



In real estate school, they teach you how to get your real estate license.
They don't teach you how to be successful in real estate sales.

Lucky for you, it's not our first rodeo. Here are a list of things that top producing agents wish they would have known when getting started.

Lead Generation

- 1. Start day one with a databank.** – Yes, moment one. Scrape together every contact you have and compile it into one centralized spreadsheet. Take it one step further and segment this database as much as possible (how they know you, have they done business with you, homeowners, renters, etc.). This can either be done on the front end or using a CRM (Client Relationship Management tool) which you need. This is your databank. Feed it, mine it, milk it.
- 2. Lead Generate everyday.** – Without consistency in lead generation, there won't be consistency in your income. Never stop. Many agents get "caught up in the deal" and stop doing what brought them that business in the first place. Build this into your time blocks and live by it (or you will die by it).
- 3. Choose three to four sources of primary business.** – The man who chases too many rabbits catches none. Find your sweet spot and work it for all it's worth. Take into consideration your natural talents and what you'll enjoy doing. Much of what you'll do depends on your marketing budget, but that doesn't mean you'll be limited by any means. This doesn't mean don't experiment and cast a wide net, it's more about finding what works for you and maximizing it.
- 4. Get active on social media.** – There is gold in social media. After all, that's where all the people are (and interact). No, I'm not saying blast your newest listing or broadcast to "Like my page" (eww), or say "hire me" every hour either. Act as a resource to your audience and post engaging material and watch the inbound lead generation feed your business.
- 5. Whatever you do, do it consistently.** – Consistency will win every time. Build vital activities into your time blocks and track results often. Get over perfection and just do it. Quality will come with practice and a growing budget. "A river cuts through rocks not because of it's power, but because of it's persistence."

Financials

6. Avoid loans and credit cards. – Don't have to dig yourself out of a hole. It's not good practice and it can really hurt your ROI if you purchased marketing products on your card. There are ways to be "ballin' on a budget" so leverage those before maxing out your marketing budget with money you don't have (yet).

7. Hire a bookkeeper as early as possible. – Let's be real here, we're all here to make money. Your cash flow is the bloodline of your business and financial awareness is key in your professional growth. You're a business owner so start running your books like one. Get a CPA before you start making the big bucks to help keep you out of hot water. We've seen too many agents start making six figures and not plan for tax season properly and end up in hot water.

Development

8. Hire a Coach – As soon as possible, hire a coach. A coach can be someone to assist you with accountability and help keep you on track. They know the questions to ask to help you get to an A-HA moment. These moments can be pivotal in your choice of activities and the direction in which your business goes.

9. Find a mentor. – The key to finding a mentor is to look for someone that has done what you want to do. This person has a life like you want to live or a business like you want to own. By watching and learning from them, you could duplicate that success. Mentors usually love to mentor others.

10. Plug into development. – The more you learn, the more you earn. Working your way through ongoing curriculum will improve the confidence and competence you need to be the pro that leads a transaction. Keep in mind training is useless without mastermind and accountability sessions.

11. Surround yourself with like-minded people. – Plug into an environment conducive to your success. Who you surround yourself with is who you become. We are huge believers in the power of peer influence.

12. Master a listing presentation and price your listings correctly

13. Master scripts, especially objections and commission handlers.

14. Join social groups for great learning. – Join social media groups that act as educational resources for agents.

Build Your Brand

- 15. Define and establish a system for customer service.** – From the first point of contact, customer service is brought into the conversation. You MUST create a WOW experience to have raving fanatics that won't forget about you and, more importantly, feed you referrals.
- 16. Create your MVVBP.** – Your MVVBP defines your Mission, Vision, Values, Beliefs, and Perspectives. Define your mantra and let all of your actions lead you towards your vision.
- 17. Design your brand.** – This may change as you go through growth or it may remain the same. Use the MVVBP to help launch your brand. This means a custom email handle, sexy website with custom domain, logo, etc. You may be a one person operation (for now) but you are still a business owner. Creating a brand allows you to have consistency in your client experiences and gives you an image larger than yourself. Think about your target audience and how they can benefit from your services and expertise.
- 18. Ask for and borderline demand reviews.** - Let your clients know from day 1 that you will be working towards providing a 5 star service and if they are satisfied to please leave you a 5 star review when you close. Convey that this helps your business tremendously. You can even throw client appreciation parties to show them how grateful you are to have worked with them.
- 19. Track early and often.** – The sooner you track the quicker it will become a habit. Start several columns and begin tracking the following: lead sources, contacts made, appointments, escrows, closings (total sales volume, commission, source). If you don't have a bookkeeper yet, start a new sheet and track where you spend your money. When you are ready, dive in and learn even more numbers you will want to track, but start with the basics. Even if you don't know what to do with the data, over time the golden nuggets will reveal themselves.
- 20. Treat your business like a business.** – You are your own business. Business owners have a mindset that is different than a standard “salesperson”. A business person has a profit and loss statement, a business plan, a brand, a MVVBP, and shows up to run their business on a regular basis. This change holds you to a higher standard and your clients will see that you are a business professional rather than “an agent” who has a license to open doors.

Health

- 21. Stay fit.** Your body will require a lot of energy. Healthy mind, healthy body, healthy business.

22. Have a passion for what you do. – If you don't love it, you'll leave it. Find the joy in helping guide people through the most difficult and important transaction of their life. Real estate is basic, but it's not easy by any means.

23. Live in abundance and never get stuck in the fear of losing a deal. – I watch agent after agent fall apart emotionally when a deal ends suddenly. They stop lead generating and stop actively pursuing new clients or cultivating existing leads to close this one deal. Live by your time blocks and don't stop doing all the things that brought that business your way in the first place. There are 782,643 homes in Houston. Plenty more where that came from.

24. Plan your days off and family time in advance. – Hitting the reset button is important. Plan days off in advance and stick to your calendar. If your clients see you a professional, they will respect the boundaries you've set and your time off so don't be scared to communicate your days off with them.