FOUNDATION FOR SUCCESS

NewVision Mastery Training Series
Building a Foundation – Why?

The real estate profession is made up of unique individuals and as a result your real estate business will be unique to who you are.

However, there are certain proven principles and strategies that we all need to put in place if we are to have a truly successful career.

It is with that in mind that we present this training, that you may prosper and be as successful as possible from the beginning!
WHERE DO I START?

It all begins with a PLAN
Creating your Business plan is THE most important step you will take in your career. Your personal plan will be based on your personal skill set, your personality type, your geographic location, and many other factors.
- Set aside time to create your business plan
- Refine your business plan every year
- Reflect on & adjust your plan throughout the year
- A tool to measure your results and stay on track
- Stay on your plan and stay focused.
Before you plan the new year first review the previous year. This is the time to **Recap, Review & Revitalize.**
The Year in Review

- Reflect on your Victories, Challenges & Memories
- Write down your Highs & Lows
- Note those things you enjoyed & those that were troubling
- What did you learn? What can you fix?
- This review will help you map out your future!
Example 1

Suggest Examples are a part of the handouts to be reviewed.

Include page(s) and have the students write their initial Year in Review.
Understanding **WHY** you want to be in this profession is a key component to creating your long term success.
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Your Why
What Drives you to succeed in life?

- Do you have a family you need to support?
- Did you hear that real estate is fun?
- You’ve heard that Real Estate Professionals make tons of money?
- You would like a flexible schedule for family, kids, sports, etc.?
Your Why

The emotional connection to your WHY

- The emotional connection to your why is based on deep introspection
- How do your emotions play a part in fulfilling your why?
- What makes the long hours day after day worthwhile?
Example 2

Suggest Examples are a part of the handouts to be reviewed.

Include page(s) and have the students write about their emotional connection to their why.
Setting daily, short term and long term goals are a **KEY** to your success as a Real Estate Professional.
Goal Setting
Make it simple, effective & even fun!

- You can make a simple list of goals & keep copies at home, in your car, at your office
- Create a “Vision Board”
- Involve your family in setting your goals, share thoughts & ideas
- Tie your list or Vision Board to your WHY & Emotional Connection
How much do YOU need to earn to reach your goals & fulfill your WHY? Is it “6 Figures?” or ?
What Do I Need to Earn?
Consider: Earning $100,000 – What will you keep?

- Split to NVRG $20,000.00
- Taxes $20,000.00
- Misc. Expenses (gas, marketing, MLS, PCAR, etc.) $10,000.00
- NET Income (what is left for you to live on) $50,000.00

So, in this example setting a target of earning $100,000 means you will realize a net income of about $50,000. Based on your needs this figure may actually need to be higher. Only you will know.
Compute your Earning Requirements

Provide the NVRG Earnings Worksheet and have agents complete with their numbers.
There are hundreds of ways to approach the building of your business, but 10 of them really stand out. Let’s look at options that are tried and proven in building a real state business.
FARMING

- Focus on a geographic area
- Become the area SPECIALIST or Expert
- This may be an area you live in or have lived in
- Choose an area that you feel has strong potential
OPEN HOUSES

- Open houses are a GREAT new agent tool
- Typically the fastest way to obtain a transaction
- Open houses are a fallback plan for many agents
- You do not have your own listings to do open houses
YOUR DATABASE

- This is your database of everyone you know
- Primary contacts KNOW, LIKE & TRUST you
- This database is your warmest group of prospects
- Constantly add people you meet to this database
- Manage your database properly – it is GOLD!
BUSINESS TO BUSINESS

- An underutilized source of business
- Get to know business owners you frequent
- Markets, Dry Cleaners, Pharmacy, Auto Shop, Insurance Agent, Attorney, etc., etc.
- Consider a niche of caring for other BUSY professionals
Join one or more networking organizations
Le Tip, Rotary, BND, Chamber of Commerce, etc.
Professional Networking organizations are committed to building the businesses of the group members.
Consider organizations that cater to children & families.
FAMILY & EDUCATIONAL GROUPS

- Do you attend a gym?
- Do your children play organized sports?
- Are you a member of the PTA for your kids school?
- Golf, Tennis, Swimming, Etc.?
FIRST TIME BUYERS

- Great for professionals who love to counsel & teach
- First Time Buyers are very coachable, but also emotional
- First Time Buyers need hand-holding but are appreciative
- First Time Buyers are VERY loyal – nurture them for years of referrals!
INVESTORS

- Investors are a great niche to target
- Become an advisor on finding the best properties
- Utilize your title company to find out of area owners
- This one is a long term plan, but can be very lucrative
LENDING PARTNERS

- So many lenders to choose from
- Find a lender that fits your personality & drive
- Get to know the products they have for your clients
- Discuss a marketing plan that they may invest in with you or share the efforts to get the word out
SOCIAL MEDIA

- This category is HUGE and exploding
- Constantly changing & challenging
- Are you already adept with Social Media? Dive in
- If all of this is new for you be sure not to overload
- Anywhere you can network online may be successful
CLIENT RETENTION MANAGEMENT (CRM) SYSTEM

CRM is a very important component of maximizing the return on the database of people you know. We have dedicated a training to this subject.

- CRM allows you to manage your day to day actions
- Done properly your days activities are planned in advance
- Proper CRM use will keep things from “falling between the cracks”