

10 Ways to Refocus, Reinvent and Revitalize your Career

Presented
by

Gene Millman



Let's Start at the Beginning.....

- Why did you get into the Real Estate Business in the 1st place?
- Some agents got into Real Estate for the MCI Plan.....

A Reality Check....

- I hear agents say all the time – “Can’t wait to get back to a normal market”
- The market from the late 90’s, early 2000’s until approximately ‘06-’07; was not a normal market.
- It was a market of “You didn’t always have to be good you just had to be there”!
- It was a blessing and a curse all wrapped up into one!
- We are working in a “New” normal market



A W.O.W. Moment.....

**A GOAL
WITHOUT
A PLAN
IS JUST
A WISH**



Everyone needs a “Secret Weapon” for Success!

This is Mine!



Question.....

What is the difference between a “Successful Agent” and a “Starving Agent”

About 6 inches!!!!



There are 2 Types of Agents



Successful Agents

Secret Agents



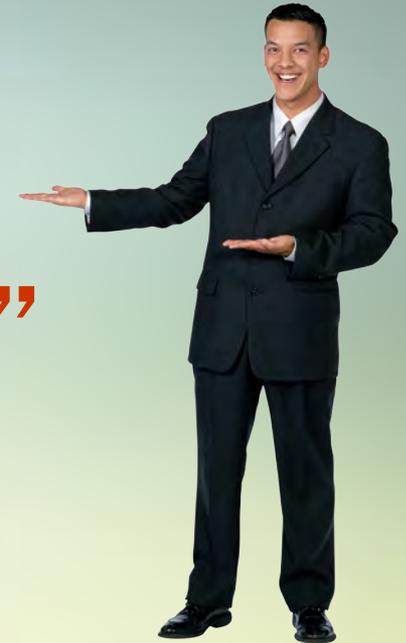
Would you Agree?



What is our Role in today's Market?



“A Trusted Advisor”



Something to keep in mind!



To the consumer real estate is not a “Transaction”
it is a “Life Event”!



The 1st Step is to.....

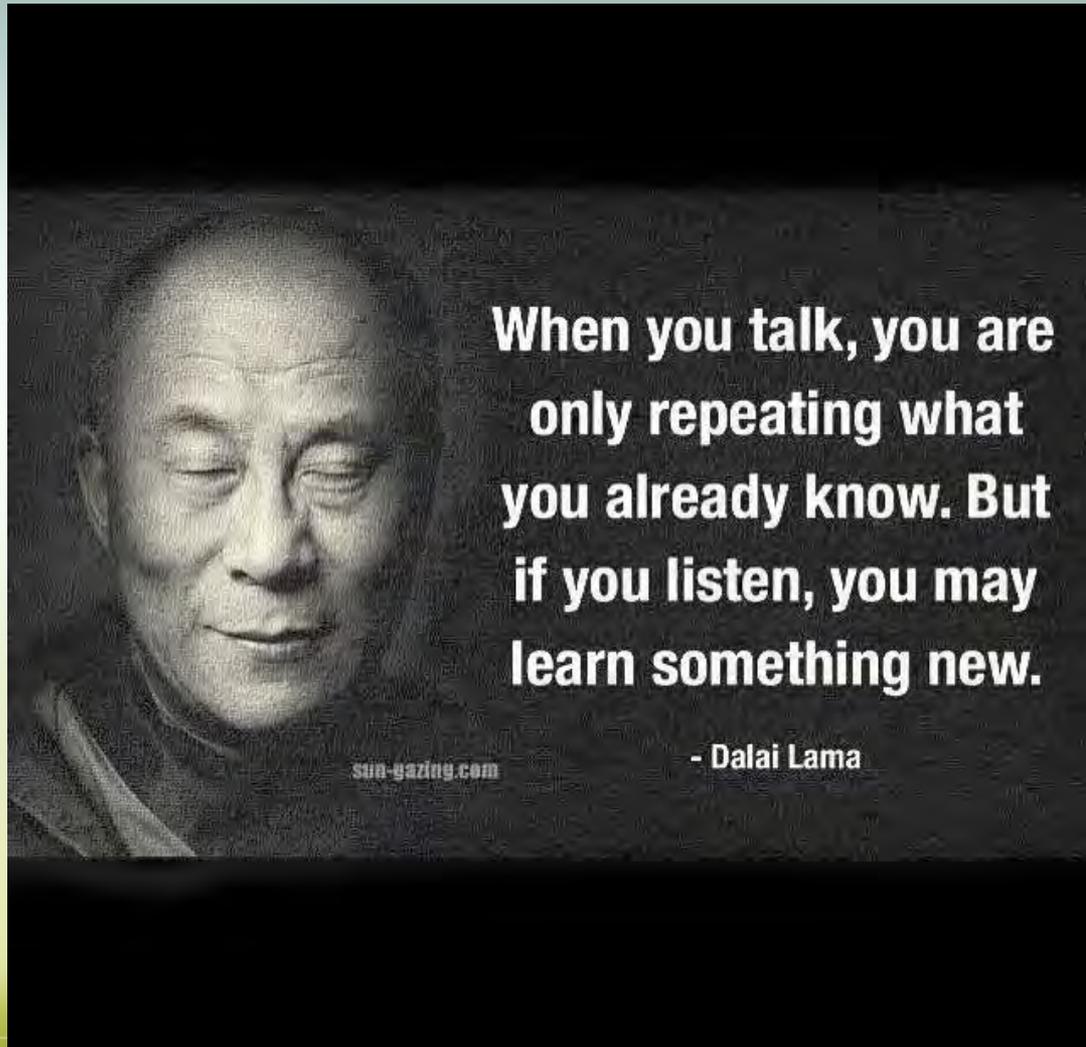
K.I.S.S. it!

Mindset #1.....

- K.I.S.S it Philosophy – Keep it Simple Strategy and “Relax”
 - Don't make it more complicated then it already is!
 - Remember – A Buyer wants to Buy and a Seller wants to Sell; sometimes we just need to get out the way!



A W.O.W. Moment.....



Mindset #2.....

- Think of yourself as the the Consumer
 - Start by eliminating the double standard
 - Ask yourself this question..... How would I want to be treated as the consumer in this situation?
 - When issues arise, it is important to not only communicate the issue, it's equally important to communicate possible solutions!



Mindset #3.....

- “Inspect” What you and the consumer “Expects”
 - Discussing and Evaluating Expectations
 - Different Communication skills and Media will need to be used
 - Communication with other agents:
 - Do not over power the conversation; empower the conversation by asking the other agent for their opinion and input

Mindset #4.....

- Real Estate is not “Life or Death”
 - Time Management
 - Do the thing you dread doing the most “First”; if not, it will affect how you handle other things
 - Discipline and Habits
 - Take time for yourself; Recharge!
 - Your Family can be an Appointment



A W.O.W. Moment.....



Mindset #5.....

- A injection of “Truth Serum” into your Business
 - Be True to yourself – What is your definition of “Success”?
 - Telling the consumer what they “Need” to hear in most cases is not what they “Want” to hear
 - If you only tell the truth you only have to remember one story!
 - Lose the Fear of Loss!

Know Your Value!

- How we get paid (Data from Trend MLS)
 - Breakdown (For Discussion purpose only):
 - Median Sales Price (Q3-2015) = \$225,000
 - $\$225,000 \times 6\% = \$13,500$
 - $\$13,500 \div 2 = \$6,750$ (Split between listing and sale side)
 - $\$6,750 \times 70\% = \$4,725$
 - Avg DOM = 66
 - $66 \text{ (Avg DOM)} + 60 \text{ (Avg days from Pending to Sett.)} = 126 \text{ days}$
 - $\$4,725 \div 126 \text{ days} = \$37.50/\text{day}$ (Before Taxes) – 35% =
\$24.37/day



Mindset #6....Know Your Value!

- How many of you had or still have an iPod?
- All of us have a MyPOD!

“My Point of Differentiation”



Mindset #7

- Do not try and eat the elephant all in one bite!
 - Make a plan and work the plan
 - Make it at least possible to achieve!
 - Evaluate what worked and what did not work
 - If the activity did not end in a positive results, it is either because the skill set was not there; which is a training issue or it's just not an activity you believe in!
 - Definition of "Insanity"
 - Doing the same thing and expecting a different result!

Mindset #8.....

- You can't be all things to all consumers!
 - Sometimes you have to politely say "No"
 - It is better to be honest with the consumer at the beginning of the relationship, then have them grow to be disgruntled and disappointed later!
 - Cathy comic strip!

Mindset #9.....

- Personalize and Customize the Consumer Experience!
 - One size does not fit all!
 - Equal service delivered in personal and customized way
 - Remember it's not a "Transaction" it's a.....

A "Life Event"

Where Does Great Service Come From?

- **The Heart!**



Mindset #10.....

- Attitude of Gratitude
 - It is the little things that mean the most!
 - Also, doing the little things most often leads to bigger things!
 - Be thankful for the opportunities!
 - At the end of the day the most important thing you have in business is.....

Your Name

My Final W.O.W.....

12 THINGS SUCCESSFUL PEOPLE DO DIFFERENTLY

1. THEY CREATE AND PURSUE FOCUSED GOALS.
2. THEY TAKE DECISIVE AND IMMEDIATE ACTION.
3. THEY FOCUS ON BEING PRODUCTIVE, NOT BEING BUSY.
4. THEY MAKE LOGICAL, INFORMED DECISIONS.
5. THEY AVOID THE TRAP OF TRYING TO MAKE THINGS PERFECT.
6. THEY WORK OUTSIDE OF THEIR COMFORT ZONE.
7. THEY KEEP THINGS SIMPLE.
8. THEY FOCUS ON MAKING SMALL, CONTINUOUS IMPROVEMENTS.
9. THEY MEASURE AND TRACK THEIR PROGRESS.
10. THEY MAINTAIN A POSITIVE ATTITUDE AS THEY LEARN FROM MISTAKES.
11. THEY SPEND TIME WITH THE MOTIVATIONAL PEOPLE.
12. THEY MAINTAIN BALANCE IN THEIR LIFE.

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I wish you great.....



Thank You!

Gene Millman

