

THE REAL ESTATE

C L U B

Part 1 – Mindset and Environment – The Foundations.

Tick what you have in place.

Aim to complete the rest.

Get your mind right!

- ☐ Complete the **ROADMAP** in the training community. (This encompasses some of the things discussed later)
- ☐ Eat healthily – Focus on a healthy lifestyle – Drink loads of water.
- ☐ Schedule health / exercise / meditations – Be disciplined. Make sure you start the day with your **'HOUR OF POWER'** or **'MIRACLE MORNING'**
- ☐ Read or listen to motivational people – Books, Podcasts or audible recordings
- ☐ Engage a mentor to keep you accountable – be **ACCOUNTABLE** in The Real Estate Training Community.
- ☐ Have written **GOALS** – both personal and business. Write down your goals daily.
- ☐ Know your **WHY**.
- ☐ Keep a Gratitude Journal.
- ☐ Focus on an abundance mentality.
- ☐ Value yourself – Remember why you are amazing – write out a list of everything you have achieved – Write out your accolades etc.
- ☐ Write out your 'IDENTITY' – Who are you? Always be working on this description of you.
- ☐ Learn to accept **REJECTION** – 'NEXT' mentality.
- ☐ Learn to see the good in everything.
- ☐ Association – hang around the right people.
- ☐ If you own your office – have you got the **RIGHT PEOPLE?**
- ☐ If you are a salesperson/property manager – are you in the **RIGHT OFFICE?** (around 5.20)
- ☐ Accept **RESPONSIBILITY** – it's your fault if you win – it's your fault if you lose.
- ☐ Aim for 100% client satisfaction (Although expect it won't be that.. But aim for it)
- ☐ If you don't like real estate and you're not performing – either be determined to get better or leave the industry and do what you love.

Tips

- ☐ Know your weaknesses – fill in the cracks – If you're not good at something, find someone to help – Do a **SWOT Analysis**.
- ☐ If you are new or underperforming – **OUT PROSPECT** and **OUT MARKET** the competition. Put a marketing plan in place and stick to it. (We will go into this in more detail later).

Culture

Have high values for you and your business life.

- ☐ Standards – Have a high work **ETHIC – BE PROFESSIONAL** – not only within your office, also with how you treat your competitors.
- ☐ Always strive to be better – learn and train.
- ☐ ASSOCIATION – be mindful of the values of those you hang around.
- ☐ Be POSITIVE.
- ☐ Make sure the people you are hanging around with are positive.
- ☐ Care about your clients and those that you work with.
- ☐ Get rid of EGO.
- ☐ Be loving.
- ☐ Support each other to be better – be happy for those achieving.
- ☐ Learn from everyone – **LEARN FROM WHAT YOU DID RIGHT AND DID WRONG.**
- ☐ Laugh and have fun.
- ☐ Be disciplined.
- ☐ Have consistency.
- ☐ Be tenacious.
- ☐ Focus on an extraordinary CULTURE.
- ☐ Do the right thing – always.
- ☐ Work as a TEAM.

Your worth – Your value

- ☐ Keep your MINDSET in check.
- ☐ Value you.
- ☐ Value your time. Why are you better than other agents?
- ☐ Know what your time is worth. How much do you want to earn? How many hours a week do you want to work? What would be your hourly rate based on this?
- ☐ Don't waste time doing anything that you can pay someone else a lesser rate to do.

Training

- ☐ Always train. Always work on your mindset AND skill. Make your car your learning centre. As soon as you get in your car, listen to a motivational Audible book or a podcast. You can also listen to these when you are exercising. This takes no extra time out of your day.
- ☐ If you are an employee organise your own training – don't wait on anyone else, make sure you are training for what YOU need. Learning is your responsibility.
- ☐ If you are a principal, organise training for your staff based on the skills they currently need.