



SECRETS OF TOP LISTING AGENTS

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FIRST, THE LEGAL STUFF

Personally, we'd prefer a world where we didn't need the services of lawyers. But until that day arrives, we've got to dot all our i's and cross all our t's. Our attorneys say that we need to include this, especially the stuff in capital letters. So, let it be known that we're giving you the straight scoop!

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“There is no passion to be found in playing small - in settling for a life that is less than the one you are capable of living.” - Nelson Mandela

MORE TIME IS NOT THE ANSWER

Do you catch yourself saying, “I am sooo busy” or “I don’t have enough time to get everything done?”

As a coach, I hear these comments daily from agents across the nation!

When I first started selling real estate, I was your typical hard-working agent who closed around 25 sales each year and worked **all the time**. I was eager to please so I was the kind of agent who dropped everything at a moment’s notice to go run and show a house.

Pop-tart agent!

For the most part, I worked any time and almost every day. In a strange way, it felt kind of balanced because I didn’t realize at the time that I really had no other focus in life. I didn’t have a family. My husband was busy with his career. I was in a new area so I had no friends (realtors were my friends—sound familiar to anyone?). And, my only hobby—looking at homes!

So I focused on real estate **all the time**.

I worked pretty much with buyers only (unless the buyers had a home to sell and then I would finally have a listing.) When I had started my career, I had just moved to an area where I didn't know anybody, so I did open houses every week to meet buyers. **I loved buyers!** I didn't even think about becoming a listing agent. For a long time, *I actually avoided sellers* because it seemed like they were unhappy with you until an offer finally came in and then, if the offer was too low or even full price, they were still upset with you. All around, I didn't see the upside to becoming a listing agent.

I focused on buyers and spent hours looking at homes and showing every house on the market to anybody who wanted to look at homes. Perhaps I was obsessive about it even.

I wanted to be at the beck and call of my clients as I considered that **fabulous service.**

Honestly, I didn't even take a vacation for four years because I felt I could not leave my clients hanging. I lived and breathed real estate. I wasn't even unhappy with the nonstop demands of the career. I loved the craziness of it. I thought I was doing great. And I was until ... Within a month, two things happened. Joyously, I had our first son! I was as new mom! I was so excited! **I was so happy!**

I had no idea that I would want to spend every second of my day gazing into my son's eyes. Within a day of coming home from the hospital, I felt a sudden shift and I thought—I **am done selling real estate**; I want to stay home with my baby.

I declared, “I am now a stay-at-home mom.” I was that clear. After about a week of being home alone with my baby though, I recognized that I also missed talking to adults. So, I decided that after a few months, it would be good to still work and sell maybe 5-10 homes per year. Everything made sense. Balance was the key. It would all work out.

And then the second thing happened. Not so joyously, my husband was laid off.

I suddenly felt enormous pressure.

How will we pay our bills?

How will we make our house payment?

How will we buy food?

I went into an enormous panic mode (unnecessarily looking back however, I think the newness of motherhood put me in massive protective mode!). Within a week, I decided we would sell our home and downsize.

My husband saw the lay-off as an opportunity to step out of the corporate world and I wanted to support him in transitioning into self-employment, so I realized quickly that I would need to step back into my business again to continue providing for us.

Needless to say, I was disappointed that my fantasy of living a perfectly balanced life was not going to come to fruition.

I was resentful too because I felt there was only one way to do real estate and that was to **work nonstop**. I suddenly felt an intense dislike for my career as I now felt I could not be the mom I desired to be. I even thought about finding a 9-5 job. *I really struggled with how I could both sell real estate and also be a mom.*

I started feeling like a **major victim**.

I was spending hours away from my baby, standing in house after house after house, waiting for people to finish measuring and taking pictures of houses they didn't even want to buy (yes, years later I learned how to be a much better salesperson).

And the whole while I was standing around waiting for my buyers, I was crying inside, imagining my baby boy without me. So, after about two months of trying to keep deals together, trying to accommodate new buyers, trying to get buyers off the fence, trying to be a mother, I realized that **I could just not do it all**. I was exhausted. I was disillusioned. I was depressed.

Then a wonderful thing happened. A miracle in a second.

I had a real moment of clarity. I actually realized, I mean *really* realized ... **that I could just not do it all ... the way I had been doing it.**

I realized that I needed direction. I needed guidance.

I have always been highly independent so the idea of a coach was really foreign to me. Certainly I was not the kind of person who needed to be

told to do something. I worked hard and got everything done. Plus, I didn't like the idea of someone telling me what to do. Period!

But pain has a funny way of making us take action. **And I realized that my thinking had to shift—that I needed to see the situation from a different perspective.** I needed to change somehow.

So I pursued coaching in hopes of finding someone who could show me a different path.

That decision changed everything. **I quickly learned that I needed to run my real estate practice like a real estate business.** I needed to embrace the concept of **leverage**.

My coach taught me these initial concepts:

leverage through systems,
leverage through tools, and
leverage through people.

She asked me, “Well, how much do you want to work?” I said jokingly, “20 hours per week tops.”

She didn't laugh. She simply said that **clarity was key** and starting with a timeframe of 20 hours was very clear. Then she asked me how much money I would like to make and I said boldly, “300,000.”

Her next two questions were simple and yet poignant:

What do you need to do in those 20 hours per week?
How will everything else that needs to get done be accomplished by someone else or through a system?

Brilliant questions!

A SIMPLE CHANGE WORTH \$250,000

The answers lead me to a simple focusing question each day:

What should I be doing today?

The meaning behind the question was—if I only have so much time to work, there is really only a few things *I* can do. And if that is the case, what are the most critical things *I* should be doing? And specifically **today**, what is it that *I* should do?

At first this was so hard for me! I really prided myself on making beautiful flyers. I could not imagine asking someone else to make these. I know this sounds silly however, I have an artistic side and I had a hard time letting go of creating marketing.

My coach constantly asked me questions to focus me: would you rather make a flyer or list another home that will make \$9000 for your family?
Ouch.

Then she would ask if I would rather make a flyer at 7:00 that night or play with my baby boy? Ouch. Funny enough, I never made another flyer again.

This simple change of asking myself daily **what was the highest and best use of my time**, what exactly should I be doing, made all the difference.

And from that question, I laid out a **step-by-step plan to grow the business** through systems and people. The first system I needed to learn and set up was a **listing system**.

My first course of action was to see *why a real estate business built on listings was the most efficient course of action*. I studied many successful businesses, read many books and listened to my coach explain how the listings driven business model worked. I became a believer quickly.

I next learned how to become an **effective listing agent** (*much focus on attitude, skills and technique*). And last, I learned how to **drive listing leads** (*lead generation*).

I set up my days to be home in the mornings until noon and then back home again by 5:00. I learned how to have **laser focus** on running a listings-based business.

And within a few months, I actually stopped working with buyers.

Before, I could not have even imagined what it would look like in real estate to work set hours. After getting such clarity on my goal of only wanting to work from 1-5 each day, I created a schedule with no more evenings or weekends of working! It was glorious! And **lucrative**.

By the end of my first full year in this routine, this focus added an additional \$250,000 to our bottom line. I was sold on the idea of coaching. And I was sold on the idea of focus.

Oh, did I mention that during that transition I had another baby? Yes, focus grew more intense by the day!

Needless to say, the biggest lesson I learned is that **clarity is key**. When you understand what is **priority in your life**, you will find a way to build around your priority if ...

you are open to changing your mind,
evolving your ideas and
seeing things from new perspectives: **coaching**.

DO YOU REALLY DESIRE TO MAKE MORE MONEY?

I really did!

When I first realized that I could really do this thing called real estate, I also realized that I had **no limit on the amount of money I could make**. I could actually make six figures! I never really thought that was possible for myself. Then I realized that if I worked harder and found more clients, I could definitely reach the six figure mark. So I did! At first my desire to make more money was about fulfilling the dreams I had growing up. I admit it. I wanted some *nice* things. And I was going to figure out how to earn enough money to be able to get them.

In my second year of real estate (before our life transition of starting a family), I was feeling pretty successful because indeed I had made enough money to walk into a dealership and buy a brand new car—not just any car but my dream car: a beautiful sleek black *Jaguar* and I paid **cash** for it!

I felt like hot stuff cruising along in it until I was immediately pulled over for going “slightly” over the speed limit. (Of course I blatantly told the police officer that I had just bought my **dream car** and that I guess I needed to adjust to how fast it could go. Thank goodness the officer only lectured me on the responsibility of driving a fast car!)

Then I realized if I made more money, we could buy a nicer home. So I put my head down and went to work again and year three, we bought

an amazing home on a river! Many nights I felt such gratitude for being able to sit on my deck and listen to the soothing sounds of the river.

After realizing the **unlimited income potential** in this career of real estate, I hit a wall—wondering, well, why make more money?

Why desire to make more money?

I felt content!

Of course, as you know my story—I was not thinking about how quickly life changes and your financial situation can shift too.

And I realized that once our basic needs are met, **there must be something more** that sparks us to grow and change and therefore, increase our earning potential.

So I ask you to ponder ...

HOW BIG IS YOUR VISION?

Do you *wish* you could make more money? provide more for your family? create security for yourself and/or your family? build a retirement? fund the dreams of others? contribute to your community? contribute to charities?

There is so much good you can do in the world with additional money, wouldn't you agree?

"I can teach anybody how to get what they want out of life. The problem is that I can't find anybody who can tell me what they want."

— Mark Twain

The first big goal for all of us is to decide what we desire! The sky is really the limit! Dream!

So often I hear from agents a desire to make more money however, they are in conflict with not really wanting to change anything in their lives in order to make the money.

The impulse to change must have energy fueling it!

What fuels you?

What energizes you to build your real estate business? to increase your income?

Often in coaching, **this is the first step** in growing your business—helping you **unlock what motivates you** to make the changes necessary to grow. This will provide the energy to carry you through change.

It can be scary however, **it quickly becomes exciting once you understand the strategies that will get you to your goals!**

As we know, listings drive a real estate business. By guiding you to think, act and deliver as a top listing agent, you can drive your **income growth**.

And once you connect the thinking and actions of top listing agents to your desire for growth, your business explodes!

POWERFUL CHECKBOOK: CONSISTENT \$30,000 PER MONTH

One of the biggest challenges in the real estate industry is the **economic roller coaster ride**. It takes a great deal of emotional stamina to deal with having three closings one month and no closings for the next two months. **Agents secretly fear that they may never have another closing ever again!**

Many agents I have coached over the years have lost a lot of sleep wondering if they are going to be able to sell enough to cover their overhead, pay taxes and still have enough left over to pay their house payments and provide for their families. It is so stressful!

An incredible result of learning to be a top listing agent is to learn how to create a steady income stream.

When my focus shifted from thinking like a single agent to **building a real estate business** where I could be a top listing agent, I saw an

amazing shift. I learned an important formula that showed me how to carry a certain number of listings on regular basis in order to earn a certain amount of money regularly.

I desired to consistently make \$30,000 per month! Within a year of applying the principles and strategies I share in this ebook, I exceeded my monthly goal.

Real estate really became fun when I was no longer worrying about paying all the bills. Instead, I focused my energy on building strategy to capture market share and increase my performance quality.

Many of my clients have also exceeded the \$30,000 per month mark. More importantly, **they have created consistency of income.**

WHY A SLOW REAL ESTATE DEATH DOESN'T KILL YOU

What could that mean—a slow real estate death? Sadly, it describes the year-after-year experience of staying in the real estate business and not seeming to get ahead financially. Agents often do not realize that their career which seems like it has the potential for unlimited income is actually a real limit on their ability to create wealth. Why?

Top Five Roadblocks That Agents Face:

1. As real estate agents, we make enough each year to think we are doing fine when in fact, **we are not getting ahead**. We compare ourselves to others and feel like since we are making \$100,000 per year, we are making more money than most people we know so therefore, we must be doing fine! What most real estate agents do not realize is that earning \$100,000 in real estate may likely not be enough to build your future. Why? Well, \$100,000 of earned income in real estate equates to around \$50,000ish after brokerage splits, business expenses, and taxes. So agents often vastly **underestimate how much income they need to earn** in real estate to really get ahead.
2. We really believe we are doing all that we can in the time we have so therefore, **the thought of growing our business seems overwhelming** and actually unbelievable. We are fearful that if we try to grow the business, we will put in more time and we will **sacrifice time** with our families or sacrifice the little time we have for ourselves to exercise or just have some fun.
3. We really **don't want to do the things we see others doing**, like making two hours of calls a day. It seems horrendous and not worth the money.
4. We are fearful of letting other people try to do parts of the job for us because **they won't do it as well as we do it**.

5. **We are afraid of failing, and we are afraid of succeeding.**

There is a deep fear that many people have that others will see how imperfect they are. Therefore, they don't want others to see them try things and fail. On the other hand, on more than one occasion I have heard agents say, "Well, if I succeed, then I am afraid that I will have to do it again the next year and what if everyone sees that I can't do it again?"

The great news is that these common roadblocks can be removed!

WHAT JOE IN THE OFFICE NEXT DOOR WON'T TELL YOU

Joe is an agent I have coached in the past who has exceeded what he thought was possible in his business. **What he won't tell you is that the fears he felt in this career were negatively affecting other parts of his life** - his marriage, his finances, his health. And this is often what happens in the entrepreneurial world.

Agents love the freedom of working for themselves. And yet they do not anticipate how the inconsistent income will impact the other parts of their lives.

Joe was not making enough money to provide for his family. His marriage was on the cusp of divorce. And he was 50 pounds

overweight, experiencing great fatigue, high cholesterol and depression. He was hurting.

Joe, by the way, is a great agent! When I started coaching him, he had a goal to break the six figures mark in income. As we started planning his business growth, I showed him that by focusing on becoming a listings-based agent, not only could he do that, he could actually double his income.

At first Joe was resistant to the idea of growth. As an active father in his children's lives, he felt the pressure of time—wanting to ensure he had plenty of time for his kids. And much like many agents feel, he was not interested in the idea of calling people he didn't know to grow his business. Underneath it all, the idea of growing his business seemed to cause negative effects in his life; it seemed like it would pressure the already tight demands on his time and this could be the tipping point to send his marriage downward and potentially stress their financial reserves. **It was just hard for Joe to see how he could possibly make more money and not throw his family life into a tailspin.**

The first thing we did was looking closely at his numbers—measuring his contacts, his leads, his pipeline, his expenses and his income.

The beauty of looking at the numbers closely is that logic helps us understand what is possible.

In coaching, we can find the strategies to bring possibilities to life, the strategies that play to our strengths which in turn, **help us emotionally buy in to what is possible.**

In learning to understand how the numbers in his business worked, Joe could see the strategies for growth. And once Joe could see the strategies that would work, he got excited and for the first time, saw how he could take action.

Within two months, he got on track and was making an average of **\$20,000 per month!** He remained there consistently over the next six months.

As we were planning for the next year, it became very clear that his growth put him on track for \$300,000+ in the upcoming year.

What Joe won't tell you is that what really felt inconceivable to figure out - how to make more money and still maintain balance in the rest of his life - became possible.

He won't tell you this because we are all taught to project to the world that we are confident and optimistic.

And the **real truth** is that most agents are genuinely scared, trying to figure out how to create the kind of business that is manageable and really provides the platform to fulfill their financial goals.

THE REASONS PEOPLE CHOOSE TO EARN \$100,000 PER YEAR

Top Five Reasons Agents Believe That Growing a Listings-Based Business Is Not Possible:

1. If I focus on getting listings, my business will go down as I won't be chasing buyer leads and **buyers seem to be a faster way to make money.**
2. I don't know **how** to get listing leads!
3. I don't know what **to say** to get listings.
4. **I don't like dealing with sellers;** they are always frustrated that their homes have not sold yet.
5. **I don't really know what to do to actually get homes sold.**

Any of these sound familiar to you? The above reasons are why agents choose to earn only \$100,000 per year. Now, again, I want to emphasize that earning \$100,000 is definitely a great amount of money. The challenge is that in running a business, what you net from that amount of money is likely not enough to both provide for a family and/or also responsibly build a retirement at a minimum.

The other side of the dilemma is that often agents max out at the amount of the business they can handle in real estate and still keep balance; this amount of business often equates to about \$100,000 in

gross commission income. So that's why I say that agents choose to stay at \$100,000.

Let's look at the first reason: If I focus on getting listings, my business will go down as I won't be chasing buyer leads. What does this mean?

Well, **an agent who focuses on working with buyers at least 50% of the time may not realize how much time it actually takes to serve buyers.** Showing homes until you find just the right match for buyers can take hours and hours if not days. In contrast, to find a listing lead and then secure the listing can take much less time!

So from an efficiency standpoint, running a listings-based business can mean that you can take a lot of listings in the amount of time it takes to serve buyers.

One agent I have coached resisted this idea. He was so afraid to stop working with his buyers! We gradually shifted him to focus on getting more listings and within a six month time frame, he had taken more listings than he had in the whole last year!

His income doubled!

The second reason definitely perplexes agents and often stops them in their tracks. How do you get more listing leads?

The good news - **when you stop spending all your time showing buyers homes, you actually have the time to learn all the systems to get listing leads coming in!** It has been amazing over the years to

watch agents make this transition and discover that indeed they can drive the listing leads.

Along with learning the systems to drive the listing leads, agents can absolutely learn the scripts to cultivate the listing opportunities. Scripts, as we know, feel artificial at first. Then as you grow accustomed to the direction they provide for clients, you learn to weave them into your normal language.

As in all professions, learning scripts is a big necessity for professionals and allows you to provide the highest levels of service.

Once those listing leads are coming in and you know what to say to sellers, you have a fun new challenge: an inventory of listings! Then agents find themselves questioning at that point how to keep their sellers calm and happy during the stressful process and also how to get the job done effectively and efficiently. Again, the good news is that each of these skills sets are about knowledge and action, about training and implementation.

A critical path to success in becoming a top listing agent is to learn how to **guide your sellers throughout the process** so that you can achieve the best sale possible for them!

And guiding sellers well is the answer to getting homes sold.

In each of the reasons that agents cite for resisting the idea of growing a listings-based business, it is reassuring to see that the **solution is just learning.**

We fear what we don't understand.

We resist what we don't know.

We just need to learn.

THE TESLA OF REAL ESTATE

The Ultimate Listing System: An Overview

"If opportunity doesn't knock, build a door." - Milton Berle

So wouldn't it be nice to have a clear, **step-by-step path** to follow in order to become a stellar listing agent? Well, that is what The Ultimate Listing System is designed to do.

Here are the three steps to becoming a top listing agent:

Step One: **Think Like a Top Listing Agent**

In preparing to be a top listing agent, there are a number of perspectives and beliefs that drive the focus of a listings based business. Along with

the many mindset shifts you will experience, you will learn how to use these shifts to structure your time and make decisions that matter.

Step Two: **Act Like a Top Listing Agent**

Professionalism is leadership. *People hire professionals to be led.* Plain and simple. In all that you do as a listing agent, you will learn how to be the leader your clients need.

Step Three: **Deliver with the Confidence of a Top Listing Agent**

Once you start believing in the mindset of a top listing agent and you start doing the things a top listing agent does, your confidence will start to soar! And as you feel better and better about your abilities to service sellers well, you will get excited about driving your listing business forward.

THINK LIKE A TOP LISTING AGENT

To become a top listing agent, you first must learn to think like a top listing agent. What does this mean? Well, it means that top listing agents are asking themselves specific questions, thinking about specific topics, and approaching ideas/challenges from specific perspectives.

think: who can show me how to get there quickly?_

Top listing agents believe there is so much to learn and so many exciting things they could do. They often readily see the benefits to a new strategy or the upside to a new system. They are willing to implement new ideas! They also recognize that **distractions can be costly and the amount of time it can take to “fail you way forward” in figuring out how to do things can be de-energizing.** So top listing agents think about who could help them save time and money and guide them to results quickly. A coach! Yes, top listing agents believe in coaching. They understand the value of a thought-partner who can help them see around corners and anticipate potential obstacles.

think: who is in charge?

“I am!” Trick question, you might think! And in reality, it is very easy for us to blame—blame the market, blame the clients, blame your spouse . . . you name it, we can blame it! From the standpoint of protecting ourselves, we naturally look for what is a threat to us so it makes good, logical sense that we quickly resort to blaming when things do not go well.

So it is a habit many top listing agents have created and it is the habit of stepping into **the power of responsibility.** The moment you step into the space where you feel the strength of responsibility, you actually feel great! It is empowering to ask yourself, “What is my responsibility in this situation? What can I do?” or “How can I interpret this situation differently?” or “How can I take a different perspective?”

From the book *Boundaries for Leaders: Results, Relationships, and Being Ridiculously in Charge* by Dr. Henry Cloud, we learn that **you get “what**

you create and what you allow.” This is fabulous news! It means that we can truly recognize that in the situation at hand, we can stop allowing what we don't want and start creating what we do want!

Top listing agents ask themselves, “How did I create this?” or “How did I allow this to happen?”

think: what is my profitability?

We are in business to profit. Bottom line. Top listing agents don't think to ask themselves where they will find the next listing. Instead, they ask themselves, **“What systems do I need to have in place in order to generate 10 listings per month which in turn will create a profit of \$30,000 per month?”** In order to answer that question, it is necessary to understand your fixed and variable expenses as well as conversion rates, contacts, and cost of sale. In other words, it is imperative to watch the numbers of your business and understand the story the numbers are telling. **Profitability is a result of understanding how your systems create the results you need.** Tracking your numbers allows you to determine the systems you need or how to improve them.

think: how do I build my business?

Many agents think about finding the next deal. Or they think about increasing their sales. Or about closed volume, or closed units, or increasing market share. Instead, top listing agents think about **building a business that creates the profitability they desire.**

Each day, they contemplate growth in the **building blocks of business: systems, organization and people.**

They ask themselves questions like:

What system will increase the number of leads coming in from my database from three to six per month?

How will we organize the inspection process to lessen client fear?

Who can create the target marketing for our farming system?

think: what is the plan?

“Give me six hours to chop down a tree and I will spend the first four sharpening the axe.” - Abraham Lincoln

It seems like an obvious thing—a plan. Doesn't everyone have a plan? No! Many people really dislike to plan. Or, maybe they like to plan and yet, they don't really like to *follow* the plan. Sound familiar?

Top listing agents plan the work and work the plan.

They understand where they are going and what needs to get done. If they are not “planners,” they lean on their coaches to help them craft the plan. Often, agents are full of ideas, attracted to strategies and ready to jump on the next bandwagon. **Top listing agents choose which strategies to employ based on whether those strategies are in alignment with the plan's goal.** There is such relief in having this level of focus! And this explains why top listing agents have the confidence to pursue big strategies and goals.

Another great aspect of having a plan is it allow you to see around corners, to anticipate what could go wrong. The great news in regard to anticipation is that it can really allow you to reduce risk! For instance, if

by March 2, we have not hit 16 sales, we then know we will increase lead generation by 25%. Understanding your plan allows you to “course correct” in building your business.

think: what is priority?

In the whirlwind of business, leaders of great businesses find themselves constantly being bombarded by all things big and small. Real estate can feel especially overwhelming because an agent starts out in the field usually responsible for all facets of the business.

For example, an agent is responsible for finding leads, consulting clients, showing homes, doing cmas, listing homes, marketing, negotiating, managing the inspection process, managing the lending and appraisal processes, managing the paperwork of transactions, studying the market and oh by the way, keeping everybody moving forward at all times! Whew! It’s exhausting! So an individual agent can often get caught up in the day-to-day detail of keeping all the balls in the air!

Top listing agents, on the other hand, have learned how to choreograph their days by **priority management**.

And foundational to this principal is the idea of **energy management**. First and foremost, it is critical to understand your natural energy patterns. High performance requires a keen understanding of how you operate in what is called a peak performance state which is best explained by asking yourself how you show up when you are “on fire!” Peak performance is when you say to yourself after completing something magnificent, “I was so great!” And then it is crucial that you

set up your days according to how you can best maintain your energy throughout the day—**aiming for peak performance states.**

For instance, one agent I know detests following a time-blocked schedule. It actually drains him! Rather than forcing himself to live by the clock, he has come to understand that he has his most clarity of thought in the morning when he awakes, so he starts his day making a **sequence list.** At the top of his list, he answers this question: what is the priority for today in order to move my business forward? He then lists out a sequence of important things that also need to get done after the priority work is complete. He heads into the office next and the only thing he will do before handling anything else is his priority objective. Everything else can wait. Then he flows through the rest of his day, ticking off the important things.

In this routine, he is not bound by the clock. He is following a clear path. In this way, he knows at the end of the day, that achieving his priority definitely moved his business growth forward. **The success of the day is not measured in how much he can get done.**

The success is in getting done what matters.

think: how fast can it get done?

Customer response time in our current age needs to be immediate. Especially in the real estate industry, we know that potential clients call any time, any day. Many agents get so frustrated by the demanding nature of the career, wanting clients to respect their downtime time. Just the other day an agent burst into my office and started complaining about how insensitive people were, expecting him to show homes on Sundays! Well, that is the nature of real estate! Time is of the essence.

Top listing agents think about how to **meet the needs of consumers immediately**—all the time! For instance, it is not uncommon for top teams to hire an answering service to ensure lead conversion occurs consistently and potential showing opportunities for their listings are not missed!

Also, top listing agents think **“implement quickly.” Get to results!** If they are going to do something, they choose to do it and move into action right away. In contrast, other agents contemplate what all the correct steps to implement might be and then concern themselves with the correct process and then worry about getting the perfect outcome. **Top listing agents focus on progress—not perfection.** *They see the end result and move toward it fast!*

think: what system do I need?

Frequently agents will feel like the chaos of the real estate business is both exciting and yet exhausting. It can be an incredibly fast-paced career, however the speed and intensity can just wear you out if you feel like you are making mistakes or forgetting things! **Top listing agents think systems.** They understand that to keep transactions in motion and to ensure the highest level of representation, that they must follow processes with checklists to ensure deadlines are met and details are taken care of always. It takes **a system to create customer satisfaction**, and top listing agents think:

What system will ensure that not only will my client's needs be fulfilled, but my clients will also feel deeply cared about and will become my raving fans?

think: how will I ensure my client's expectations are met?

*"I've learned that people will forget what you did, but people will never forget **how you made them feel.**" - Maya Angelou*

On the top of the minds of top listing agents is the idea that they must ensure a great experience for their clients. They know this boils down to one key word: **delivery**. In all that they do, top listing agents strive to create impeccable service. They aim for WOW! And to delineate how to create such a WOW experience, they know that the service expectations must be met. Specifically, delivery in real estate boils down to three words: **consistency, predictability, and timeliness**.

Clients turn to professionals for comfort and safety, the feeling that they are indeed going to be led and that during a stressful process, they can feel safe in knowing that someone is looking out for their best interests. **People feel safe when they can anticipate what to expect.** So in laying out a real estate process, it is imperative that it is laid out so well that the client understands at each step along the way what is going to unfold, what the possibilities could be and how you will guide them as events occur.

Now imagine with all the things that can go wrong in real estate, top listing agents are forever on a mission to figure out how to prevent

situations from happening as well as how to correctly move their clients through the difficulties of transactions. In order to do this with mastery, top listing agents must create consistent practices, purvey to their clients an ongoing sense of predictability (despite the nature of the business which is quite unpredictable) and also must always convey to their clients that their needs are immediately met. This is high-level service! And as you can gather, it is a huge challenge. Nonetheless, top listing agents follow systems to meet the challenge.

think: how will I create raving fans?

“Do what you do so well that people can’t resist telling others about you.” - Walt Disney

In addition to thinking about the systems that will fulfill client expectations, top listing agents think about how to create the experience that will cause their clients to rave to everyone about how fabulous they are! In order to do this, there is a secret! Top listings agents know this: **emotional impact is what turns a happy, satisfied client into a raving fan!** Emotional impact means understanding the client’s perspective and empathizing with how the client would really feel in each part of the buying or selling process. It is truly thinking about the feelings that clients will experience and then determining how to enhance the positive feelings and how to diminish or support the negative feelings.

A great analogy is the example of the doctor without bedside manner. Often times in real estate, agents are so busy focusing on the day-to-day details of the business that they believe their clients are absorbing

information just as they are delivering it. In fact, this is usually not the case! For example, when an appraisal comes in low, the agent thinks about how to solve the problem. The client, however, may feel many negative emotions from thoughts like: I am not going to get the house I want! Or did I overpay?

Top listing agents are keenly attuned to how clients are experiencing all parts of the transaction and **have incorporated systems, standards and practices to ensure “bedside manner”** is embedded into their business. And as a result, clients love them and rave!

think: how do I build this business and not sacrifice the rest of my life doing it?

Top listing agents don't think “there's too much to do, I cannot get it all done,” and therefore, “I don't want to grow my business.” Instead, they think, “How will I get it all done and still maintain enough balance in my life?” **When they ask themselves “how,” their brains automatically start looking for ways to solve the problem.** Additional great questions they ask are “what needs to be done?” and “who can do it?” By asking these high-leverage questions, top listing agents recognize that anything is possible given the right strategies and leverage.

In the meantime, top agents also recognize the importance of self-care and maintaining high levels of energy. They work closely with their coaches to construct days that feed their energy reserves and not deplete them! This is always a unique formula for each individual and yet there are some general guidelines that allow all of us to maintain peak performance states.

think: how can this be the last time I do this?

This is a primary question that top listing agents ask themselves. The depth of understanding in this question relates to leverage. In other words, top listing agents understand that what they choose to do in a day equates to the income they can make. How they use their time equates to the money they are making. So in effect, they must ask themselves this question: **is what I am doing the highest and best use of my time?** If it is not, then they will ask themselves, “How can this be the last time I do this?”

“I don’t hire people to work for my company. I hire them to be my company.” - Magic Johnson

Great businesses are built by people, with people, for people and because of people. Businesses are people. Magic Johnson gets this. And so do top listing agents. We all bring gifts to the table and savvy listing agents ask, “Who could do this better than I could do this?”

ACT LIKE A TOP LISTING AGENT

*“Leadership deals with direction. Management deals with speed.”
- Stephen Covey*

5 Step Formula for Showing Up Like a Top Listing Agent!

“The world has the habit of making room for those whose words and actions show that they know where they are going.” - Napoleon Hill

Step One: **Be the Leader**

act: lead!

As a professional in real estate, everyone is looking to you to be the leader. Many times this feels confusing to agents because they think they are there to serve their clients.

Leadership is service at the highest level.

What does it mean to lead? It means setting the direction, guiding everyone to see where they are going and keeping the client’s goals in front of them at all times. For example, in the process of negotiation, it can sound like this: Remember, our goal is to ensure you arrive in Miami by March 31.

Step Two: **Be the Manager**

act: manage!

As Covey noted, management deals with speed. In guiding people to acquire their dream home or sell their current property, the endless

details involved can make people feel completely overwhelmed. Top listing agents are aware of how important it is to reduce the stress their clients are feeling. One great way to do this is to *deliver with immediacy* and to stay attuned to the timing of transactional needs.

This is an art and a science that is learned by *consistently watching the details of transactions*.

A highly skilled listing agent learns to watch all the moving parts and push them forward at the right times.

And their clients are well-informed and feel safe. Top listing agents understand how well their teams must manage the transactions in order for the entire experience to be rock solid.

Step Three: **Be the Facilitator**

act: decide!

A great salesperson guides people to make decisions that are in the client's best interests. Great sales ability is a gift. Being a high-level salesperson is a tremendous calling. It is a gift to clients because clients have difficulties sorting out what is important and what is priority.

Top listing agents embrace leadership and help their clients by facilitating the decision-making process throughout the transaction process. They concentrate on ensuring their clients fully understand the variables, the possibilities and the consequences. Making informed decisions is crucial. In the complexity of real estate transaction, top listing agents can shine in their abilities to help clients make decisions.

Step Four: **Be the Commander**

act: command!

There is a difference between commanding and controlling. *Command rings of authority. Control rings of power.* **Top listing agents want to remain in command of the situations at hand.** They want to be in command of the real estate transaction, ensuring that their clients are following their lead—because top listing agents understand what can go wrong, what is at risk and what consequences can occur. On the other side of the equation, clients do not want to feel controlled. Who does? So it is important that clients understand how they have control in the various situations that unfold in the real estate process. Control is about understanding your choices and ultimately realizing you get to choose. Clients get to choose.

Top listings agents therefore stay in command of situations during the real estate transaction and ensure that their clients stay in control.

Understanding of these perspectives allows agents to really create a process of empowerment for all involved.

Step Five: **Be the Coach**

act: focus!

Another great aspect of being a top listing agent is to recognize that coaching skill is an integral part of the sales process. Great coaching involves finding out what your client's goals are, helping them identify their options to achieve those goals and then helping them stay on track to achieve those goals.

Coaches also are encouragers when things become difficult. And coaches are willing to have difficult conversations to help people sort through the complexity of emotions they may be having. Being a coaching leader ensures that your clients feel very cared for and that they feel understood. Most importantly, **they stay focused on making decisions that are in alignment with their goals.**

DELIVER WITH THE CONFIDENCE OF A TOP LISTING AGENT

“You have to learn the rules of the game. And then you have to play better than anyone else.” - Albert Einstein

deliver: certainty in getting homes sold

A top listing agent delivers with enormous certainty! What does this look like? Here are three areas in which top listing agents deliver certainty:

1. Top listing agents have extreme confidence in their **understanding of the market**. They look at homes weekly and they understand the various kinds of information that affect valuation. They study the community and the market daily to understand how to determine value.

2. In relation to procuring offers, top listing agents understand **what needs to happen to actually attract an offer**. For example, they understand the importance of professional photography. The error in judgment many agents make in thinking that average photography is good enough actually undermines their confidence. Each day a listing sits on the market, it undermines the confidence of an agent as he or she wonders how to actually get the home sold. And what he/she does not understand is that mediocrity creates longer market time and lower offers.

3. Top listing agents look beyond the real estate industry's common practices to get real estate sold. Real estate agents often minimize their responsibility for marketing and presentation. **Marketing is critical!** It is the difference between attracting an offer and attracting a GREAT offer. Certainty in getting homes sold for more comes through learning how to market—studying the principles of marketing and looking at other industries to understand how they move their products.

deliver: market knowledge

Being an authority on the real estate market makes all the difference! What does it take to be an authority? Here are keys areas to be informed in while building your expertise:

1. Know the inventory at all times. I mean, really know the inventory. Follow a set plan to view a *certain number of properties* each week. Sellers experience confidence in you when you talk with clarity about other properties for sale!

2. Know how location affects values. For instance, know how value shifts as you move further away from the downtown or a school or a freeway. *Know how community variables affect desirability.* For example, one street in my town has a sidewalk cafe every Sunday evening at 6:00 all summer long. What a lovely draw!

3. Know how politics affect values. For example, how will a new bond affect values? How will local fracking affect values? Does the local landfill affects values? How about proposed commercial development? Will new zoning affect values?

deliver: clear expectations

“Every contact we have with a customer influences whether or not they’ll come back. We have to be great every time or we’ll lose them.”

- Kevin Stirtz

An important reason that top listing agents rise to the top is because they create clarity throughout the whole process of leading their clients.

By establishing expectations, top listing agents can then successfully fulfill expectations! Examples of areas where top listings agents clearly set expectations are as follows:

1. Clarify what can be expected from you as an agent.
2. Clarify what you expect from the clients.
3. Clarify the processes throughout the experience.
4. Clarify the procedures that clients should follow.
5. Clarify communication processes.
6. Clarify the outcomes to be expected.

A great example of communication clarification could be setting guidelines on when and how your clients are to talk with you. For instance, top listing agents sound like this: “Ms. Seller, you will be provided with 100 color flyers. When you approach having only 20 left, please call my marketing manager Christy at 206-987-2245. She will replenish your supply within 24 hours. Her name and number and methods of service for you can be found in our Concierge Service Guide that I am leaving here for you. A copy of this guide will also be in tomorrow’s email so that you will have a copy for your desktop.”

deliver: winning client consultation

In performing as a top listing agent, it is critical to first consult your clients! This means understanding what they need and desire. These are the keys to a winning consultation:

1. Just as a doctor has a clipboard with questions to ask a patient, you too can prepare your questions. When you are first meeting with a seller and you proceed carefully through the questions, the effect

that can have on the seller is to convey professionalism and superior guidance.

2. As you are proceeding through the questions, be sure to write down the answers. This will convey that you are hearing what the seller is communicating to you!

3. And as you are writing down the answers, be prepared to ask follow-up questions; this will help the seller know that you care and that you empathize. Examples of great follow-up comments/questions:

Tell me more ...

Great. What is especially important to you about that?

Great. Could you describe the most important parts to me?

deliver: winning listing presentation

Once you have delivered an award-winning client consultation, the next step is to deliver a presentation that takes their breath away! Top listing agents cannot wait for this moment! Why? Because they are excited to share with their sellers how they have magnificent solutions to solve their client's problems. Three parts to a winning listing presentation are as follows:

1. **As you explain the features you offer, be sure to cite the benefits!**

And the benefits must be tied to alleviating the pain the sellers may have (we don't want strangers traipsing through our house!) or tied the pleasure they may experience (staging will statistically get you more money for your home!). Often agents will gladly tell a seller all the things

they will do however, they neglect to connect the actions to results for the seller.

2. Practice your actual delivery. **Are you influential?** Top listing agents exude confidence, excitement and/or enthusiasm! **Top listing agents use sales techniques to help sellers comprehend.** For instance, they will use a tie-down to help sellers really internalize what they are communicating: Mr. Seller, the world has shifted and the online communities are integral to the exposure I create to get you the most money possible. Having a social media plan such as our comprehensive 25 Step Social Media Plan to Sell Your Home for the most money possible is above and beyond what most agents would do, **wouldn't you agree?**

3. Use many visuals to convey emotion! Remember, we make decisions emotionally and we use logic to justify our decisions.

It is critical to use solid visuals to evoke emotions as you are presenting your amazing solutions!

deliver: winning pricing consultation

What many agents may not realize is that guiding your sellers to price their home to sell for the most money possible is one of the most important skills you can learn as an agent. If you are not guiding them to price well, you may be causing them unnecessary frustration, and you may not be able to ascertain for them the most amount of money possible. Top listing agents follow a **predictable scripting strategy** to help their clients arrive at the price that will maximize their money and minimize their time on market. In guiding your clients to price, determine your approach by considering these questions:

1. What information do my clients need to understand to make a fully informed decision on pricing?
2. How will emotion impede their decision-making? How can I help them through this?
3. What are the most important questions I can ask to help sellers price their homes?

There are many situations to understand in guiding sellers. For example, what happens when an offer comes in at full price? Do your sellers love you or do they feel you have left money on the table for them? This has everything to do with setting expectations on the front-end while you are establishing price. It is important that your clients agree that they will be happy with a full-price offer once they have established their asking price. They need to feel good about this number before the houses is listed so they are confident in accepting a full-price offer, knowing that the current market reveals the price as competitive.

deliver: scripts that build trust

“You are what you do, not what you say you’ll do.” - C.G. Jung

Throughout the entire real estate process, the goal is to deliver as promised every time! Each time your deliver, it imperative to reinforce the messaging—I do what I say I will do and therefore, you can rely on me!

When you reinforce this messaging, sellers grow to trust you deeply and can feel extremely confident in referring you!

Here are three scripts that build trust:

1. *Mr. Seller, we have completed the 10 Step Pre-list process, exactly as we planned.*
2. *Ms. Seller, we have completed our 12 Step Marketing Launch as scheduled.*
3. *Mr. Seller, we have networked with our realtor base and communicated with 200 agents about the broker's open, just as we promised.*

As you can see from these scripts, the power comes from communicating to your client that not only have you completed a process that you promised you would complete but you have also completed the work on time. Essentially, you are saying, "I promised to do this, in this way, on this timeline. And I have made good on my promise. You can trust me!"

deliver: pre-listing sequence (presenting the home for sale, staging, photos, & story)

Having a pre-list sequence is a great way to shine as a top listing agent. Here are three top reasons to follow a pre-listing sequence:

1. When you follow an exact process each time you prepare a listing for the market, your ability to actually get homes sold will go up! Why? You learn that particular details in the marketing process actually matter. For instance, a top listing agent in the nation shared that she

will not list any home that has not been professionally staged. Her commitment to her clients is to get them the most money possible. She knows that statistical evidence supports that she will absolutely procure more money for them by demanding they follow her process exactly. Selling hundreds of homes each year, she is clear with her sellers on why this is one step in her formula to ensure they can make the most money possible.

2. By following a process and letting your sellers know “this is the process,” your sellers actually trust you more and more. **We hire professionals to get a predictable, desirable result.** Processes indicate to us a predictable result. By ensuring that your clients know there is a process and that they need to follow it, you are allowing them to really trust you and become raving fans!

3. **Raving fans can only rave if they can articulate the experience they have had!** Another great reason to have a solid pre-list sequence is that it will allow your clients to speak to the **high level of guidance they received** and to be able to actually explain the step-by-step experience someone will have in working with you! It is not enough for people to refer you and say, “She is great!” They need to be explain why you are great! A concrete process allows your raving fans to explain!

deliver: pre-negotiation consultation

Have you ever thought about “practicing” negotiations with your clients, in other words, preparing for the negotiating experience in the transaction? Here are three great reasons to meet with your clients ahead of time and prepare for negotiations:

1. Uncertainty causes fear which in turn, causes negative emotions. Stress can be caused by not feeling in control or not knowing how things are going to go, so as you can imagine, sellers are often experiencing a great deal of stress in the anticipation of offers. **By meeting with sellers ahead of time, you can help clients visualize and walk through various negotiation strategies prior to any offers arriving.** This can greatly help your clients relax as they can know what to expect. The unknown is far more stressful than the known!

2. When a low offer comes in, your clients somehow think it is your fault for not bringing in a great offer. **And any offer less than full price feels like a disappointment to them!** If you meet ahead of time and explain that negotiations are a conversation and offers may come in at any price, you let them know that regardless of the offering price, this is the process! And the process is that we will assess variables of the offer and counter to continue the conversation. Simply explaining to them how negotiations will go will greatly alleviate the anxiety they are experiencing when that offer finally comes in and they think it is the end of the world because it is \$20,000 low! They will remember your words: **this is the beginning of the conversation. Let’s talk with the buyer.**

3. **Sellers are less likely to resist your guidance when they are hearing it for the second or third time.** So if they have heard your guidance in the practice

meeting, when you say it again as they are considering an offer, they are more likely to hear you and follow your lead. For instance, when that offer comes in and it is quite low, you remind them by saying, “Remember, we reject no offers. It is the beginning of a conversation. We always counter.”

deliver: results

“Quality in a service or product is not what you put into it. It is what the customer gets out of it.” - Peter Drucker

How often do we hear agents trying to explain their value and sound something like this: Work with me because I am trustworthy, caring and I work hard. We expect those qualities in professionals! At the end of the day, sellers are hiring you to get this result: **the most money possible in the shortest amount of time with the least amount of hassle.** So cultivate your language and your print to share the answers to these three questions:

- 1. What do you do to get them the most money possible?**
- 2. What do you do to shorten their time on market?**
- 3. What do you do to minimize their stress?**

When you can answer these questions with a high degree of certainty, you are speaking the language of results! Sellers desire to hear how you will ascertain results for them!

GREEN REALLY DOES MEAN GO!

Are you getting excited to raise your game? Are you getting excited to become the best listing agent you can be? I hope so! It is so joyful to feel the highest level of confidence in this arena, to really know that you can help sellers achieve their goals!

Here are three MAJORLY important TIPS for you to know as you are becoming a TOP LISTING AGENT:

- 1. Work to your strengths!** Understand that becoming a top listing agent is about laying out a predictable process you can follow. And in that process, you are going to find parts of it easy to do and parts of it hard. The parts that are challenging for you may be parts that are just not in your strengths zone. For instance, some agents naturally plan well and follow a plan. Others hate plans! If planning is not your thing, then work with your coach to get a plan in place. In other words, a coach can really help you learn to leverage and gets systems, tools or people in place to really help you choreograph a seller process.
2. That leads me to tip #2: **Find a great coach!** If we have desire and drive, we often think we can figure out things by ourselves. And that is often true. The real challenge though is that it will take us a **lot, lot longer** to figure everything out and get everything done all on our own. **A coach can speed up your performance timeline immensely!**
3. The biggest tip I have for you is this: **Get everything in writing!!!!** (Funny, we all know that is true regarding client

representation.) Now I want you to **apply the same rule to your business**. Everything and I mean everything, needs to be in writing: descriptions, standards, expectations, checklists, promises, guarantees, and the list goes on! Why? The more you put in writing, the more clear it will be in your mind and in the minds of your sellers exactly what will be done, by whom and by when. Clarity! Clarity creates trust. And trust creates RAVING FANS!

FOLLOW THE SIGNS TO FREEDOM

Are you ready to become a top listing agent? Look for these signs to find out:

Sign #1: Time Is Maximized

When you are doing all that you can in the time that you have, you may have reached a lid on the growth of your business. It is time then to focus on driving a listings-based real estate business to take your business to the next level.

Sign #2: Open to Coaching

If you have any reservations about a focus on taking listings, **coaching** can help you quickly transition—to discover your blocks or fears around running a listings-based business—and then understand how to overcome your resistance.

Sign #3: Need Predictable Standards

If you have variations in your performance, you are naturally creating a lid on the growth of your business. Clients refer based on what they have experienced. If the experiences vary, it creates confusion in the business and varied client expectations. Determining how to get processes in place allows you to consistently deliver your standards of performance.

Sign #4: You Have Uncertainty

We hesitate when we are uncertain. If you are hesitating, it likely means that you have areas in being a listing agent where you can still learn and master new skills. So interpret your fears as opportunities to learn! The uncertainty signals the learning that needs to occur.

Sign #5: Determination Is Your Fuel

If you have read this book to the end, you are determined to become a top listing agent! Your desire is strong! Congrats! Now, let's make it happen!