

THE REAL ESTATE

C L U B

Results and Actions.

Rituals and Discipline.

Tick what you have in place.

Aim to complete the rest.

Do your market research and know these statistics

- ☐ How many houses sold in your area in the last 12 months – break it into quarters.
- ☐ How many apartments sold in your area the last 12 months – break it into quarters.
- ☐ How many blocks of land sold in your area the last 12 months – break it into quarters.
- ☐ What is the average commission agents charge?
- ☐ What is the amount of available commission?
- ☐ Know your ratios –
 - ☐ Know your appraisal to list ratio
 - ☐ Know your list to sell ratio

Habits to focus on –

- ☐ Develop solid rituals / rules.
- ☐ Know your outcome – Know what you want. **PLAN.** (Download the plan and do it)
- ☐ Focus on the **ACTIONS** needed – choose what actions in prospecting you are going to have to do to get what you want.
- ☐ Aim for **FOUR** face to face appointments/meetings every single day (appraisal, vendor meeting, buyers)
- ☐ **BUYER APPOINTMENTS** – Religiously call buyers on Thursdays and Fridays to make sure that your weekend buyer appointments are set or make sure buyers know about your open houses. If you don't like to do that.. It's ok.. just do it anyway. Aim for 6 buyer appointments or open houses on a weekend minimum.
- ☐ **Monitor your KPI's** ([Key Performance Indicators](#))
- ☐ Focus on your **RESULTS** on your whiteboard
- ☐ Do a 'to do' list every night for the next day.
- ☐ Set weekly goals for the following week on a Sunday night or Monday morning.
- ☐ At the same time check in on the previous weeks goals.
- ☐ Aim to have Sundays off – work/life balance.
- ☐ Take calls, don't make them.

- ☐ Send your buyer alert / online newsletter every week.
- ☐ Ensure your online profile (your website and your information online) is constantly updated and amazing.

Focus on increasing your skills in the following areas every week. Aim for a small increase of 10 percent in each area. Do it more and do it better!

- ☐ [Improve Your Prospecting – New Lead Generation](#)
- ☐ [Improve Your Presenting – Listing](#)
- ☐ [Improve Your Marketing Offline And Online.](#)
- ☐ Improve Your Follow-Up
- ☐ Improve Sales, **closing** and **qualifying leads**
- ☐ Improve Your Time management
- ☐ [Improve Your Mindset](#)
- ☐ Improve Your Training, Knowledge And Growth

Make it fun. Make it a challenge.

- ☐ Install a bell in the office for results – ring the bell on a result. Only on a result.
- ☐ Focus on having best months ever – competitions in categories
 - ☐ Listings
 - ☐ Sales
 - ☐ Appraisals
 - ☐ Commission
 - ☐ Signs up
 - ☐ Price reductions on overpriced listings
 - ☐ Appointments