ignite

Skills to Spark a Great Career

Transaction

SESSION 20

Plan Your Future

KW UNIVERSITY

Today's Agenda

Real Estate Expert > Lead Generation > Lead Follow-up > Transaction

Notes:

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Set Your Sights on a Big Future

> How you think matters. How you think in the beginning *really* matters!
>
> **Gary Keller**
> *The Millionaire Real Estate Agent*

Mindset Matters

- What's your mindset?

- Are you aligned with your heart?

- Are you ready to take action to have a successful day?

Notes:

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Revisit Your Value Proposition

- Does my Value Proposition truly reflect who I am, the value I bring, and the benefit my clients will experience working with me?

- Am I confident sharing my Value Proposition with my contacts? If not, how can I make it easier to express my value?

My Value Proposition

Revisit Your Big Life

Is there anything you would change after four weeks? Are you thinking big enough?

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Your Big Why

> ... one thing all high achievers have in common is they are working for a Big Why. The Big Why is about having a purpose, a mission, or a need that in turn gives you focus.
>
> *The Millionaire Real Estate Agent*

1. What topics or causes are most important to you?

2. What gives you energy and fuels you personally?

3. What is something you would do even if you were not paid?

4. What do you envision for yourself and your future?

My Big Why

Have a Smart Money Business

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> **Gary Keller**
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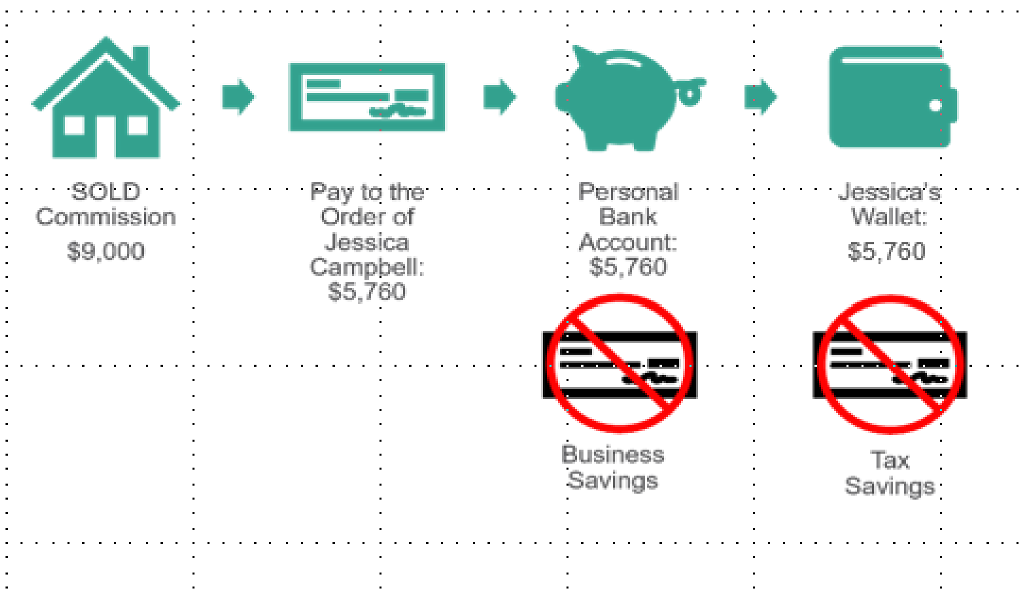
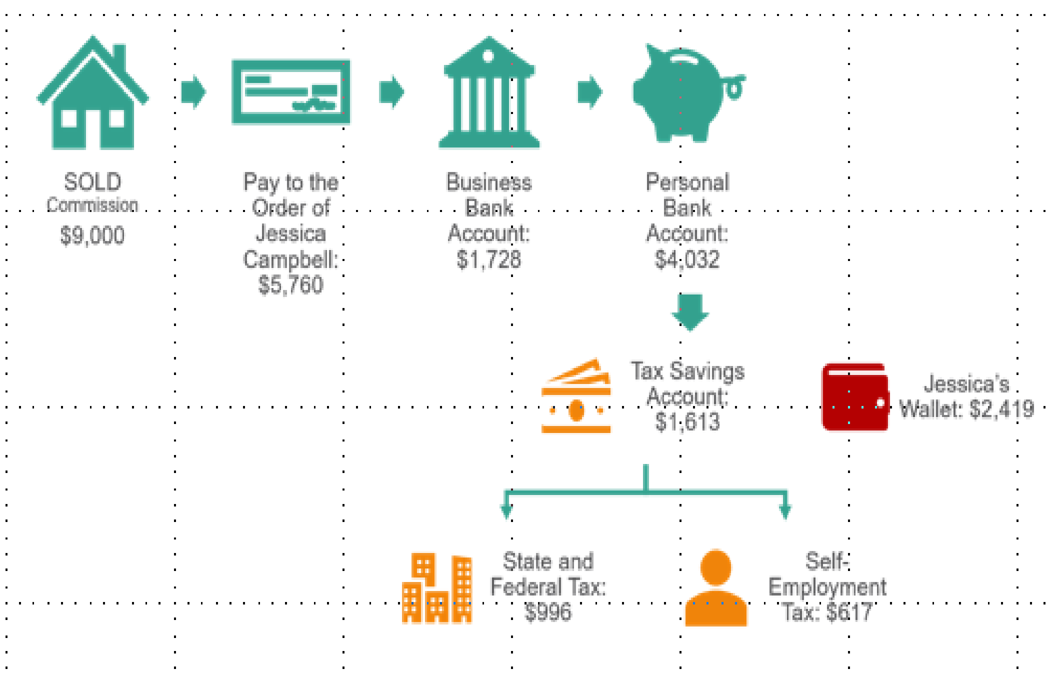
Have a Smart Money Business

ACTIVITY

Scenario 1



Scenario 2



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Financially Sound or Unsound?

ACTIVITY

1. Is the $9,000 commission Jessica receives profit or income/revenue?

2. Why is Jessica getting a check for $5,760 for a commission of $9,000?

3. Which scenario is financially sound?

4. What makes it financially sound?

Notes:

> Money is good for the good it can do.
>
> **Gary Keller**

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The Flow of Money

Profit: How much money do I want in my bank account at the end of the year?

Income: How many homes do I need to sell to achieve my profit goal?

Expenses: How can I minimize my expenses to maximize my net income?

Best Practices for a Smart Money Business

- Gain clarity on your Big Why and plans for your future
- Set your personal and business budgets
- Set up your business entity
- Open additional bank accounts for taxes, expenses, and other savings
- Download and use the MREA Chart of Accounts
- Purchase/Download tax accounting software
- Hire an accountant, CPA, attorney, tax adviser
- Set dates to calculate and pay your estimated taxes
- Prepare for your future: insurance, savings, investments

> Think and act the wage you want before you earn it. Average is as average does. Good is as good does. And great is as great does. What you do is who you become.
>
> *SHIFT*

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Revisit Your Profit / Net Income Goal

A	Profit / Net Income Goal	$
B	Company Dollar and Royalty Cap (~15% of GCI)	$
C	Business Expenses (~35% of GCI)	$
D	Total Gross Commission Income (GCI) (A+B+C)	$
E	Your Average Commission Amount	$
F	Annual Transaction Goal (D/E)	#

Aha's

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Commit to the Success System

Action	WINS What went well	OPPORTUNITIES What could be improved
	What did you have in place to help you accomplish your Daily Success System? How will you keep this in place?	What challenges prevented you from completing your Daily Success System? How will you address these opportunities?
Working with Accountability Partner		
Having 10 conversations a day		
Adding 10 contacts to database		
Adding 10 contacts to database		
Lead generating through social media		
Adding enrichments to daily learning		
Setting appointments		
Getting signed agreements		
Closing deals		
Other		

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Accountability

1. Keeps your mindset focused and positive
2. Reminds you of your Big Why
3. Challenges you and makes you uncomfortable at times
4. Is one of our Six Personal Perspectives – Be Accountable

People

- Accountability Partner
- Productivity Coach
- Mentor
- KW MAPS Coach

Tools

- 4-1-1
- Time blocking
- The ONE Thing

What type of accountability will you choose going forward?

Aha's

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Plan for Learning

• Learn More About Your Market
  • Preview homes, tour neighborhoods, understand amenities
  • Days on market
  • New construction
  • Codes
	• Attend Events
	  • Family Reunion
	  • Mega Agent Camp
	• Read
	  • *The Millionaire Real Estate Agent*
	  • *SHIFT*
	  • *The ONE Thing*

KW Courses

- Mindset and Accountability
  - Six Personal Perspectives
  - BOLD $
  - Quantum Leap
- Command
  - Command Your Business (online)
- Smart Finances
  - Profitability – Agent Financials
  - Business Planning Clinic
- Hiring
  - Career Visioning
- Sales Skills
  - Connect Live videos (online)
  - No Ceilings – Level Up Your Lead Generation (online)
  - Train the Presenter $
  - Customer Experience
  - Win-Win Negotiations
- DEI
  - The Color of Real Estate
  - Unconscious Bias
  - Agent of Distinction $ (online)

My Learning Plan

JAN	**FEB** Family Reunion	**MAR**	**APR**
MAY	**JUN**	**JULY**	**AUG** Mega Agent Camp
SEP	**OCT**	**NOV**	**DEC**

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Design Your Future

Future Plan: Next 12 Months	
Big Why My purpose, mission, or need that keeps me focused	
Value Proposition My commitment to my clients	
Profit Goal My intended Net Income to fund by Big Why	
Number of Transactions My goal to attain my Net Income	
Smart Database My goal for the number of contacts in my database and plans for touches	
Smart Money Business How I will manage my finances, keep expenses low, and save and pay for taxes	
Learning My plan for continued lifelong learning and improvement	
Accountability How I will remain accountable to my Future Plan	

> Get real about your situation and get right about what you're doing. Bring a greater sense of clarity, priority, and focus to your work.
>
> *SHIFT*

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Final Aha's

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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?

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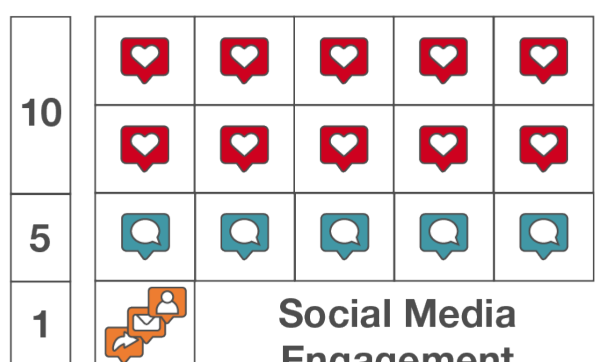
Daily Success System

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



WARNING! You must comply with the TCPA and any other federal, state or local laws, including for B2B calls and texts. Never call or text a number on any Do Not Call list, and do not use an autodialer or artificial voice or prerecorded messages without proper consent. Contact your attorney to ensure your compliance.

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Conversation Sheet

Get your phone and the list of contacts you prepared for this session. You may also have a few referral names to connect with.

Use the conversation starters provided to you in earlier sessions.

1. Call for 20 minutes and make contact with as many people as possible.
2. Ask for business, that is, an appointment, if it's a strong lead.
3. Ask for referrals from each contact.
4. Offer your KW App to each contact.

Record your results below and share them at the end of the conversation.

Name	#	Email	Notes

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