



# Real Estate Expert

## **SESSION 2**

# Embrace Your Job



# Today's Agenda

  
**Real Estate  
Expert**



  
**Lead  
Generation**



  
**Lead  
Follow-up**



  
**Transaction**

Notes:

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# The Six Core Competencies of a Business

**1** Lead generate, capture, and convert to appointments

**4** Write and negotiate contracts

**2** Present to buyers and sellers and get agreement

**5** Coordinate the sale to closing

**3** Show buyers and market sellers

**6** Manage the money

Notes:

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## 1. Lead generate, capture, and convert to appointments

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## 2. Present to buyers and sellers and get agreements

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## 3. Show buyers and market sellers

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### 4. Write and negotiate contracts

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### 5. Coordinate the sale to closing

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### 6. Manage the money

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# Fiduciary vs. Functionary

## The Difference Between a Functionary and a Fiduciary

Functionary	Fiduciary
Low Level	High Level
Low Relationship	High Relationship
Assumes Little Responsibility	Accepts High Responsibility
Uses Low Skill	Masters High Skill
Records Information	Perceives Information
Responds to Needs	Anticipates Needs
Processes Data	Interprets Data
Narrow Picture Viewpoint	Big Picture Viewpoint
Delivers Information	Advises and Consults
Other-Directed	Self-Directed
Minimum Legal Responsibility	Maximum Legal Responsibility
Employee	Partner
Does the Task	Owens the Result
Tells and Sells	Educates and Guides
Stays out of Decision Making	Involved in Decision-Making
Follows Rules and Procedures	Uses Judgment and Intuition
Replaceable	Irreplaceable
Minimally Paid	Highly Paid




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# Be the Fiduciary



## Examples of Being a Fiduciary

1. Lead generate, capture, and convert to appointments

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2. Present to buyers and sellers and get agreements

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3. Show buyers and market sellers

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4. Write and negotiate contracts

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5. Coordinate the sale to closing

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6. Manage the Money





# Accountability

## Accountability Guidelines

- Provide a safe place to share.
- Follow through with action items.
- Listen and pay attention while the other person shares.
- Set a frequency of checking in with each other.
- Dig deep to find out why you do the things you do.
- Respect each other and the process
- Create a commitment and stick to it.
- Be open to receiving feedback.
- Give specific feedback.
- Have each other’s best interest in mind.



Accountable people achieve results others can only dream of.

**Gary Keller**  
*The ONE Thing*

Notes:

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# Choose an Accountability Partner



## Ignite Accountability Plan

Accountability Partner's Name:

Contact Information

Accountability Partner's Goals:

Frequency of Accountability Check-ins:

Date, Time, and Location of First Accountability Check-in:

Additional Notes:



# Accountability Questions

- 1. How did you do?
- 2. How do you feel about that?
- 3. Did you have any opportunities for improvement?
- 4. How will you address those opportunities?
- 5. What were your wins?
- 6. How will you celebrate your wins?

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# Success System Tracker



## DAILY SUCCESS SYSTEM

- \_\_\_ of 10 CONVERSATIONS
- \_\_\_ of 10 CONTACTS ADDED
- \_\_\_ of 10 HANDWRITTEN NOTES
- 10-5-1 SOCIAL MEDIA ENGAGEMENT
- ENRICHMENTS
- APPOINTMENTS
- AGREEMENTS
- CLOSINGS



If you can't measure it, you can't improve it.

**Peter Drucker**

*Austrian-American management consultant, educator, and author*

Notes:

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# Turn Aha's into Achievement

How has your **THINKING** changed?

What do you **FEEL** differently about? What was meaningful for you today?

How will your behaviors be different going forward? What **ACTIONS** will you take?

What **TOOLS**, models, or systems will you use? How will they make you accountable?



# Daily Success System

## Success Activities

These are suggested activities for the second half of your session.



### DAILY SUCCESS SYSTEM

- \_\_\_ of 10 CONVERSATIONS
- \_\_\_ of 10 CONTACTS ADDED
- \_\_\_ of 10 HANDWRITTEN NOTES
- 10-5-1 SOCIAL MEDIA ENGAGEMENT
- ENRICHMENTS
- APPOINTMENTS
- AGREEMENTS
- CLOSINGS

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