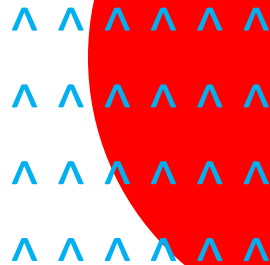


Leverage Your People, Vendors & SOI

Community Care Program

Protect Your Family



Community Care Program
Protect Your Family

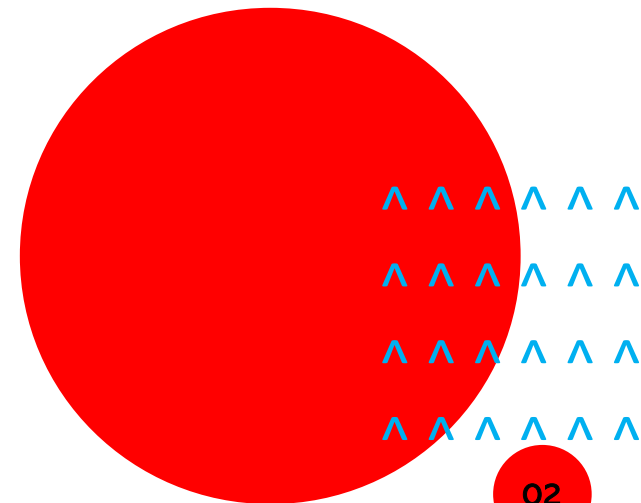
The Power of Leverage

Leverage

People (Who will do it?)
Systems (How will they do it?)
Tools (What will they use it to do?)

High achievers know that all three forms of leverage – People, Systems & Tools – must be used in concert, but that the **People** are the most powerful form of leverage.

PERSPECTIVE ON EFFECTIVE PEOPLE LEVERAGE



The Bottom Line

The 80/20 Principle

Predictably, 80% of our results will come from 20% of our actions.

The Principle of Greatest Leverage

When your goal is mastery and success, you can leverage your time to yield the highest productivity if you spend your time strategically focused on only a few key actions.



PERSPECTIVE ON EFFECTIVE PEOPLE LEVERAGE

The Power of Leverage

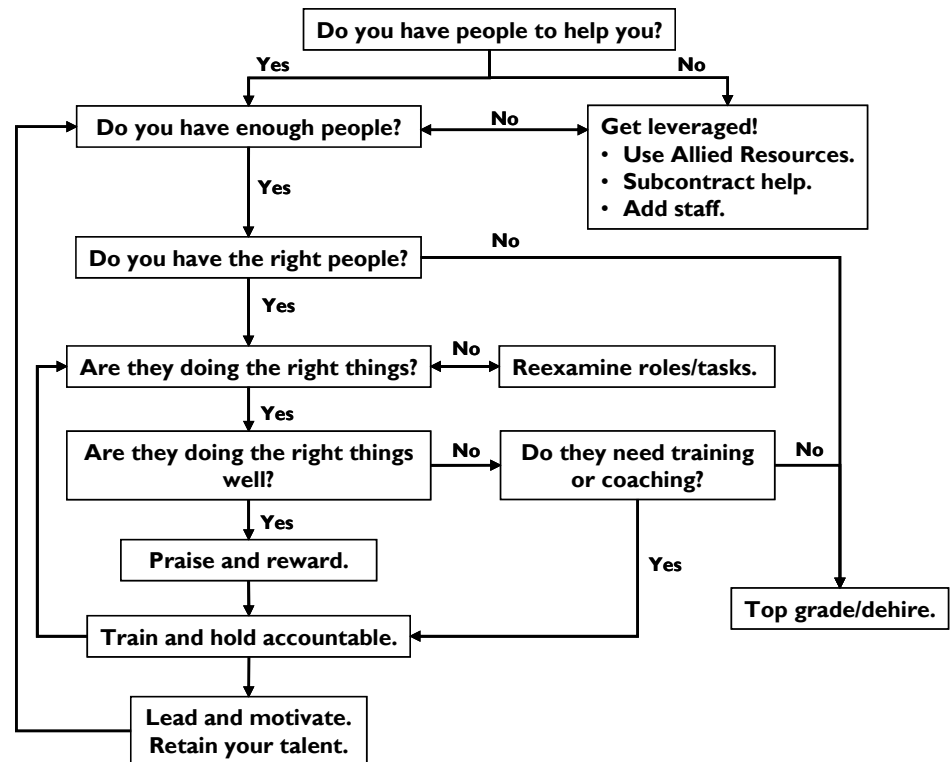
Question: How do you know when it's time to add people leverage?

Look at how you spend your time.
Which activities make you money?
Which activities bring you joy?
If you are spending time on activities that bring you neither, then you need to think about subcontracting!

PERSPECTIVE ON EFFECTIVE PEOPLE LEVERAGE

You Have Some Decisions to Make

The People-Leverage Decision Tree



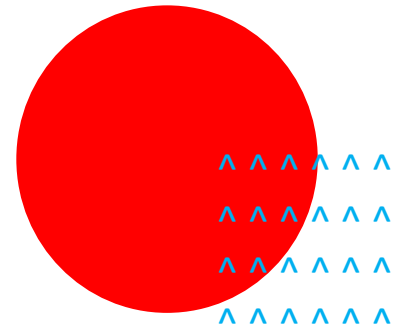
ACQUIRING THE PEOPLE YOU NEED

Communicate Your Expectations and Standards



Are you ready, willing and able?

1. Are you ready to subcontract professionals to help you with specific needs? Why or why not?
2. Is your business (sales volume, budget, etc.) able to support this decision at this time? Why or why not?
3. Which tasks will you look to contract out?
4. Who do you know who can help you address these needs (candidate names or people who can refer you talent)?



TAKE STOCK OF WHAT YOU'VE GOT

Do You Have the Right People?

Look for these essential attributes in employees, subcontractors, and Allied Resources:

1. Strong work ethic
2. Resilient attitude
3. Trainable and into mastery
4. Willingness to follow your systems





FOCUS ON DOING THE RIGHT THINGS

A Word About Systems & Tools

Systems -
How You Get the Job Done

Tools -
*What You Use to Get the Job
Done*

Focus on Doing the Right Things



Matt Hermes

9 hrs · 🌐

In the past 7 days, 245 homes came on the market. Over that same time period, 162 homes went under contract including the one shown.

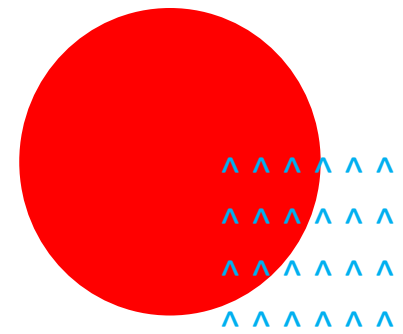
Homes are being sold and listed during this time and if you were planning on selling this spring, now is the time to reach out to us.

We can arrange for a virtual listing appointment to answer any and all of your questions. 678-775-2787



👍❤️ 15

Daily Planner



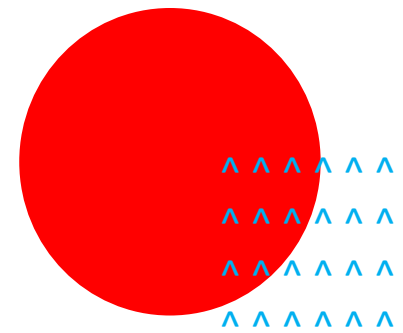
MONDAY/TUESDAY

4:00 - 7:30 AM	Savers
7:30 - 8:00 AM	Command Video
8:00 - 8:30 AM	Office Huddle & Mastermind
8:30 - 9:00 AM	Breakfast/Exercise/Kids
9:00 - 9:40 AM (Hour 1)	Call/Text/Contact 20 People (Note: Leverage Call-Em-All/Video) *Post Weekly Stats (Mets)
9:40 - 10:00 AM	Snack/Exercise/Kids
10:00 - 10:40 AM (Hour 2)	Messenger 20 Contacts (Mets)
10:40 - 11:00 AM	Kids Snacks/Games/Walk
11:00 - 11:40 AM (Hour 3)	Circle Call Around KW Listings - 20 Not Mets Fill out Contact Sheet

THE SUN SETS AT NOON!

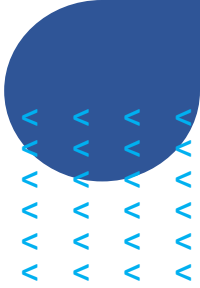


Where Do You Find Your SOI?



- M Personal Friends And their personal friends...
- M School Connections Teachers, classmates, fraternity & sorority members, alumni, etc.
- M Business Connections Former employers or employees, fellow employees, customers, clients, competitors, etc.
- M Organization Contacts Members of church, clubs, military or navel groups, your men's & women's associations, farm organizations, ethnic groups, Chamber of Commerce.
- T From My Public Activities Co-workers in civic and religious organizations, charities, etc.
- T Trades People, Etc. My past and present grocer, butcher, home delivery people, pharmacist, news dealer, plumber, auto dealer, service personnel, physician, dentist, hairdresser, manicurist, pest control, pool man, yard man.
- T Through Sports & Hobbies Contacts through hunting, fishing, bowling, photography, collecting, stamps, gym.
- T Because of My Home Owner or builder and subcontractors and their employees, neighbors, bus driver, mailman.
- T Through My Family's Contacts Spouse's friends, school and college teachers (school, music, swimming, dancing, classmates, etc. Their relatives (parents, children, etc.)

Don't forget to put a business card in every bill you send.



Date: _____

Name: _____

How are you doing? _____

How's the family? _____

How are things at home? _____

Anything I can do to help? _____

Update Information:

Kids/Ages/Grades: _____

Things to talk about: _____

Item to send for follow-up: _____

DAILY TRACKING SHEET



Date: _____

GOAL = THINK APPOINTMENTS!

CALLS:

1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20

TEXTS:

1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20

SOCIAL MEDIA MESSAGES:

1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20

EMAILS:

1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20

ADDED TO KW COMMAND:

1	2	3	4	5	6	7	8	9	10
11	12	13	14	15	16	17	18	19	20

END OF DAY RECAP:

Appointment Goal For Today: _____ Appointments Scheduled Today: _____

On a scale of 1-10, how focused were you today on your prospecting goals: _____.

What would have made it a 10?

Reach Your SOI

Promote Local Businesses

- Appliance Repair
- Appraiser
- Barbecue Repair
- Cabinetry
- Cleaning Service
- Concrete
- Countertops
- Deck Repair
- Design & Organization
- Doors
- Electrician
- Epoxy Floors
- Estate Sales
- Flooring
- Foundation Repair
- General Contractors
- Inspections
- Handyman Services
- Home Warranty
- HVAC Services
- Landscapers
- Movers
- Painters
- Pest Control
- Pool Services & Repairs
- Plumber
- Restoration Services
- Roof Repair
- Septic
- Stucco Repair
- Stairs & Railings
- Window Repair & Replacement
- Window Coverings

Starting Your 200 Home Farm

Questions To Ask About Your Potential Area

- Is there a 6-7% minimum turnover rate for the community? If not, it is unlikely that you will be able to get enough sales to support your business unless the answer to the next question is a high percentage.
- How long have the occupants lived in their homes? If there are a nice percentage of homeowners who have lived in the area in the range of three to six years, this could be an excellent opportunity to catch these homeowners before their next transition. Statistically, homeowners relocate after living in their homes around six years, giving you nearly ready to move customers.
- Are there any agents who have considerable market share in that community? This is your direct competition. For example - if there were 50 sales in a neighborhood of 500 people and one agent sold 25 of them - this would be very serious competition and it may not be a wise investment of your time and marketing dollars to pursue this area.
- What are the current sales trends in the community? Prices going up? Down? What is the ratio of listings versus sales? What is the average time on the market for sales? This information tells you how hard you will have to work to market the listings you get before you get paid. Carefully look at the conditions in the neighborhood before you invest your time and money.
- What is the percentage of renters versus homeowners in the neighborhood? If the area is saturated with renters, you can solicit first time homebuyers - bear in mind that the rental rates for the area should be close to the average mortgage payment for the community. Many renters could be under qualified and unable to afford to purchase. It can be time consuming to discover who qualifies and who doesn't. On the other side, you can also solicit the absentee owners - this is a bit more costly requiring direct mail as your primary source of contact.
- Who are the people living here? The demographic information about a community will tell you how many seniors, young families, single people, income groups, etc. are living there. Not necessarily where, but it will provide enough information to get a feel for the area. Will you enjoy working with the different groups of people? Each type of homeowner has different motivations for moving and if you market well, you can reach them effectively.

Top 10 Giveaways

1. Letter of Assurance
2. Protect Your Family
3. Neighborhood News
4. Market Snapshot
5. Meal Plan
6. Quarantine Bingo
7. Natural Remedies
8. Top Games
9. Wealth Building
10. Upcoming Events -
RED DAY

2,852 Friends

Sort



Sofia Chacon
360 mutual friends



Misty Cochren
131 mutual friends



Edson N Alma Moreno
146 mutual friends



Anthony Lara
87 mutual friends



Hector Gutierrez
77 mutual friends



Helen's Her Jeong
70 mutual friends

How many
Facebook
Friends do
you have?



Clear

People

Connections 2

Locations

572,968 results



Mike Kortas • 2nd

Co-Founder - NEXA Mortgage

Phoenix, Arizona Area



45 shared connections



Diane Strehlow • 2nd

GRI, ABR, SRS, CNE, MRP, SRES TOP PRODUCER & KW CAPPER!

Phoenix, Arizona Area



49 shared connections



Juan Genesisir • 2nd

Real Estate Agent en HomeSmart

Phoenix, Arizona Area



34 shared connections



Bruce B Wuollet • 2nd

Founder & Visionary: Our permanent renter - one

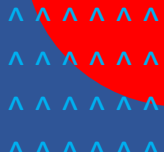
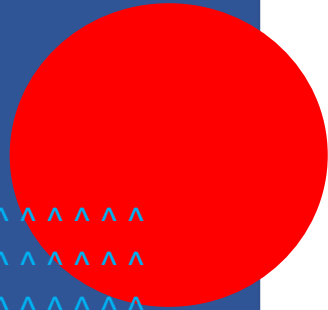
Phoenix, Arizona Area



49 shared connections

LinkedIn Connections

Special Guest Lisa Favorite



dynamicfarm

An extraordinary advancement in farming analytics with Data Analytics Technology that will help you leverage and optimize your farm!



AREA STATISTICS



STORE + MANAGE



VIEW + ANALYZE

AREA STATISTICS

- Understand the data from your farm with extraordinarily useable analytics
- View what is going on in your farm with easy-to-read statistics

STORE + MANAGE

- Farms are automatically updated daily
- Download a complete farm or drill down to more targeted sub farms
- Share the farm using the share link
- Easily edit or flag farm records
- Print labels and farm reports; download CSV files for formatted files

VIEW + ANALYZE

- List of farms
- Farm upload date
- Turnover rate
- Number of records
- Farm update history
- **Access a property profile for any property in your farm (NEW!)**

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