



*Skills to Spark a Great Career*



Real Estate  
Expert

**SESSION 1**

Spark Your Career





# Today's Agenda



**Real Estate  
Expert**



**Lead  
Generation**



**Lead  
Follow-up**



**Transaction**

Notes:

---

---

---

---

---

---

---

---



# The Six Personal Perspectives

## SIX PERSONAL PERSPECTIVES

- 1 Commit to "Self-Mastery"
- 2 Commit to the 80/20 Principle
- 3 Move from "E" to "P"
- 4 Make Being "Learning-Based" the Foundation of Your Action Plan
- 5 Remove Your "Limiting Beliefs"
- 6 Be Accountable



Anyone can do it ... not everyone will ... will you?

**Gary Keller**

*The Millionaire Real Estate Investor*

Notes:

---

---

---

---

---

---



## 1. Commit to Self-Mastery

1. Know your goals
2. Know your strengths and weaknesses
3. Know how to work with both your strengths and weaknesses to seek and master the necessary knowledge, skills, and habits to reach your goals

Notes:

---

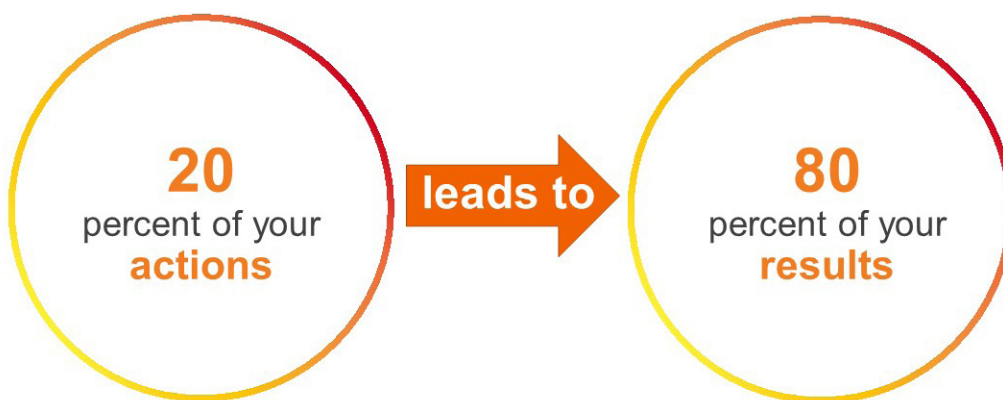
---

---

---

---

## 2. Commit to the 80/20 Principle



Notes:

---

---

---

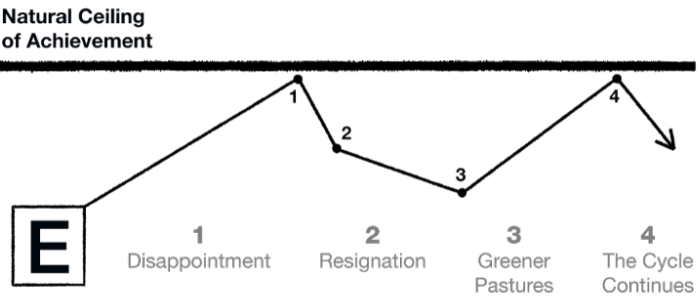
---



### 3. Move from E to P

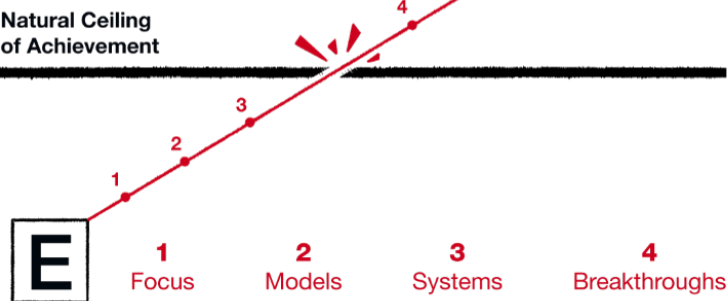
#### The Entrepreneurial Approach

Doing what comes naturally



#### The Purposeful Approach

Doing what comes unnaturally



Notes:

---

---

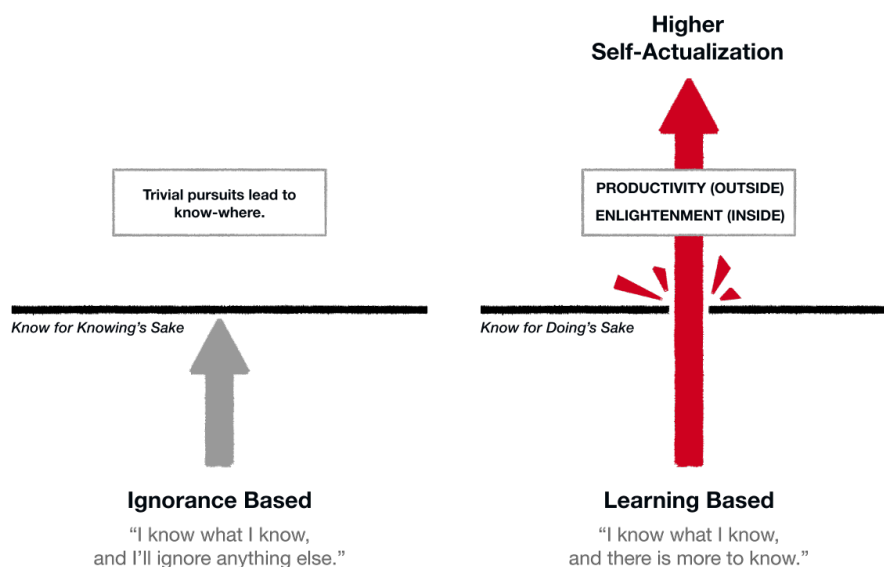
---

---

---



## 4. Make Being Learning-Based the Foundation of Your Action Plan



Notes:

---

---

---

---

---



I am neither especially clever nor especially gifted. I am only very, very curious.

Albert Einstein



## 5. Remove Your Limiting Beliefs



### UNLIMITING BELIEFS

When you unlimit your thinking, you unlimit your success!

---

### LIMITING BELIEFS

“I don’t have enough time for training.”

“I can’t be successful in this market.”

“I can’t devote three hours each day to lead generation.”

Notes:

---

---

---

---

---



## Reframe Limiting Beliefs



Read the three limiting beliefs below. Add one or two of your own limiting beliefs. Then rewrite each sentence into a belief that is positive and will propel you into action.

1. I have to be an expert and know everything before I can begin my business; I'm not valid yet.

---

---

2. I don't know how I can achieve a profit goal that will fund my life this year.

---

---

3. I'm not comfortable talking with people about real estate.

---

---

4. I can't devote time each day to lead generation.

---

---

5. \_\_\_\_\_

---

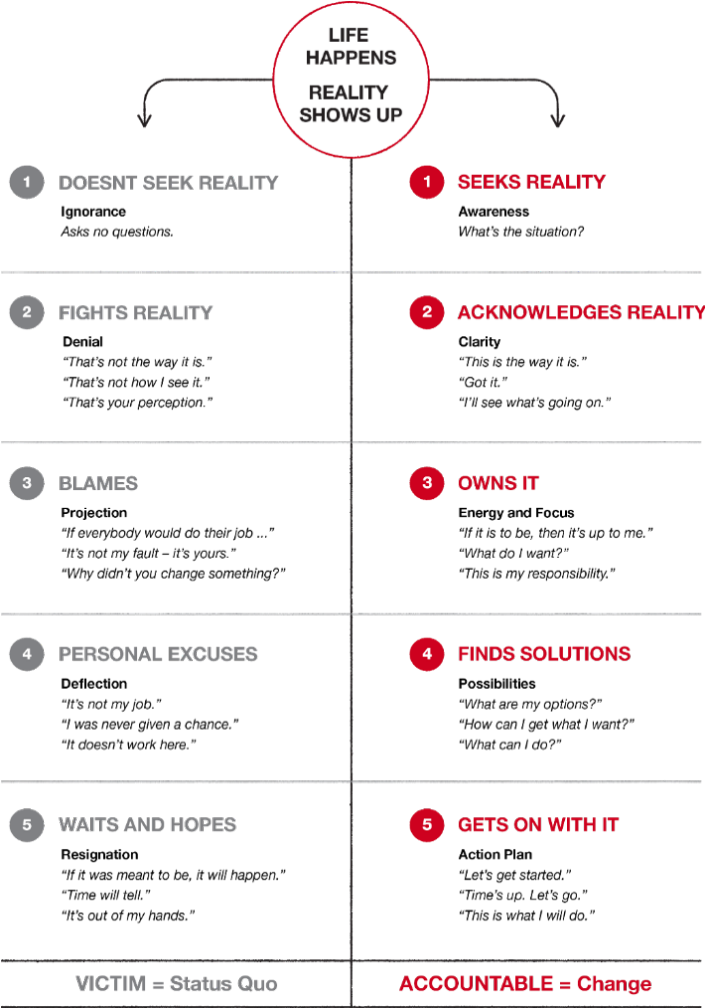
---


6. \_\_\_\_\_

---

---

# 6. Be Accountable





Happiness is not an individual sport.

**Shawn Achor**  
*author, The Happiness Advantage*



Find videos for the Six Personal Perspectives on Connect Live.



# KW Culture

## Mission and WI4C2TES (KW Belief System)

### OUR MISSION

To build **CAREERS** worth having,  
**BUSINESSES** worth owning,  
**LIVES** worth living,  
**EXPERIENCES** worth giving, and  
**LEGACIES** worth leaving.

**WIN-WIN** or no deal

**INTEGRITY** do the right thing

**CUSTOMERS** always come first

**COMMITMENT** in all things

**COMMUNICATION** seek first to understand

**CREATIVITY** ideas before results

**TEAMWORK** together everyone achieves more

**TRUST** starts with honesty

**EQUITY** opportunities for all

**SUCCESS** results through people

## Embody Beliefs



Learn more from these  
KW courses: The  
Color of Real Estate,  
Unconscious Bias, and  
Agent of Distinction

I will embody the following belief in this way:

---

---

---

---

---



---

---

---



# KW Value

How does being a part of KW benefit you and your customers?

---

---

---

---

## Training and Coaching

- Connect and Connect Live
- Local and Regional Training
- Events
  - Family Reunion
  - Mega Camp
- Keller Williams University
  - Ignite
  - Technology Training
- KW MAPS
  - BOLD

Notes:

---

---

---

---

---

---

---

---

---

---

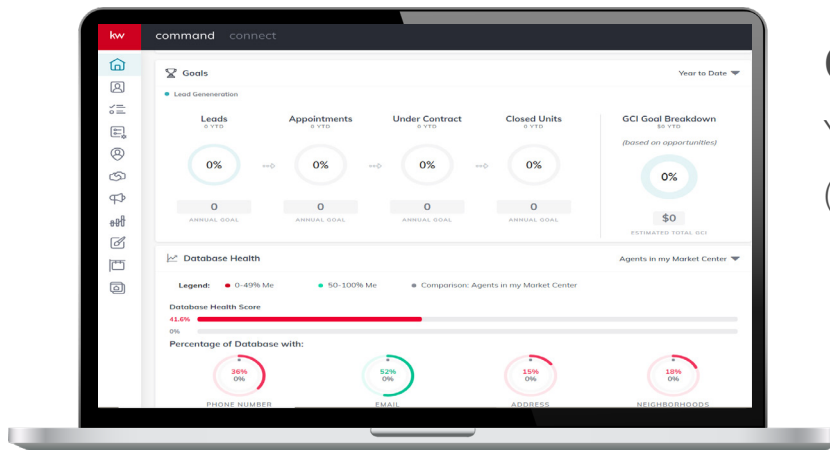
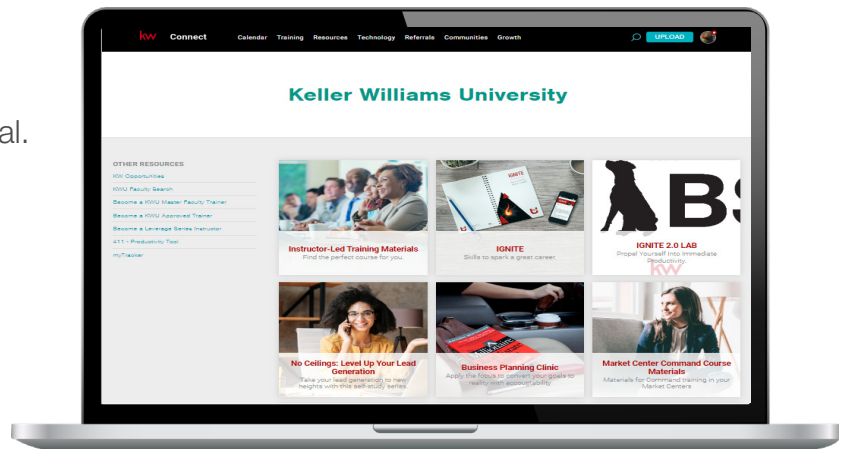


# KW Value

## Connect

Your information and learning portal.

([kwconnect.com](http://kwconnect.com))



## Command

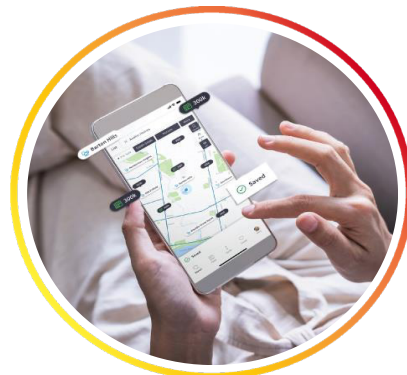
Your online business platform.

([agent.kw.com](http://agent.kw.com))

## Command App



## KW App





# Your Market Center Value

Language of Real Estate:

---

---

Market Center Mission:

---

---

Leadership Team and ALC:

---

---

---

---

## Profit Share and Growth Share

Passive income with no:

1. Financial risk
2. Legal risk
3. Down payment
4. Phone calls



---

---

---

---

---

---



# kwx Companies and Communities



KW Communities:

---

---

---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

---

---

Pursuant to RESPA, Keller Williams agents/associates must provide an ABA Disclosure to the consumer at or before any referral is made to Keller Mortgage. More information on RESPA and the ABA Disclosure can be found here or at: <http://www.kwconnect.com/page/industry-resource/>



# Your Vision - Your Future

Today is \_\_\_\_\_ (one year from now)

- Your business is thriving and your life is everything you've dreamed of.
- Your customers rave about the experience and value you provide and think of you when they have a real estate need.
- Your family and friends are so proud of your success and are consistently referring business your way.
- You are helping others live their dream of owning a home because you are focused on helping them get what they desire.
- You are building the foundation and momentum for your entire career and gaining relationships and experiences and the income you desire.
- You are the top agent in your Market Center, or Rookie of the Year, if you're new.
- You're poised to hire a part-time assistant to handle your 80 percent while you take care of the 20 percent that grows your business.
- You are on the path to ...

---

---

---

---

---

---

---

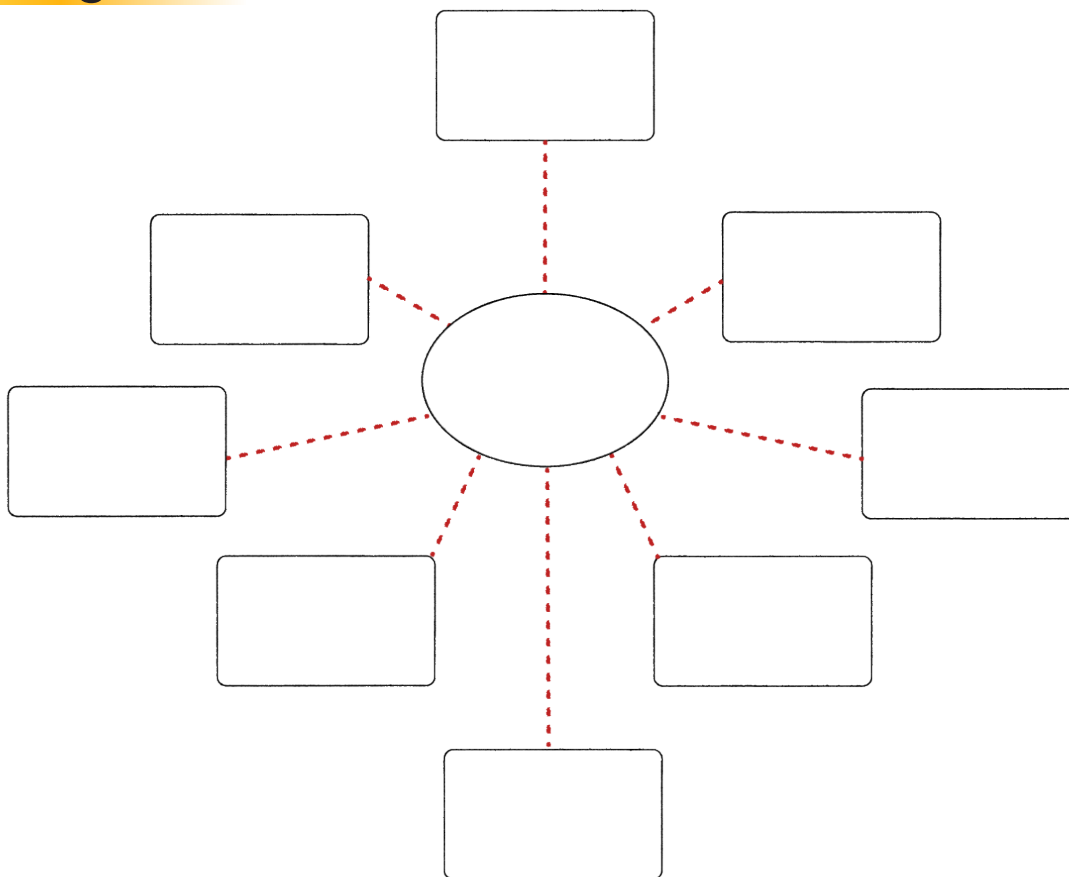
---

---

---



# Your Big Life



Notes:

---

---

---

---



To achieve success, you need motivation and inspiration for doing it—your Big Why.

**Gary Keller**

*The Millionaire Real Estate Agent*

## My Big Why

---

---

---



# Your Vision - Your Income Goal



**A** is your annual net income goal – how much money you want to make this year before taxes and operating expenses.

**B** is the maximum amount you can expect to pay the Market Center.

**C** is your annual business expenses, this includes salaries, most lead generation and marketing expenses, education, etc.

|          |                                            |  |
|----------|--------------------------------------------|--|
| <b>A</b> | <b>Net Income Goal</b>                     |  |
| <b>B</b> | <b>Company Dollar and Royalty Cap</b>      |  |
| <b>C</b> | <b>Business Expenses</b>                   |  |
| <b>D</b> | <b>Total Gross Commission Income (GCI)</b> |  |
| <b>E</b> | <b>Your Average Commission</b>             |  |
| <b>F</b> | <b>Annual Transaction Goal</b>             |  |

**D** is your Total GCI, which is the total of A, B and C added together. This is how much money you'll need to earn from transactions to pay the Market Center and still hit your net income goal.

**E** is an average GCI per transaction.

**F** is how many transactions you'll need to hit your goal, based on your average GCI. To get this number, divide D by E.



---

---

---

---

---

---



# Powerful Conversation

- Lead generate
- Uncover motivations
- Identify objections
- Close deals
- Speak in terms the customer understands
- Build confidence

Notes:

---

---

---

---

---



Who do you know that is going through a life event that might lead to a move?

---

---

---

Who does not yet know you are a real estate agent?

---

---

---

Who have you not spoken to in the last two weeks?

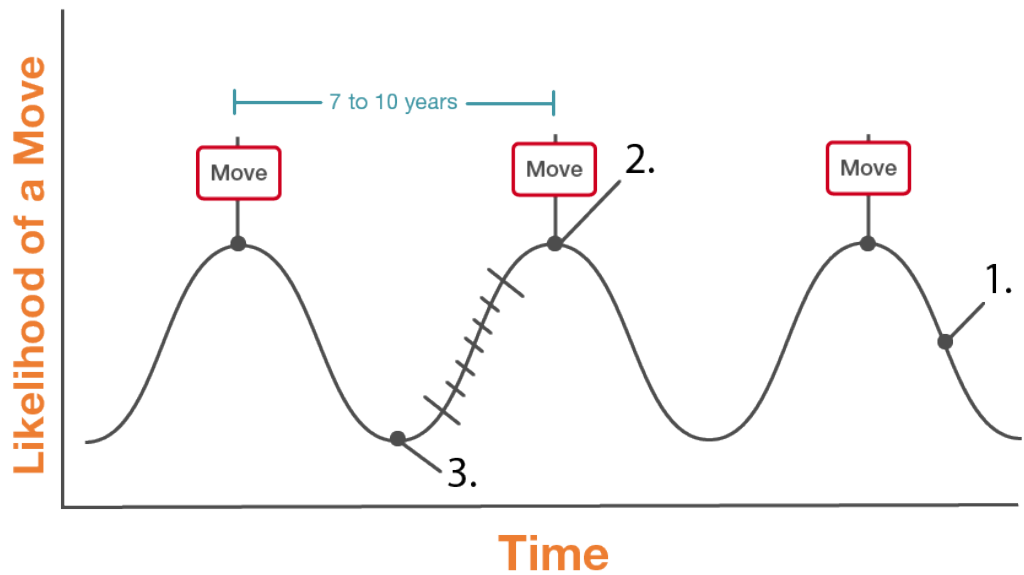
---

---

---



# Catch Your Sphere on the Move



1. Who has recently moved?

---

---

---

2. Who may be thinking of moving soon?

---

---

---

---

3. Who is somewhere in the middle?

---

---

---

---



## Conversation Model - F.O.R.D.



## F Family

## O Occupation

## R Recreation

## D Dreams



## Aha's

[illegible]



# 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?



## Aha's

---

---

---

---

---

---

---

---

---

---