



A FREE GIFT for **REAL ESTATE PROFESSIONALS!**

TIPS FOR SUCCESS, IN PERILOUS TIMES!

Dear Friend: As a Business & Financial Consultant, I've met, and worked with, many very successful **Realtors**. One of the things that has impressed me greatly is ... most of these professionals are keen to 'SELF EDUCATE' for their success, and to look WITHIN themselves for solutions - **especially, the WOMEN**. **(Click) >>**



LADY Realtors seek EMPOWERMENT ... for eventual F-R-E-E-D-O-M in their lives - and the lives of their families! It is my sincere hope, that this **FREE GIFT** [with many links below] will be a "timely" one for **you**, as you continue to build 'your' **SUCCESS** in today's Real Estate universe [and especially, amid global scares, like **COVID**]!

'ROTATING' Home? - Yes, there IS one in our family! >>>>>>>> click on my Pic! 😊

As this is written [May-June /23] - the Real Estate market does have some 'hickups', but is still prospering - and following certain Guidelines [[HERE](#)]. **B-U-T** the curse of **high INFLATION** + **INTEREST RATES** + **HURRICANES** (Ian / Fiona) + **TORNADOES** ... these factors can quickly change the picture, drastically - for **SELLERS** + **BUYERS** [+ **REALTORS**]!



Proven TRAITS - Nevertheless - first, I love seeing that the "truly successful" Realtors are a highly **RESOURCEFUL** tribe - with strong vision / goals / desire / drive / qualifications - and winning attitudes! 😊

And here are just a very "few" of the real **REASONS** >>>>>>>> **W-H-Y:**

They Find a Way to 'GET er DONE' - Real Estate Agents do juggle a lot of activities, on a daily basis. Not only are they working on all their transactions -- but they are [naturally] always trying to get new clients.

Between meeting with clients - and working on their transactions - they are not only juggling a lot of "people" - but juggling the "various personalities" involved within their many transactions. Plus, with so many 'cooks in the kitchen' - numerous things could go wrong. It's rare to have a completely "smooth" transaction. The difference between an average Agent, and a successful Agent is - the latter does 'not' point any fingers, or place any blame. She/he always finds a way to get the transaction back on track, and - to **get that job DONE** - and, they continue to **HELP** their Clients, their fellow Agents, etc. Nice! Yet, there are some high **RISKS** (see further down).

They Ask for HELP - Successful Real Estate Agents understand that they don't have all of the answers. Their ego isn't such that they won't ask for help. Of course, there are some things that they need to take the time to figure out for themselves - but there are some things they just don't know. So they save themselves time, and stress, by asking their Broker or experienced Agents.

The beauty of being a Real Estate Agent is - it never gets boring. Every transaction is different - and an opportunity to learn something new. Successful Agents understand the real importance of EDUCATION, and make a point to attend "additional training", outside of the Firm's required Continuing Education courses. They also value the knowledge of their peers, and will always ask for help when they don't know the answer.

They Have SELF DISCIPLINE - Top Real Estate Agents - being business "entrepreneurs" - are responsible for their OWN success. There's no clock to punch every day, and no manager watching over them, to make sure work is getting done. They must be excellent at managing their time, prioritizing tasks, multitasking, and completing the things they don't want to complete (like boring paperwork, for instance).

They FOLLOW UP - The money is in the FOLLOW-UP!. If there is one thing that Real Estate Agents do "not" do, it would be follow-up. Or, they stop communicating with a prospect because the prospect hasn't responded. That's a huge mistake. One of the foundations of prospecting is FOLLOW-UP. It takes time to build a relationship – it can't be "one - and done". The TOP ones do their job, and REACH OUT to people. It's important to remember that TOP Agents don't think about "real estate" all day long. They have "other" obligations too - but they remind their clients that they are "still there" - by following up with them, periodically.

They Are DECISIVE - Top Realtors become "trusted Guides" in the buying and selling process. Clients look to their Realtor for leadership, and expert advice on how to approach their decision. To maintain that trust, and to position themselves as an "authority" - the top Realtors trust their gut, and are confident in the decisions they make, and recommend.

They Are Never TOO BUSY - You will never meet a successful Real Estate Agent who is "too busy" for business. Successful Agents keep "on top of" every task they do - allowing them to manage their time more effectively. Whether working as a team, or a solo act, they often use "time blocking" to maintain a tight work schedule.

They Are RELIABLE - This isn't a shocker, as successful Real Estate Agents "must" be good with people, by "keeping their word".

They DO Say NO - Successful Agents aren't afraid to say "NO". They won't work with "every" person that crosses their path. When a buyer hasn't been pre-approved, they say NO to taking them out to look at property. If an activity doesn't align with their "business goals and objectives" they say NO. Sellers should be hiring them for their KNOWLEDGE. If a seller isn't willing to take their expert advice, top Agents will NOT take the listing. They do understand that "all" money isn't always "good" money. Saying NO allows them to stay focused on the mission, and goals.

They Are STABLE, & Market OUTSIDE THE BOX - The most successful Real Estate Agents are also high on the "S" of the D.I.S.C. Personality Assessment - (**D**) Dominant, (**I**) Influence, (**S**) Steadiness, and (**C**) Conscientious >>> that of **Stability** and **Steadiness**. Moreover - Top Agents constantly evaluate HOW to get business - and they are not afraid to step "outside the box".

They Have The Ability to NEGOTIATE – Top Agents have excellent “negotiation” skills. After a few years in real estate, they’ll probably be able to teach a class on negotiation skills at the local community college. That’s how good they will “need” to be, because NEGOTIATION is critical - in at least three areas - **1)-** the LISTING price - **2)-** the SELLING price - **3)-** the COMMISSION.

They STAY CURRENT - Between market conditions - the financial industry – the marketing strategies - and legal issues - the Real Estate “market” is constantly CHANGING. Real Estate agents cannot afford to rest on the fact that they have been in the business for “x” number of years. Relying on their “years in the business” is meaningless - since they will no longer be a resource for their clients.

Buyers and Sellers expect their Agent to be “ knowledgeable” - on all things “real estate” - technology - standards of practice - market trends - and so much more. If they do NOT stay current - they’ll limit their pool of clients, become obsolete, and go out of business. TOP Agents DO “stay” current!

They Have INTEGRITY - Top Agents maintain TRUST with their clients - and end up scoring those all-important REFERRALS. They hold themselves to a high ETHICAL STANDARD, as they may be working with someone’s “life savings”. For this reason alone, it’s important that they’re highly PRINCIPLED, and committed to doing what’s RIGHT.

They Have SYSTEMS in Place - Selling Real Estate itself, is not difficult, for top Agents. What IS difficult is BEING CONSISTENT in their activities. When they “get busy”, it’s often difficult to be thinking about PROSPECTING and MARKETING activities. This is why it is imperative for them to have a “Business and Marketing” PLAN, and good SYSTEMS at play, so they don’t even have to think about what to do next.

Running a successful Real Estate business is not something they do “on the fly” - day-to-day ... instead, it’s a DREAM to pursue ... as the REWARDS can become significant.

They Know Their Success is About => MINDSET - Top-producing Agents do not spend their time even “entertaining” the possibility of their FAILURE - because, when they “focus” on the opportunity they have to really HELP OTHERS - that puts them in a POSITIVE frame of mind.

Sure, top Agents have bad days - like anyone else - but instead of getting “caught up” in their missteps - when they don’t see the desired outcome of something, they [hopefully] learn from what happens [or their mistakes], and identify what they need to do differently the next time.

They Are OPEN-Minded - Top Agents are nearly always “open” to wise counsel, and solid recommendations - IF they feel such tips might “help” them to think critically, and rationally - and/or to “enhance” their futures.

They know that being OPEN-Minded is an important part of LEARNING, and of PERSONAL GROWTH - and that it can help inspire a more OPTIMISTIC ATTITUDE toward life and the future ... keeping their mind FRESH.

BUT, They Have R-I-S-K-S

As with 'other' businesses / professions / careers - there are certain **RISKS** and CHALLENGES that all Real Estate Agents face, every day. Everything, from - the economy - incomes, and expenses - competition - pricing - skillset - rejection - fear - markets - burnout - technology - loss - marketing - [& again, **INFLATION + high INTEREST RATES + HURRICANES + TORNADOES**] - and more - these can ALL affect the top Realtors ... today ... and in the future. Now, let's dig a little deeper ...



COVID! - This alone - especially for REALTORS! - may have been [be] THE greatest single "challenge" ever faced by them! The change wrought by this [global] **VIRUS**, and its aftermath, will teach all Real Estate Agents about priorities, resilience, and demand - in ways that they've never tested before! => and "especially" so, when looking at the pending **FINANCIAL CRISIS!**

They 'Must' CLOSE Deals - ANY Realtor (top-ranked, or otherwise) ONLY make money when a home is SOLD. They "must" CLOSE DEALS. They typically make **3%** of the purchase price of a home. So, if they're in a market where the average price of a home is say, **\$600,000**, they will make about \$18,000 on that sale. If they are in a larger market - or in one with higher priced real estate - let's say **\$1-Million** on average - they will make more money per transaction - but, they usually do fewer transactions annually than someone selling \$5-600,000 homes.

They Work LONG HOURS - These Pros typically work 7 days a week, because Saturdays and Sundays are the biggest days for OPEN Houses. The fact that they are away from their families, and always working on the weekends - could be a significant hot button or "pain point" for them.

They 'Could' Make 'NO' Money - If Realtors have "not" - either SOLD a home, as the LISTING Agent - or brought a buyer to a home, as a BUYER'S Agent - they are NOT making any money.

They Have NO ON-GOING Income - Top Realtor, or not - there is absolutely NO ["automatic"] Passive / Residual / Recurring INCOME for Realtors [like a "pension" income] - NONE. Homes are SOLD - LUMP SUM commissions are paid - that's IT. This is why many smart Realtors have elected to PROTECT themselves - for when "markets are slow" - for when they're looking ahead towards "their retirement", etc - by setting up an INVESTMENT PORTFOLIO - or by establishing a good SIDE eBIZ - neither of which should "interfere" with their primary real Estate career. This is especially true for **WOMEN Realtors**. (see below - '**RECOMMENDATION**' **(#1)** - for more).

They Have OVERHEAD COSTS - Typically, top Real Estate Agents personally incur ALL costs associated with Listing & Selling someone's home. That's a RISK - and, although it does come with the financial REWARD of "selling" that home - they still incur the EXPENSES - 'regardless' of whether that home is sold - or NOT.

They're Highly Susceptible to MARKET CONDITIONS - Whenever the economy goes FLAT, so does their business. Or, if inflation and/or interest rates rise dramatically [like right now] - or a hurricane / tornado hits - there are then, less people who can 'afford' to buy homes - and this puts Realtors into "the position of having LESS business" [money / income] available to them.

They're Affected by PUBLIC & PRIVATE INDEBTEDNESS - All Real Estate is LOCAL - and the "value" of - and "demand" for - COMMERCIAL Real Estate - can be greatly "influenced" by local indebtedness - funded by local taxes.

And while fiscal - and monetary - intervention were necessary in the Great Recession of 2009, and in the current public health crisis, understanding the “tendacles” of that intervention is truly - a “concerning” REAL ESTATE issue.

They Run The Risk of LAWSUITS - Pretty much like any other industry, Real Estate Agents run the risk of *unforeseen accidents* - like visitor FALLS & INJURIES during an OPEN HOUSE.

This is particularly relevant for properties that “need updating” - or, are still “in the midst of the building process” when they start getting shown.

In any of these instances, LEGAL FEES could end up costing the “**entire COMMISSION**” from the sale (if not more). Professional Liability Insurance can help to prevent Agents from “paying out of pocket” if an error occurs, and fortunately, many insurance companies will even “appoint an Attorney” when necessary - and even provide full protection, in the event that “allegations surrounding a mistake are groundless”.

For falls and injuries, Agents may also want to consider General Liability insurance; which provides protection from “third party” claims for bodily injury and associated medical costs.

They’re Exposed to VEHICLE ACCIDENTS - Most Top Agents do “not” work much from their OFFICE or HOME - because they need to VISIT the properties they’re trying to sell, and showcase them to potential buyers. So this means they “need to COMMUTE”, regularly.

And a ROAD ACCIDENT can result in a “heavy FINANCIAL LOSS”. If the vehicle belongs to the Agency, the repairs can be costly - but Agents can “offset” this somewhat, via Auto Insurance protection.

They Face DANGERS => Especially WOMEN - Real Estate Agents put their safety on the line every day - when they meet a new client - drive clients to homes for sale - and show any vacant property. According to a Report published by the National Association of Realtors, nearly 40% of Realtors have been in a situation that made them afraid for their safety while on the job.

What puts Realtors at Risk for Harm? - Most Agents work ALONE, since they’re “independent” workers - even if they work for a Real Estate Agency. Realtors meet with clients on their OWN – they show properties on their OWN - they conduct Open Houses on their OWN.

This tendency - to work SOLO - makes them a potential “target” for criminals, or bad actors!

Realtor’s “clients” are usually STRANGERS - and when market homes for sale - to all types of people - they [normally] don’t know that much about them. And they could have a “criminal background” - a history of “drug or alcohol use” - or perhaps a “mental health condition” - which would put the Realtor in possible DANGER.

It’s becoming common practice to do “background checks” - before meeting potential clients, [including the requesting of copies of driver’s licenses].

Again, see below - ‘**RECOMMENDATION**’ (#2) - for more info on this risk - to increase ...



RECOMMENDATIONS

The Real Estate INDUSTRY is often reeling, on many sides - environmental change / shifting political climate / volatile markets / rising mortgage rates / financial crises / evolving technology - and these are just a few of the CHALLENGES, and RISKS, that Real Estate AGENTS can face! They do need a **PLAN B**. Looking at (2) here - with some **RECOMMENDATIONS** for each:

(#1) There's **NO RESIDUAL / Passive / On-Going INCOME** - As more people opt to search for Real Estate properties, ONLINE - more Agents are losing clients - and many find it difficult to rely on their JOBS alone, as a reliable source for **stable income**. However, as a Real Estate Agent ... you can create, and run, "multiple" [even "automated"] **RESIDUAL** // Passive Income Streams - to make money ON THE SIDE - and thus, SUPPLEMENT [[even REPLACE]] your Real Estate income - should you desire [or NEED!] to. Here are some of the ways ...

= **1)- BLOGGING** is an excellent way to make passive income as a Real Estate Agent. You can share real estate info, tips, guides, and more to build an audience, and monetize your blog to earn passive income from it. You can make excellent **RESIDUAL** Income -from a "monetized" **Blog** (affiliate Links, etc) - from **Affiliate Marketing** pursuits - anywhere from a couple hundred dollars a month, to a fulltime income (source). If you want to reach more clients, and get leads, Blogging + Affiliate Marketing = excellent ways of "increasing organic traffic" to your website.

= **2)- YOU TUBE** is a very popular way of sharing video content and making money "passively". As a Real Estate Agent, you can share information about REAL ESTATE in general - grow your following - monetize your channel - and again, earn **RESIDUAL** Income from it.

There are Agents that are now "famous" from doing exactly that ... **Stephen Gram** and **Ryan Serhant** are just two who have become famous, from sharing their passion for Real Estate, and more, on YouTube.

= **3)- NICHE SITES** - Making money from a Niche Website is still very relevant, and an excellent way to make some extra income (**RESIDUAL** Income). As a Real Estate agent, you do already possess Real Estate "skills" - such as information, and content, that can be beneficial to others. You can share this knowledge through a Niche Site - monetize it - earn extra income from it.

A niche site is typically "similar" to a Blog, but one that resonates with a particular audience. For example, instead of providing info about buying a house "in general" - you could offer info about "a specific market" (like your own local market) to build up a following and generate leads for your business.

= **4)- eBOOKS** - Many people opt for **eBooks** [like what you're reading now] over conventional **Hard Cover Books** - because just about "everyone" is now Online. As a Real Estate Agent, creating, and selling, **eBooks** Online can be an excellent way of making **RESIDUAL** money. The best part? Creating **eBooks** is actually very easy - and can be highly "passive" - if you have an interested audience willing to pay for your content [or even content that you've "outsourced" for].

For example, you can create an **eBook** that teaches people about HOME BUYING TIPS - ideas that might be able to save them thousands of dollars! People are more willing to pay for a product (or **eBook**) when they know it can provide them a "return on investment". MORE ...

= 5)- **eCOMMERCE** - Selling PRODUCTS Online is another way of making [RESIDUAL](#) income. As a Real Estate Agent, you can “sell products” from the comfort of your home - through an eCommerce Site - built to earn [passive] income. However, your strategy to sell products Online has to be “made” passive - otherwise it will be an “active” source of income that requires your constant attention [not the goal]!. For example, you could make eCommerce passive by OUT-SOURCING the “shipping and fulfillment - with drop-shipping” - or via “print-on-demand”.

You could sell REAL ESTATE RELATED products - or products that you use frequently through your eCommerce Site. You could also explore selling products through the popular AMAZON route.

= 6)- **PODCASTING** - Writing content may not be your favorite way of sharing knowledge. As a Real Estate agent, you can also share knowledge by “**recording Audio Files**” (Podcasts), and posting them Online, to build an audience [that you can “monetize”]. For example, you could [again] share REAL ESTATE RELATED information for a specific location, and market, that you serve (e.g. “Prime Real Estate in Ontario, Canada / Boston, Mass) ... and all you need to do is to Record / Post / Promote your Podcasts.

Once your podcast starts generating “traffic” - and your audience grows - you can monetize it, and earn a [RESIDUAL](#) Income from it.

= 7)- **INVESTMENTS** - As a Real Estate Agent, there are many [RESIDUAL](#) Income Investments that you could undertake to make money [passively]. These do require that you invest “time and money” in the beginning – but, once they are “up and running”, you can earn money from them - without having to do much at all. Some of these investments include Peer-to-Peer Lending sites. And being IN Real Estate - well, investing in REAL ESTATE can be an “awesome” way to make [RESIDUAL](#) Income, IF selected ‘cautiously’ ... but you probably already know that. 😊

= 8)- **A [Home-Based] SIDE eBUSINESS** - Lastly [& perhaps most importantly], as a Business & Financial Consultant myself - having examined “many, many” different ways to develop strong [RESIDUAL](#) Income streams for my clients ... I feel this is one of the absolute “best” WAYS to do this >>> i. e. - a Home-Based, SIDE eBUSINESS.

And after exhaustive research - over a lengthy period -- I found what I believe to be one of the “finest” Home-Based, SIDE eBusiness concepts available - anywhere ... and one that will not interfere with your “primary” [Real Estate] Biz ... and it’s one that is >>>>>>>>> not an “[MLM](#)”!

DO consider a >>>>> TRUSTED eBiz

(#2) Facing DANGERS => Especially WOMEN - Our SAFETY is something that should be promoted - by anyone, and everyone - working in ANY industry - in the interests of keeping “everyone” safe - so that they can return home to their families, every day / night - and especially so, during this “uncertain” era of **COVID**!

Sadly, when it comes to the REAL ESTATE industry, some Agents are at risk. Most often, the Agent is “alone” - with STRANGERS - at different locations / Open Houses / Seminars / etc.

Although **WOMEN Real Estate Agents** do fight back - alarmingly, there have been "deaths" each year - and, from what I am learning - this number seems to be increasing! Some ways [TIPS] for keeping S-A-F-E (from National Association of Realtors, and other sources):

= 1)- **Meet New Clients in a PUBLIC Area** - Meet with new clients, initially, at the central office, and make a copy of their driver's license, and one other form of identification, if possible - since meeting in a public area helps the Realtor "verify" that the client IS who they say they are - in a secure, public location - before chauffeuring clients around, and showing them properties alone.

= 2)- **Dress MODESTLY** - Don't wear high-end jewelry, or carry accessories that are flashy, or suggest your wealth. Would-be criminals are attracted to individuals they feel then can "isolate", so if a Realtor that looks like they have MONEY, they could be considered an ideal TARGET.

= 3)- **Avoid Driving ALONE With New Clients** - Ask new clients to drive their car, and follow you to the property you plan to show them. You can tell them you have to "return immediately" after the showing - or that you have "another appointment directly after". This way you are not alone in the car with people you don't know.

= 4)- **Make Sure Someone KNOWS 'Where' You ARE - at ALL Times** - Before showing a property, inform your associates, and a family member, of the address of the property - who you are showing it to - how long you expect to be gone - and, that you will notify them when you leave. This way, others can check on you if they have NOT heard from you in a while - and alert authorities to go to your last known location.

= 5)- **Try to AVOID Showing Properties When it is DARK Out** - If you "must" show the home after dark, make sure you have a good FLASHLIGHT, and carry it at all times. Before entering the property, shine the light around the outside perimeter, and inside the rooms. When leaving, use the flashlight to light the way ahead of you, to your car.

= 6)- **When Showing Properties - NEVER TURN YOUR 'BACK' On a Client** - Let them go ahead of you, while you give directions. Keeping the client always "in your sight" leaves fewer opportunities for them to blindside you in an ATTACK.

= 7)- **BUDDY UP** - Whenever possible, bring "another Agent" with you to show a property, or to host an Open House. There is "safety in numbers", as criminals prefer to isolate their victims!

= 8)- **'TUNE INTO' Details That Something Is WRONG** - Always 'pay attention' to clues that a client may not be who they say they are - or that they may mean you harm! Because, if you are paying close attention, you can then "go with your instinct" when something seems amiss - and immediately look for a way out.

= 9)- **Make Use of TECHNOLOGY** - Today, "technology" is largely available that can - track your location - sound an alarm - send a distress signal to your contact list - and more. While several Apps and Devices on the market propose to provide SAFETY for Real Estate Agents, none can compare to the **Ripple Safety Device**.

Ripple Safety (if still available) is a tiny, wearable safety device, connected to alert Ripple's 24/7 Professional Monitoring Service when you need **HELP**. Ripple Safety's Emergency Alert Device - and its Monitoring Service - connects to your SMART PHONE, and keeps you safe 24/7, nationwide - for less than \$15/month.

= 10)- **Stick to DAYTIME Showings** - Try to adhere to “regular business hours” as much as possible - and show properties when the SUN is out. If you have a client who can only make evening showings, let someone else know where you are and TURN ON ALL THE LIGHTS in the property while you’re there.

= 11)- **Keep Your Personal Information PRIVATE** - No matter how well you seem to “hit it off” with a client, it’s best to keep PERSONAL details to yourself. That is, do not give clients your home address - or talk about where your children go to school, etc. Yes, it IS important to build a strong relationship with clients, but remember that they are “business associates”, not friends.

= 12)- **Leave Your ‘Belongings’ IN THE CAR** - Before you head out to an appointment, be sure to lock your purse, briefcase and other valuables in the TRUNK of your car. Do not wear any flashy jewelry, or expensive clothing, and carry only the essentials inside - including your Cell Phone [which of course, is fully charged].

= 13)- **Take a SELF-DEFENSE Class** - The Girl Scouts have it right >>> **BE PREPARED**. While hopefully, you will never have to practice the skills you learn, a self-defense class can teach you how to PROTECT yourself - in any dangerous situation. In addition to physical techniques, for defending yourself - the class will teach you how to recognize, and react, to potential **THREATS**.

When it comes to safety, there’s more than just your “physical security” to consider. You also need to understand ALL of the risks involved - from “confidentiality issues” - to the “fair housing laws” - and more.

A good Online Real Estate Course can explain how you can protect both your PERSONAL and your PROFESSIONAL assets - and teach you Best Practices to follow - throughout your Real Estate business career.

(#3) M-O-R-E RECOMMENDATIONS // TIPS - Sadly, many new Real Estate Agents never make it through their first two years. Some simply underestimate the EXPENSES - and overestimate the INCOME >>> a deadly combination. Others rely too much on OLDER industry truisms that are not as valid in the Real Estate world - one that’s developed in the INTERNET-driven years since the Great Recession.

Knowing when to “follow conventional wisdom” - and when to “pursue newer tactics” will help them create a more successful Real Estate career - like the TOP Agents enjoy. Some thoughts:

= 1)- **Don’t Always ‘Focus’ on SELLING** - While “knowing good sales tactics” is beneficial to all Real Estate Agents, you do NOT need to make any “Hard Sells”. In fact, most times that you “separate” yourself from any stereotype of - being a “pushy Real Estate sales person” - can truly help your career.

Early in your career, excellent PHOTOGRAPHY skills - and, the ability to be WRITING COMPELLING DESCRIPTIONS - about Listings - will go much farther than SELLING skills. Even if you are “starving” for a deal - why not think of yourself as a CONSULTANT, rather than a SALES PERSON - for better results? You may also want to focus on your SOFT skills - including people skills / self-motivation / problem-solving - which are some of the abilities that top, successful Real Estate Agents have.

= 2)- **Think Like a SMALL BUSINESS** - The majority of Real Estate Agents are “independent contractors” - but succeeding as an independent contractor - and being in control of your own growth - means thinking like a “Small Business” - rather than as an “Employee”.

Invest in relationships / work towards long-term goals / learn what you can, about **marketing**. From the very beginning of your career, create a business that is portable / flexible, and able to move and grow “with” you. You'll be much more able to “weather changes” in the marketplace than someone who is not thinking like a BUSINESS Owner.

= 3)- **Develop a BUSINESS PLAN** - When you're thinking like a Business Owner, your long-term success depends on many things. A good Business PLAN is one of the most important!

Don't let your enthusiasm for “getting a client right away” keep you from important BUSINESS organizing [and planning] tasks. Take time to understand your market, and customers. Identify what sets YOU apart from “other” Real Estate Agents. Develop the right TOOLS and SKILLS to ensure your BUSINESS grows - and EDUCATE yourself on any important skills that you might currently lack. While you are growing your prospect base, think beyond just “getting your first client” ... and have a concrete PLAN for how you will “grow your business”.

= 4)- **Have a BUDGET** - Many [early-career] Real Estate Agents tend to focus on “immediate successes”, like getting the first client, or making the first sale. But while they're making those early milestones happen, they need to keep their SPENDING in check. It can be tempting to spend “whatever it takes” to jumpstart a Real Estate business - however, Agents would be in business far longer if they keep an eye on their CASH FLOW.

While they are working for themselves, it's also critical that they cover - not just their business expenses - but their personal ones as well. Early in an Agent's career - or even before they launch their business - they should create a SPREADSHEET of their “personal living” expenses, [both mandatory ones, like rent - and discretionary ones, like coffee on the way to work]. Their INCOME GOALS should cover these expenses - in “addition” to their business costs - with a reasonable “cushion” left over - for both growth and emergencies.

= 5)- **You Do NOT Have to "LIST - to LAST"** - A common Real Estate saying is - “If you don't LIST - you won't LAST” ... but it isn't necessarily true. You can be highly successful as a Real Estate Agent - through an entire career ... in working only with BUYERS - and not by LISTING PROPERTIES [as a SELLER'S representative].

You can also do BOTH - at different points in your Realtor career. By building “both skillsets” - you DIVERSIFY your Business income - allowing you to pursue MULTIPLE STRATEGIES for earning money [especially RESIDUAL Income] - depending on what you desire, and what you market, etc.

= 6)- **Partner With OTHER Agents** - Perhaps a buyer or seller isn't your cup of tea. Or maybe their price point isn't in your wheelhouse. Rather than turn these prospective clients away, you should CO-List, or CO-Represent them with competitors, “(50)% of *SOMETHING is better than (50)% of NOTHING*” - notes one TOP Real Estate Agent in the US. And partnering with another Agent is also a way to hedge against “altogether losing” a prospect - to a formidable competitor.

= 7)- **Use a PUBLICIST** - For as little as \$500 a month, you can tap a publicist's long-standing relationships with JOURNALISTS - to help position YOU => as the **local “Noted Source”** for all things REAL ESTATE.

= **8)- Pitch STORIES to REPORTERS** – Top Reporters are constantly hunting for great STORY angles. Rather than merely suggest that they use YOU as a source, hand them SCOOPS, on a Silver Platter! ... Are large Garages, or Guest Houses, trending? TELL them ... They're "hungry" for topics!

= **9)- Tap Vendors and Investors - for LEADS** – It is well known that one of the TOP Realtors, before she achieved - "milked" business from Vendors and Investors she met as a PROPERTY MANAGER - to "build a foundation" for her REAL ESTATE business. Accountants and Lawyers tend to be "particularly potent sources" of business too!

Depending on how long you've been in the business, you probably have a list of: Inspectors / Appraisers / Mortgage Bankers / Contractors, etc. who you regularly recommend to your clients. So why not have them "return the favor", by sending some leads YOUR way. Obviously, Agents should NOT be going to those potential Vendor sources, asking bluntly, '*Do you have any Leads for me?*' But generally, bring up the idea that, IF they have anyone that might be in a position to buy, or sell - to keep your name in the back of their mind.

However, Agents should prove to them that they are "deserving" of their REFERRALS - in all ways possible, and "keeping in touch" ("walking the walk") - but being SELECTIVE, by making "sure" that you TRUST the QUALITY of both the Referrers - and the Leads.

= **10)- Maintain 'Connections' With PAST CLIENTS and REFERRAL SOURCES** - Buying lunch (typically \$50 per meeting) x four times a week - FOR NEW CONTACTS - should deliver about a **(10%)** ROI (Return On Investment) - which is much higher than the **(2%)** ROI that is typical from blanketing neighborhoods with POSTCARDS (yet another excellent strategy).

POSTCARDS - Agents can send - Market Update Cards - Just-Listed Cards - Just-Sold Cards - Birthday Cards - Holiday Cards – Open House Cards - and more, to past clients ... keeping that all-important CONNECTION.

= **11)- Hire a Real Estate COACH** - Coaches aren't for everyone, but one Top Agent, at Coldwell Banker, said that coughing up \$1,000 a month, on Coaching [from The Mike Ferry Organization] had delivered a ten-fold return on investment (ROI) for him!

= **12)- Find A MENTOR** - For Many Agents, working on a TEAM provides a great RESOURCE, and access to more clients. However, working with a MENTOR offers the opportunity for hands-on learning. A Mentor can broaden their knowledge, outside of "book smart" - to many "practical applications" of various scenarios - things that can't always be taught with a textbook - such as learning the "specifics" of the SYSTEMS / TOOLS / PROCESSES they have in place. Although some inexperienced agents choose to "read off SCRIPTS" - those who work with Mentors, gain the knowledge they need to have "genuine interactions, to build RELATIONSHIPS with clients.

Mentors will also have clients "under contract" (most likely), so Agents can attend inspections [for example, learning of potential Red Flags, or Big Perks] - and be "walked through" the entire process, shadowing them, rather than getting under contract themselves, and "having no idea" of what to expect.

= **13)- LEVERAGE the REPUTATION of the Brokerage Firm** - For sure, within the Real Estate industry, REPUTATION is of the utmost importance - especially since so very much business is generated through "word of mouth". The AGENT'S reputation is essential, for sure - but so is the reputation of their BROKERAGE Firm.

The best FIRMS will “already have” an established brand that an Agent’s clients will most likely recognize - even if they haven’t heard of the AGENT. So, leveraging that existing reputation will also enable Agents to use their agency’s CREDENTIALS, and PRESTIGE, to their advantage.

Similar to working with a Mentor - a FIRM will have a great SYSTEM already set in place. They will have MARKETING that has already been in place for years, that people will recognize, and there will be a high caliber of QUALITY (hopefully) tied to the FIRM name. Further, by making the most of the Firm’s resources, they can learn NICHE aspects of the business - that will enable them to improve their own knowledge and skills.

As well, Firms will likely have Vendors that they are already “well connected” with, that Agents can learn more from, about home buying & selling, through other services that might be needed, such as: septic inspections / sewer scopes / lending / etc. At the end of the day, FIRMS can provide lots of EDUCATION - and that’s the most important “tool” Agents could hope for.

= 14)- Developing a PROFESSIONAL IMAGE - This is vital to success as a Real Estate Agent! And your IMAGE is “projected” through your:

- Appearance - tidy clothing, hair, accessories, makeup ... which should be appropriate for your office and the local market. Avoid perfume/cologne and revealing clothing (i.e., nothing too tight, too short, or too low-cut).
- Face-to-Face Meetings - good eye contact, and positive body language. Strive to be attentive, engaging, and courteous.
- Marketing and Advertising Materials - quality photos and accurate, compelling, text - which should be free of grammatical & spelling mistakes. Pho Calls - articulate, engaging, courteous.
- Web Presence - a carefully thought-through website, engaging social media, which should be free of grammatical errors and typos.
- Written Communications - well-written letters, e-mails, and texts free of grammatical errors and spelling mistakes.

It is important to note that any presence you have on the INTERNET - whether professional, or personal – “lasts forever” - and can easily find its way to your potential CLIENTS. Therefore, it is judicious to promote a PROFESSIONAL IMAGE - both in and out of your Real Estate career.

= 15)- Work Your Sphere of INFLUENCE - The people who know, love, and trust YOU are the best sources of leads and future business. These folks “sing your praises” - and know first hand, how you handle your business. You want to make sure to consistently “stay in touch” - or “in the flow” with this group, since they will REFER YOU to their family members and close friends.

However, you don’t want to be considered “desperate” and touch base too frequently. Holidays, Birthdays, and Anniversaries are a great way to “stay in touch” more often, and not look like you are chasing business. This group will also “talk to each other” - and possibly compare your services, your commission rate, and closing gifts - so just get ready for potential uncomfortable questions ... IF you significantly “change” the way you do business.

= 16)- Schedule HOLIDAY POP-BYS - Truly one of most well-received marketing campaigns has been holiday POP-BYS. Example: thank your HOT LEADS group of clients, and choose 100 clients to personally VISIT. More - - -

Bring them a “holiday item” [during Thanksgiving, drop off JAM, with a note ... *“Real Estate Is My Jam.”*] If the client is not home, leave the item at their front door. Or, consider HOLIDAY WRAPPING PAPER that includes a note - [*“Looking forward to ‘Wrapping Up’ 2023!”*] The cost of this kind of campaign can be extremely reasonable.

= **17)- Provide a Yearly MARKET ANALYSIS** - Whether the housing market is hot, or stagnant, a homeowner always wants to “know the MARKET VALUE” of their home. Completing a Yearly Market Analysis of your client’s “Home Anniversary” will always be welcomed. Touch base with your clients, and wish them that Happy Anniversary - or better yet, CALL them, and speak with them personally - wishing them a Happy Anniversary, and asking them questions that might involve their family, their job, or “what’s new.”

= **18)- Get Involved in COMMUNITY EVENTS** - The community that you live in has most likely demonstrated great support for local Real Estate Agents. While it isn’t possible to play a major role in every cause, as a Real Estate Agent, you still need to “support our community” and the events that are organized.

Fundraising - or a Cause - that needs financial assistance, or physical help - is a great way for Real Estate Agents to get involved, and is a terrific NETWORKING opportunity. And, always participate with a “giving heart” - not expecting “business referrals” in return. A genuine GIVER will always be nicely REWARDED!

= **19)- Implement AFFIRMATIONS & POSITIVE SELF-TALK** - Most Real Estate Agents have high expectations of their “self-performance”. But when Goals are not met - and Tasks are not completed - they can “talk NEGATIVELY” to themselves. That ‘negative running loop’ that goes through their thoughts can “sabotage” SUCCESS. When these thoughts arise, it is important for them to change the self-talk verbiage in their mind - to say something “positive and productive!” Making this a REPETITIVE practice, or HABIT - will help them talk more positively.

In fact, they might even consider SCHEDULING TIME on their Calendar - several times a week. This should be a “block of time” for them to “step away from the STRESS of the business cycle, even for just an HOUR. It is also a good idea to implement helpful tools for self-care, like saying and writing daily affirmations - taking many deep breaths of fresh air - exercising - as these will allow them an opportunity to shift “negative” thoughts - to POSITIVE ones.

= **20)- Join H.A.R.O.** - The top Real Estate Agents are probably getting a lot of PRESS. It’s not actually that difficult to do either ... just join H.A.R.O. HARO stands for Help A Reporter Out - and it’s a FREE System that “anyone” can use. Three times a day - on every business day - an eMAIL is sent out ... and you’ll find plenty of opportunities to “share your EXPERTISE - on all things REAL ESTATE. Every time you’re “interviewed” - keep in touch with them. You could become their GO-TO Person when they’re working on a new story!

= **21)- Use E-MAIL Marketing** - Automation software has made MARKETING easier than ever. Especially when it comes to E-MAIL Marketing. Adding your clients to an eMAIL DRIP campaign can help you keep “top of mind” - without a lot of effort. Using such software allows you to easily keep in touch with all of your clients and business associates. It will eliminate mistakes that are often caused by doing repetitive tasks. Also, it will help you determine which clients are ready to take action - and which ones are just interested in keeping in touch. Check out the many great AUTORESPONDERS Services (GetResponse / HubSpot / Aweber, etc).

= 23)- Have a SAVINGS ACCOUNT! - At “minimum”, ALL Real Estate Agents need a mobile / smart phone - a car (in most places) - a computer - and wifi. These are the things that most Brokerages “expect” them to provide for themselves - along with “other” business startup costs. And for most newer Agents, it might be a few months or so before they start to EARN their first commissions - yet, again, they’re going to be “expected” to cover their own daily living costs.

So, for those “thinking of earning a Real Estate LICENSE” - they MUST start “saving” whatever they can - NOW! Although there is “some” financing available for [eligible] Agents - putting some MONEY away - so they can “cover their costs” for at least a couple of months - is their very best option. In addition, if they do have to tap into their Savings Account - they need to replenish it - after they start collecting commissions. Markets have their “ups and downs” - and there might be some LEAN times. It’s always good to be PREPARED!

So, for ALL Agents - “get really serious” about SAVING! Since your Goal here is to RETIRE at some point - rather than simply GETTING AHEAD - you need to really, really, “double down” on learning all you can about SAVING - and make yourself a very strict BUDGET (this is also covered ‘elsewhere’ in this eBook). As a Business & Financial Consultant myself - I spend a lot of energy on this kind of advice, with clients.

And taking advantage of COMPOUND INTEREST is one of the most powerful ways to generate WEALTH there is. So make a Budget - stick with it - and do sock away as much as you possibly can. No one got rich - or retired comfortably - by SPENDING their money [frivolously]!

While “SAVING your money - wisely” could easily fill a book - planning a weekly, and monthly, BUDGET is something that all Agents should be doing. MINT is an easy [and Free] APP, that lets you - create a Budget - set savings and spending goals - track your progress - and thus, stay “accountable”.

A traditional, or **Roth IRA** - an **RRSP** (Canada) - or a **Solo 401(k)** - are “tried and tested” ways to maximize Savings and ensure decent returns down the road ((ROI) ... IF chosen carefully. Check out the different kinds of IRAs available to Realtors.

= 24)- Learn WHAT your Clients really WANT - then DELIVER - In Real Estate, the natural inclination is to put all the efforts into SALES or PURCHASES - because we think that’s what customers WANT. Actually, it’s not. Customers are hungry for DETAILS, and ANSWERS - and if YOU deliver those - they will REMEMBER [and REFER] you.

IF you consistently “attend” Real Estate Continuing EDUCATION classes - and YOU take as many Professional Development courses as you can - YOU will “grow” quickly. Experience is also a great teacher, so note things you learn as you work with Clients, and your Broker. Also, try reaching out to someone “in another market” - who knows more about a topic than you do.

Equipped with “expanding expertise”, encourage your Clients to ASK QUESTIONS - no matter how big, or small. Also, “advertise your knowledge” - by using Social Media, or eMails, to share information. And/or - see if you can have a “column in a local Newspaper” - “Online Magazine” - or Realty publication. Hold “live Information Sessions, or Webinars” - since they can generate LEADS when you “collect e-mails” and “follow-up” with useful INFORMATION. A Real Estate Agent who is known for “having Smart Answers” is poised for SUCCESS.

= 25)- Ask Everyone you Know for REFERRALS - ALL the Time - Y-E-S, REFERRALS are the “bread and butter” of the Real Estate industry - for sure ...

And according to the National Association of Realtors [NAR] - **(39%)** of sellers found their Agents through a REFERRAL - from friends - or a family member - and **(24%)** used their Agent twice, or more. Also, **(69%)** of Sellers - and **(70%)** of Buyers - say they'd use the SAME Agent "again". Some TIPS for getting REFERRALS - that you can use throughout your Real Estate career – both for new, and experienced, Agents:

- ASK Family & Friends - Let them know you're "licensed" - and that you are actively seeking Buyers and Sellers. Tell them you [intend to] "work hard" for anyone they might refer to you.

- Keep Asking - Once people send you clients, ask those clients [professionally] to tell 'other' people. Keep up with past clients, so that you're "top of mind" when they need an Agent again.

- Go Above & Beyond - Clients appreciate, and remember, hard work on their behalf, and they'll tell their friends, coworkers, and families about YOU. So always GO "that extra mile".

- SHOW Your Gratitude - Write a THANK YOU Card to each Referral source. And for your best sources - consider a SPECIAL Token of your appreciation!

= 26)- Create a LEAD GENERATION Plan - Based on Your PERSONALITY - One thing about REAL ESTATE - that most people don't understand is - that you don't need to be a "PEOPLE Person" to become a top Agent [the fact is - "many" top Agents are indeed >>> INTROVERTS!. Sure, it helps to be a SOCIAL being - but Buyers & Sellers want - and need - AUTHENTICITY + SKILLS + EMPATHY >>> not a new, BEST FRIEND!

The trick is to work with your STRENGTHS - not your WEAKNESSES. And, in the Real Estate industry, that means creating a Lead Generation "strategy" that works best for your Personality Type [[GREEN = Introvert / Analytical -- YELLOW = Compassionate / Courteous -- BLUE = Out-Going]].

= 27)- Work Where the MONEY Is - OK, there's no nice way to say this - but almost none of the "millionaire" Real Estate Agents have worked in the LOW-income areas. In fact, the vast majority both lived - and worked in, or near - the "most AFFLUENT" cities in the country. So, if you only follow one of the Real Estate Agent tips - let this be the one.

The logic here is pretty self-evident - WEALTHY people move just as much (if not more) than lower-income people. Since the number of transactions one Agent can feasibly close in a year is relatively fixed - selling \$1,000,000 homes is going to get you much higher gross "commission" income (GCI) than selling \$300,000 homes. If you go down the "Real Trends 500 List" - you will discover that the vast majority of highly successful Agents do work in wealthier areas.

= 28)- Have a GREAT Website - Another thing that top Agents have in common is - a GREAT Website. Unlike Social Media, this is a platform that you can have complete control over. When it comes to defining YOUR BRAND - and GENERATING LEADS - "controlling and owning" the platform is essential.

A GREAT Website is also one of the few "Marketing Tools" an Agent can have that will keep growing - even as they switch from Brokerage to Brokerage Firm. Since so many CRMs. and Advertising Plans are unique to each Brokerage - having a "home base" to build, as you grow your career, is one of the smartest things you can do >>> to RETIRE EARLIER! 😊

Luckily, there are a "ton" of platforms out there that promise "turnkey" Real Estate Websites - with IDX / integrated / CRMs - and other "bells and whistles" - to get - and close - more leads. Here's a quick run-through of some of our favorites:

- Placester offers sleek, good-looking IDX websites [and for FREE, to National Association of Realtors (NAR) members] - as well as some more sophisticated sites. with an integrated CRM, advanced Lead Capture, and more.

- Real Geeks offers sophisticated IDX websites - along with a powerful CRM / Lead capture / Landing Pages / Text Messaging - and more.

- Incom is a “budget-friendly” option, with a built-in [makeshift] CRM / integration with Social Media platform / etc - to make Lead Generation easier - and “Real Estate-specific” Landing Pages that will convert your incoming traffic better than a “generic” Website Landing Page.

- WIX [which is the [Website](#) I personally use, having “outsourced” its ‘initial construction’ to a good friend in Nigeria] - it offers Real Estate Agents ALL of the features mentioned above, and many more - and its “pricing” is highly attractive.

= 29)- Cultivate a GROWTH MINDSET for Every Aspect of Your Business & Life - If there's one thing in common with every “super-successful” Real Estate Agent - it's a Growth Mindset (see at the top of this [eBook](#) for more on this). Still something of a “buzzword” in Management Training circles - and often misunderstood as just being POSITIVE THINKING (though this does help!) - Growth Mindset is the ‘brainchild’ of former [Harvard psychology professor, Carol Dweck](#).

In the most basic terms, people who cultivate a Growth Mindset understand that the attributes that help them succeed - like intelligence / drive / talent - are not ‘fixed traits’. Instead, a Growth Mindset teaches us that all of these personal attributes can be cultivated, and can grow, as you learn and experience more in life.

= 30)- Realize That Most Successful Agents do ‘BUY’ LEADS - One hard lesson that many Real Estate Agents never learn is that “a LEAD is a LEAD”. In reality, there is no such thing as a “BAD Lead.” Whether or not you can eventually “earn a COMMISSION” from a Lead is entirely dependent on YOU - not the Lead. Even “tire kickers” - with terrible credit - can sometimes refer you to great Clients down the road.

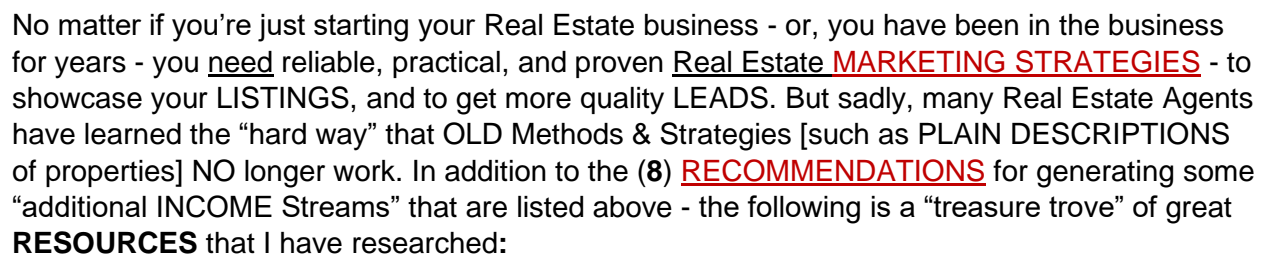
As a Real Estate Agent, your main role is not to primarily SELL HOUSES. NO - instead, it is to CULTIVATE RELATIONSHIPS with people - those who will “eventually” BUY or SELL a home, or “connect you with someone” who will (RFERRALS).

Remember, Real Estate is a “numbers game”. Imagine if you could communicate once a week with every single person in your city ... what would you tell them?

The answer to that question is what separates the GREAT Agents from the merely GOOD ones. Given the same access to such a large audience, they will be able to close **10x** as many deals as a newer Agent can. The trick is to “get in front of them” in the first place. That's why certain Brokerages are known to spend a whopping \$155,000 per month on PAID LEADS. They know how to turn even “bad” Leads into “commission checks”.

= 31)- Get SERIOUS About INVESTING (touched on above) - If you had bought \$1,000 of **Netflix** stock in 2009, it would be worth more than \$60,000 today. If you bought just \$100 of **Bitcoin** 10 years ago, it would be worth more than \$125,000 today. Next to SAVING - smart INVESTING is the key to creating true WEALTH. “A Random Walk Down Wall Street” - by Burton Malkiel - is an excellent introduction to the basics of investing.

This is why one of the best Real Estate Agent TIPS [to retire early] is ... to INVEST / INVEST / INVEST - and then, INVEST some more! This is not to advise Agents to dump “a whole year’s commissions” into the Crypto-Currency flavor of the week, but, by studying the market, and by taking “calculated” risks - you can see great returns that can “help” you to retire early.



These RESOURCES can help Agents with - LISTING / SELLING / BUYING Real Estate properties - as well as finding “quality” LEADS / using the right SCRIPTS / building strong Client RELATIONSHIPS / using effective CAMPAIGNS / getting solid, quality REFERRALS / KEEPING IN TOUCH with Clients / on, and on.

A red metal toolbox is shown open, with the words "MARKETING TOOLS" in large, white, 3D block letters resting on the inside of the lid. The toolbox has a handle on top and a latch on the front.[illegible]



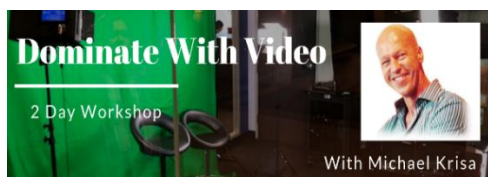
(Real Estate Seminars & Coaching) >>>>>>>>>> [Click HERE](#)

(Convert Leads to Appointments) >>>>>>>>>>> [Click HERE](#)

3) Garry Creath & Chris Scott ...

[illegible]

(Never Lose a Listing Again!) >>>>>>>>>>>>> **Click HERE**



4) Michael Krista ...

(Transform Your Business) >>>>>>>>> [Click HERE](#)

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5) Sonia Ricotti ...

(Bounce Back BIG!) >>>>>>>>>> [Click HERE](#)

(Eliminate LIMITING Beliefs!) >>>>>> [Click HERE](#)



6) Brett Youngberg ...

(Leads By Reputation) >>>>>>>>>>> [Click BLUE](#)

(Case Studies) => [Click HERE – HERE – HERE -- HERE](#)

(8) FREE eBooks (already DOWNLOADED!) - Click on Image >>>>





To 'wrap up' this (20-pg) **eBook** - let me say that my own research has opened my eyes as to the real DEPTH and BREADTH of the Real Estate INDUSTRY, as a whole! For example: its "myriad opportunities" - for SO many people, including - Realtors / Brokerage Firms / Appraisers / Inspectors / Trades People / Attorneys / Home Improvement Centers / Architects / Mortgage Firms / General Contractors / Insurance Brokers / Title Agencies / Bankers / Financiers / e-t-c!!



Peter Arnold
CLU, CFC, CNM

Since **COVID** [thankfully!] faded ... the **OPPORTUNITIES** have never been better ... in today's **Real Estate** industry ... for those Realtors who are truly "prepared" for the future!



As was mentioned at the beginning, Realtors today are seeking more **EMPOWERMENT** in their lives => for their eventual **FREEDOM**!

[[**NOTE:** At the time of publication, ALL "links" were active, and working.]]

[[**Feel free to "share" THIS resource [with others.]]**

Here's to Y-O-U-R ...



And, to ENHANCE That Success >>> [Click HERE!](#)