



## **THE SUCCESSFUL REAL ESTATE AGENT**

*More Money. Fewer Hours. Better Clients.*

# INTRODUCTION

As a real estate agent you are actually in the \_\_\_\_\_ business.

## **Some quotes from Gary Keller**

*Founder and chairman of Keller Williams*

“One of the first things I ask when consulting one-on-one with someone who wants to earn more is: ‘Do you have enough leads that if you closed them properly you’d be reaching your goals?’ If they answer ‘No’, I tell them to put everything else on hold and go and get more leads.”

**- The Millionaire Real Estate Agent**

“Let’s face facts. Lead generating to find potential customers just might not be your favorite business subject. If you’re like most, it probably isn’t why you got into real estate and isn’t something that gets you excited to go to work everyday. The truth, however, is that you actually got into two businesses. You got into the helping people with their real estate needs business and you got into the lead generation business. They are inseparable. They are the yin and the yang of your professional world. The bottom line is that without motivated leads there are no people to help. To have sales you must have leads. One begets the other.”

**- Shift**

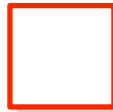
The best type of lead is a \_\_\_\_\_.

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10

“People influence people. Nothing influences people more than a recommendation from a trusted friend. A trusted referral influences people more than the best broadcast message. A trusted referral is the Holy Grail of advertising.”

**- Mark Zuckerberg**  
Founder and CEO of Facebook

Your average lead:



Most people generate referrals \_\_\_\_\_ because most people think that the only way of getting referrals is by \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_.

Referrals must be generated proactively, and that is done by having a \_\_\_\_\_.

**The good news:** Systems ensure \_\_\_\_\_.

**The bad news:** Systems require \_\_\_\_\_.

A good relationship marketing system...

1. ...is built upon a \_\_\_\_\_ (a deeply held belief about **WHY** things should be done this way).
2. ...gives you a proven \_\_\_\_\_ (it tells you **HOW** to generate a steady stream of referred leads).
3. ...will make maximum use of \_\_\_\_\_ to help you implement the methodology.