

How to DOUBLE Your Real Estate Business & Consistently Earn Six Figures



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How to DOUBLE Your Real Estate Business & Consistently Earn Six Figures

The recipe for success in real estate may be simple, but it is far from easy.

Follow along as I outline the exact habits and actionable items that took me from closing three deals my first year to closing over 300 in my fourth year. This is all repeatable for your business success. Continue reading and get ready to meet this challenge head on to achieve the success you envision.

Wishing you the best,

Richard Harrison



Introduction

This very real guide walks through the key ingredients in my success and that of every significantly successful real estate agent I know. At the very end of this guide, there is a strategy that combines everything into a much easier turn-key (shortcut?) solution. Don't cheat yourself – go through all the steps first!



Recipe for Success

Based on several salary and job studies, the average real estate agent earns less than \$50,000 per year while top agents earn more than double that. Here is the problem; if you aren't earning six figures as an agent, you're doing something wrong.

According to the National Association of Realtors, the likelihood of a newly licensed Realtor still being in the business 1-2 years later is around 10%. Too many people see reality TV shows with flashy agents and assume that if they just get their license, everyone they know will do business with them. This may work for the first few deals. However, numbers don't lie and 90% of agents aren't dropping out of the game because they are crushing it.

How Much Do Realtors Make?



\$43,330

Median gross income of
all Realtors in 2020

To break it down even more...

\$75,000

Median gross income for
Realtors with **16 years or more**
experience

\$8,500

Median gross income for
Realtors with **2 years or less**
experience

Data Source

The simple difference between those who stay and make it, the 10%, and the other 90% has been determined through numerous surveys. The 10% did the work and took ACTION. It's a race. You are here to jump All In. Fail Forward if you must, but this is a game of ACTION.

In this guide, I break down **key ingredients** for success along with **key actions** that will get you to the top 10% and consistently in the six figure income bracket.

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Tangible Success Requirements

We start with the essential ingredients that are required for your success. These are tangible skill sets, which means that implementing these concepts will have an immediate impact on your success.





Get Knowledge Fast

A strong knowledge base is crucial to your success.

Key Action

The best agents attend the right classes taught by market experts and other great agents to glean real knowledge that sets them apart from other agents. Stop wasting your time with classes that teach you how to post on social media or how to balance your checkbook. Invest in classes that invest in you.

You must be able to go deeper and provide insight your clients can't get anywhere else. Budget time and money to stay at the top of your game. If you can't explain every paragraph of every contract document while it is facing your client (and upside down to you), then you simply do not have the necessary knowledge. Period.

Practice Your Pitch

Scripts are a tool used by every successful salesperson out there. Why? Because they work. No need to sound cheesy or say something that feels awkward to you. You might have to get out of your comfort zone, though.

Key Action

Practice. Rehearse. Talk out loud and ideally do so with real people. Call your mom. Find a partner, set a schedule, and stick with it. The best agents have rehearsed what they are going to say and how they are going to say it. Do not leave this out. While it may sound simple or silly, it is going to be the one tool that prevents you from wondering why that lead never called you back or wasting time wishing you would have answered differently.

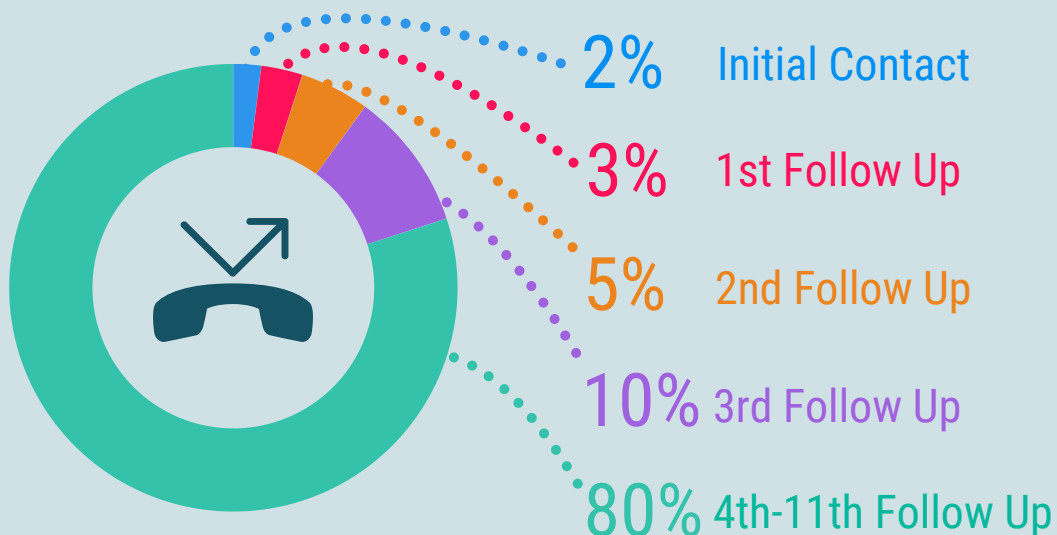
Follow Up

Lack of follow up may be the single most frustrating experience clients and leads can face. It is undoubtedly one of the biggest reasons for failure amongst real estate agents. To double your business, you need to double (or triple!) your follow up.

Get a great CRM to help you have an orderly way to follow up with the right people at the right time. Then, follow up with everyone from hot leads to active clients to those ready to close. The best agents have this down to a science and follow a clear rhythm in how they communicate with everyone. If people stop hearing from you, you stop becoming the “best” agent they know.

You're Losing \$\$\$ By Not Following Up

Only **2% of sales** are made during the initial contact, while **80% are made** once you follow up 4+ times!



Data Source

Key Action

Organize your follow up into priorities. Spend time following up with your sphere by phone and handwritten notes. Take care of current clients, ensuring that all their needs are met, everyone knows what the next steps are & when they're coming. Business falls off the moment your follow up falls off.

Lead Generation

Lead generation is part of the growth journey for every top agent. It is important to know that different individual strengths work better with different types of leads. Keep in mind, every type of lead works if you work the leads.

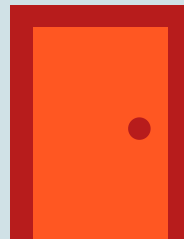
Key Action

Commit to one form of lead generation. Use flyers in your neighborhood every two weeks. Knock on 10 to 20 doors every evening before ending your day. Cold call 100 people every day. Reach out to people on social platforms. Just commit to doing something and stick with it until you have mastered it. Build the foundation of everything else first. You must add consistent lead generation to be successful.

3 Simple Ways to Generate Leads

1 Knock on Doors

Go to a different neighborhood each day & knock on 10-20 doors to expand your reach.

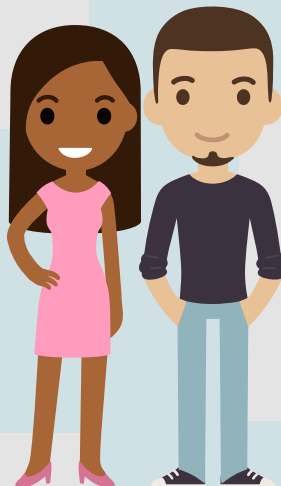


Cold Call 2

Pick up the phone and cold call 100 people every day. Leave a message if they don't answer!

3 Connect Socially

Leave a comment or DM 20-30 different people located in your area to get your name out there.



Intangible Success Requirements

Next, we move on to ingredients that are highly rated to your success. Keep in mind they will take time to develop and grow. These intangible skills and tactics will help you succeed over time. Investing in the time they take to develop will have a permanent lasting effect on your business and income.



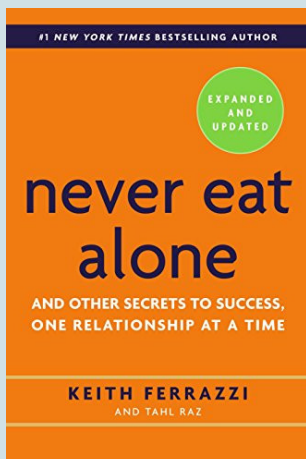
Grow Your Sphere NOW

The more people you can add to your sphere of influence, the more business you can get from them and their sphere. These are the people who know and trust you. Referrals are the number one all-time best lead source for every type of sales ever. With a solid knowledge base and some key rehearsed scripts for opening and redirecting conversations and overcoming objections – you now need more people to talk to.

Key Action

Make a list of people. Everyone. You need a minimum of 100. All your friends and family. Your dentist, your kids' teachers and sports coach, your neighbors (yep, even the ones that don't wave). If someone is going to buy or sell a house, they know someone else. You need to know one of these; the person buying, the one selling, or someone they know. You need them to see you as their trusted real estate professional.

Now, reach out to all of them. Face to face is the gold standard, voice is next, then an actual handwritten note, and last a text. Build a relationship AND ensure they know you are the go-to for real estate. Create the relationship first, then ask how work is going. Chances are they will ask you the same question in return.



**This is a great book to read
on expanding your circle
and building relationships!**

Get Your Copy

Embrace Grit and Vision

The key ingredient that keeps the best agents going is a clear vision of where they want to be and what it will take to get there. Have no disillusion. Choosing to keep going is not always easy. It is a choice and that choice is easier when you know where you want to be and why. Hustle, determination, drive, or grit. Whatever you call it, you have to have it.



Key Action

Define your destination and your why. Take time to find something you connect with emotionally. Passion and emotion will drive you far stronger than simple numbers. What will change about your life when you double your income? What can you change for others? Write it down and look at it, read it, feel the emotion every day.

“

*First forget inspiration.
Habit is more dependable.
Habit will sustain you whether you're
inspired or not. Habit is persistence
in practice.*

— Octavia Butler



Create Sustainable Habits

Habits are the processes operating in the background that control our lives. Good habits propel us forward towards our goals. Bad habits hinder us. Either way, habits set us on a course.

Goals are great, but they are merely wants. Habits are actions. Agents too often let the “little” things go by not expanding their knowledge, practicing, growing their sphere, following up, generating leads, and focusing on their vision. Their results speak for themselves.

Key Action

Examine your current routines and habits. Consider your vision and define the steps needed to get you there. Now, create good habits and let the compound factor take you there.

Get a Mentor

Experience is essential. While knowledge and practice are a fantastic foundation, there is no substitute for experience. The only way to gain experience closing more deals is by closing more deals. This is paramount in growing and building your business. This is a bit of a catch-22 though. How do you close more deals to get more experience so you can close more deals? The secret here is that these deals do not have to be entirely yours. There are groups that meet to share business experience and to benefit from what others have learned. It is most beneficial to have a trusted group of the same mindset and similar goals for growth.

Key Action

Seek out your mentor or group that will collectively allow you to gain far more experience than you can on your own. Start by talking to successful agents that are already achieving the success you want to achieve. They may have a group set up already, or know someone they can introduce you to that will work well. It is important to always come from a place of contribution and ensure you are bringing value to the group which can come in many forms.

Hire Support

To consistently be a top producing agent and retain your sanity along with some semblance of life outside of work, you must hire support staff. Someone to manage your transactions so that you can spend less time on paperwork and more time on income-producing habits is essential. This allows you to grow by spending time talking to people that will generate business.

Key Action

Hire early. Once you hit capacity, you won't have time to find and train the help you will desperately need. Most agents are reluctant to take this step. Most agents never see big success either.



Use a CRM

Clients are your lifeblood. As you increase your sphere and especially as you start generating leads, you are going to run out of capacity to remember everything about every client. This is where CRM is crucial to your success. The global CRM market was valued at 43.7 Billion in 2020 and has been growing at more than 10% year over year. Professionals in sales pay for top-tier CRMs because they work. A strong knowledge base is crucial to your success.

Key Action

Research CRMs that are tailored to real estate. I use the Platform version of Follow Up Boss, but there are others out there. Take a look below at the checklist of basic essentials you want to look for in a CRM. I strongly suggest starting with your future success in mind.

- ☒ Integrated phone systems
- ☒ Automation & action plans for emails & texts
- ☒ Templates
- ☒ Tracking & reporting

Turn Key Solution

I have consistently employed these ingredients and actions and continue to see growth and success. There is no trick, it really is simple. It is certainly not easy. It takes time and money, along with plenty of trial and error. Having already set this all up, my team is a turn-key solution to double your business.

I watched one agent reluctantly debate joining the team full time for months, then take a leap of faith in April that year. He broke \$100k before the end of the calendar year. I have watched the same with brand new agents fresh out of school without any experience immediately start closing three deals a month and grow to break into six figure income.

There are many teams and brokerages out there. What's different about our team? We provide every aspect in one place to create successful agents. Why? Because it's the same ingredients we need to be successful ourselves. The systems are in place with industry experts providing regular updates, ongoing training, practice, and a huge base of past clients that automatically grow your sphere. Our top-of-line CRM, custom-built portal for agents and clients, and top tier transaction management tech platforms are just the beginning of the efficiency we provide.

We spend quite a bit on lead generation to consistently make our phones ring with new people to take on as clients. Our team success manager is a mentor to ensure the success of each agent. That goes towards supporting motivation, grit, and good habits. We also close more deals each month than most agents close in a year – talk about gaining experience quickly. To top it all off, we already have support staff in place so you can focus on the most profitable portion of the business.

No pressure. I wish you the best whether you go it alone, or want to talk about whether we have any current openings. We are going to keep crushing it. Whatever you decide, I hope you crush it too.



Want a turn-key way to
consistently bring home over
\$100,000 each year?

Join our team!

Apply Today



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