makes for an awesome opportunity for you.

If you build yourself a profitable model, it can be kept, sold or a blend of both through various ways we will discuss.

Your goal is to be impressive to nobody except yourself! Just meet your own needs and create a successful future for yourself.

I've found that most agents don't think big enough.

“Being realistic is a guaranteed way to ensure you live a mediocre life”

-Greg Luther



My Personal Goal

I choose to use 25% of income for a paycheck, 25% for a playcheck and 50% for investments.

If you focus all of your efforts on the acquisition of a large net worth, you'll be a much happier, more successful person. You are certain to LOOK and FEEL younger too!

It's nice to be able to sleep through the night as well.

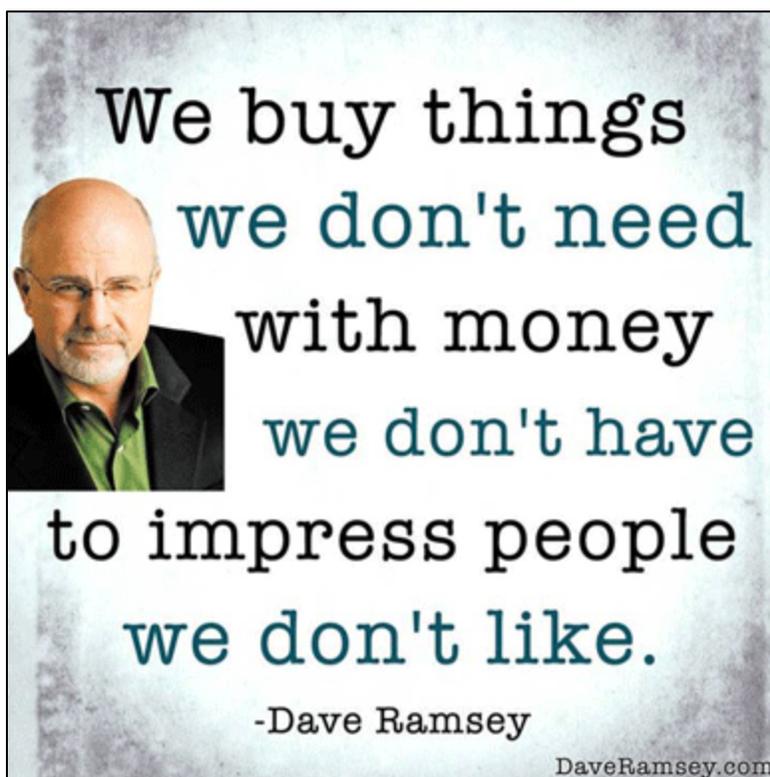
*If you want peace, stop fighting.
If you want peace of mind, stop
fighting with your thoughts.*

- Peter McWilliams



One reason why birds and horses are happy is because they are not trying to impress other birds and horses.

Dale Carnegie



25 KEY CONCEPTS OF FINANCIAL WEALTH BUILDING

1. Understand that wealth is not the same as income and saving is not the same as investing.
2. Live well below your affordable means until wealth is accumulated.
3. Live on no more than 70% of your earned annual income and save/invest 30%.
4. Do not finance your personal lifestyle.
5. Avoid debt. If you must incur debt then debt and asset longevity should match.
6. Operate on an annual budget.
7. Place more emphasis on wealth accumulation than standard of living. Sacrifice high consumption today for financial independence tomorrow. Do not over consume and under invest. The key is a controlled consumption lifestyle.
8. Buy expensive things after you have become wealthy, not before in anticipation of becoming wealthy.
9. Respect capital. Money is a resource that should never be squandered.
10. Be frugal at all times. (Except for with your paycheck)
11. Allocate adequate time each month to studying and planning wealth building.
12. Minimize realized (taxable) income and maximize unrealized income.



13. Buy life insurance to:
 - Support family if you die.
 - Pay estate taxes
14. Don't worry about the stock market or the economy
15. Invest in long-term permanent value first and short-term speculative opportunities second.
16. Invest in what you know and can understand.
17. Invest in uniqueness with underlying asset value.
18. Invest in monopolies or tollbooths.
19. Invest in the highest rate of return with acceptable risk.
20. Invest so that you make your money going in – not coming out.
21. Invest using business perspective investing.
22. The key areas to invest are:
 - Appreciable assets
 - Income producing assets
 - Common stocks
 - Private businesses
 - Real Estate
23. Avoid get-rich-quick schemes... Unless they make sense.
24. Understand that an investment is one which, upon thorough analysis, promises safety of principal and a satisfactory return. (If it doesn't – it is speculative.)
25. Underpay for good investments – overpay for good people.



What Will You Do With Your Team?

Have you considered building something worth selling?

How are you going to retire?

Are you looking to build a team or a brokerage?

Do you have an “end game” in mind?

SELL

Private Equity Firms will pay 4 to 6 times annual income.

Mergers & Acquisition Firms will pay 8 to 12 times annual income.

SELL WITH STRINGS

Individual Agents can buy at 6 to 10 times annual income but will need a long term payment plan. You will CERTAINLY need to be heavily involved for a long period of time and it will not be fun.

Large Brokerages may acquire your business at 3 to 5 times annual income. They will put up a large down payment but will need a short term payment plan for the balance. You'll still need to be involved to ensure against a collapse.

OTHER INCOME OPPORTUNITIES

With each of the 4 types of sales listed above, you should work out some type of consulting fee on top of the sale. This is normal and customary within nearly all industries. You can also build in IP pricing.

WARNING

Try everything you can to avoid selling to family. This is only a consideration if it's a partnership with another outside company.



What Will They Be Buying?

These companies are looking at several things when figuring pricing.

You'll get wealthy through your STRATEGY when selling. How you piece this thing out makes all the difference in the world.

- **Income**
- **Systems, Softwares & Blueprints**
- **Customer Database**
- **Relationships**
- **Leads & Contacts**
- **Management and People (Longevity matters)**
- **Sustainability**
- **Residual Profits**
- **Multi-Step Funnels**
- **Operation Manuals**
- **Proprietary Checklists & Approaches**
- **Intellectual Property**
- **Consulting & Continued Services**





Greg Luther is known as the highest paid real estate coach in North America. He's an advisor to thousands of real estate agents all over the US and he's acquired real estate brokerages in several states. As a multi-millionaire entrepreneur, his advice is sought after by agents looking to create massive improvements to their real estate business.

As a speaker, seminar leader and mastermind member, Greg has shared advice with Zig Ziglar, Brian Tracy, Barbara Corcoran, Gene Simmons, Dan Kennedy, Tony Robbins, Brendon Burchard, Frank Kern and countless others. Many of the mastermind and marketing events he's been involved with have carried price tags north of \$25,000 each.

As a real estate agent, Greg bootstrapped his business from nothing using a \$1500 loan to get his real estate license. He quickly became one of the highest paid agents in America securing clients at commissions ranging from 7% to 10% even in the face of discount brokerages. He later began partnering with agents all over the country and coaches a select group of private clients in a 1-on-1 fashion w/ many closing 8-15 homes monthly.

Hiring Greg for YOUR Profit

Greg Luther accepts Private Coaching Clients, Limited Speaking Engagements, as well as In Office Trainings for Large Brokerages. He offers Full Day Business Consultations and creates complex Marketing Campaigns & Funnels for Top Agents around the United States. To inquire about his availability, professional copywriting jobs, or personal coaching, contact our office at: 614-582-3912.

