



GREG HARRELSON
Leading The Way In Real Estate Sales



Adding 18 Transactions to Your Business

Follow these points and you will be on your way to creating more business.

We have to raise our level of enthusiasm to at least an '8' every single day in the following areas.

Attitude – Ask yourself, on a scale of 1-10, how is your attitude? Are you thinking about how bad the market is or are you thinking about how you can Be the solution for an industry that needs so much help?

When talking with other agents, is it a positive or negative conversation?

You must find a positive environment to be in if you want to create positive results.

Approach – What approach are you taking in your real estate business? Do you practice a planned presentation? Do you approach this business like Tiger Woods approaches an important golf tournament?

Are you 'just winging' it when talking to potential clients?

You owe it to your potential clients to approach your real estate business the same way that a surgeon would approach surgery.

For most American's, this is the largest financial transaction that they will be involved in during their entire lives.



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The consumer is relying on you. You must have superior skills, you must be prepared and you must be a professional.

Expectations –What are your expectations when you are on a listing appointment? What do you expect will happen when you are presenting a low-ball offer to your seller? How do you expect your sellers will respond to a conversation about reducing the price?

I have been talking with a lot of agents around the country recently and I am disappointed that so many of them have given up. It is as if agents around the country expect that the deal will not work out.

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Once again, when Tiger Woods is putting on the green, do you think he expects to make or miss it?

Completely forget about where the market was and start focusing on the market at hand.

Agents across the country are still talking about how the market was. They are constantly comparing what is happening today with how it was a few years ago.

This leads to disappointment.

This leads to Non-Action.

I have personally heard agents talking about how it is useless to take new listings since ‘nothing is selling’. They are still stuck in the past.

As realtor’s, We Have a Choice.



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You can choose to drive your business by looking through the rearview mirror or you can choose to drive your business by looking through the windshield.

I will make you this promise. Looking forward will make it a smoother and more profitable journey.

The market is the market, we cannot control it. You have to find the opportunity that this market presents you and take advantage of it.

There has never been a time in our careers when the consumer needs a professional realtor more than now. The question you have to ask yourself is, “are your skills current enough to handle the new issues that our buyers and sellers are dealing with?”

You have to work daily on improving your skills for the shifting market.

Have Your Written Goals Posted and known by everyone.



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You need to pay close attention to what I just said.

You must have goals that you will reach weekly, monthly and yearly.

Your goals must be written

Your goals must be posted in front of you at all times

You must share your goals with others in the office.

Don't be a secret agent. If you want to achieve success in real estate then you must be open to others. You must create goals and share them with each other. Those that are held accountable to their goals are 80% more likely to achieve them.

Write your goals, post them and find a partner that will hold you accountable for them.

You must practice daily

Think about Michael Jordan, Tiger Woods, Olympic Athletes, Famous Speakers and more.

There is something in common with those that have reached greatness in their professions. What do you think it is?

They Practice more then the play.

One of my past coaches was playing golf one day with Lee Trevino and he asked Mr. Trevino what the difference was between an amateur and a professional golfer.



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Lee said, at the end of a long day on the course, the amateur heads to the bar to hang out with his friends and the professional heads to the driving range to practice and perfect his shots.

If your real estate business was golf, would you be an amateur or a professional?

You cannot expect professional income if you are putting in amateur effort.

Find a partner and start role playing every possible situation that you may face in the market today. Role play your prospecting, your presentations, reductions, follow up, negotiations and objections.

Start every day with a commitment to do whatever it takes to get an additional 18 transactions. Work on your mindset daily.

In real estate, you start every day at zero. You wake up unemployed and you work to find someone to hire you.

You must start every day with an intention to gain business. Create a daily plan that will lead you to transactions and work that plan with 100% commitment.

If someone is interrupting you or they are being negative in any way then you must ask them to leave you alone. If they continue to interrupt you, ask them if they are going to make your mortgage payment for you next month.

I know this sounds a little harsh yet you have to be 100% committed if you are going to add business during these market conditions. For those of you that will take this on, you will be a powerful force in your office and if the others are not willing to follow then you around people who are not committed.



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Commit to getting to the office at a specific time

Commit to prospecting for a determined amount of hours

Commit to role playing everyday

Commit to listening to audio books in the car

Commit more and you will earn more.

Play the Be Honest Game with yourself

Be honest, how many hours do you work during the day on real estate?

Agents often tell me that they are working 8 hours per day selling real estate. I am sure they believe they do yet we studied the habits of thousands of agents and we discovered that the average agent was only working around 3-4 hours each day.

This was a critical finding. Why would an agent say they are working 8 hours when they were only working 4?

The difference lies in the meaning that agent was giving to the term 'work'.

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As a coach, we refer to working as prospecting, presenting, showing property, follow up, servicing the client and negotiations.

As a agent, they refer working as all of the previous and the following, going to lunch, sitting in office meetings, caravans, previewing property, setting up for open house's, creating ads, working on mailers, talking with other agents in the office in the halls, complaining to their BIC about other agents that stole their listing, working on an email blast, and the list would go on and on.



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I will make a suggestion that most of you will not do yet I want you to think about this when you're in the office.

I suggest you ask an agent in your office to buy a stop watch and work with you for a day to see how much time you are actually being productive versus just burning time on activities that will never produce results.

You will be shocked to see how much more time you have during the day to produce results.

It goes back to you commitment. I typically never ask an agent to work harder or longer yet I often ask agents to be honest with me and themselves as to how much they really work. As soon as you play the 'Be Honest' game, you will instinctively start producing more.

Add 1 additional hour to your prospecting or lead generation time each day.

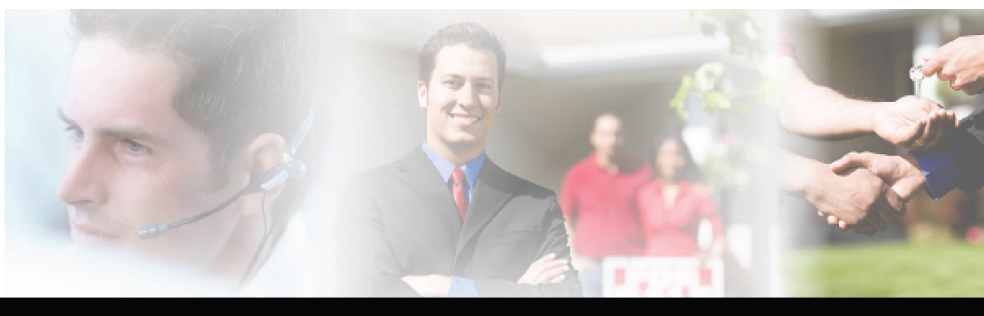
This alone could add 18 – 20 more deals to your year.

This point is so obvious that it is often never applied. Listen; stop looking for the magic peel for success. If you spend more time generating then guess what... You will generate more.

Next.



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Once per month, do the following:

Have an expired's day – This is where you spend an entire day prospecting expired's to obtain new listings.

Do the same for FSBO's

Same for COI and Sphere

Price Reduction Day

Commit to spend an entire day prospecting

In addition to what you do on a daily basis to attract more business, you must take a day per month that you will dedicate to producing new business from a certain category. It is only one day yet the agents that I coach sometimes produce 10 appointments in one day.

I did this with a group of my coaching clients and in one day we produced 60 appointments from 15 agents. That is an average of 4 appointments per agent in that one day not to include the additional appointments that were set within the following weeks from those discussions.

Trust me, producing additional transactions is not difficult...creating the environment where agents are motivated to produce better results is the challenge.



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Commit 100% to becoming more coach-able NOW, not when you feel like it. Control your EGO...we all can learn something.

There are a few characteristics that I consider to be critical in growing a business.

You have to have a strong desire to succeed.

You have to be committed to structure and,

You must be Coach-able.

Once again, if you look at some of the greatest business people and sports stars in our country, you will see that they all have a coach / mentor to guide them and keep them on track.

Too many agents are hearing ideas that could grow their business yet they are saying things like.... That's not my style, I don't have time, I don't like doing that, that won't work, I've tried that, I've heard that before, that doesn't apply to our market, on and on and on. These are statements of those that are NOT Coach-able. Resist saying those things today while we are talking.

You must accept the fact that you are going to be doing a lot of things that make you uncomfortable in the next 12 months if you're going to add 18 deals to your business.

Remember, your current business strategies are the cause of your current results. If you continue to do the same you will likely produce the same.

You have to get 'out of the box'

When coaching, it was always easy to get an agent to believe what we were coaching. The biggest obstacle was getting the agent to go into their current office and do things that were different than the other agents that they were around. We believe that one of the



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biggest reasons that an agent would fail was because they didn't want to 'Be Different'. They thought people would look at them funny and talk behind their backs.

Unfortunately, their fears were reality. Anytime someone takes a step out of their box, it threatens those that are not ready to make the same move.

Don't allow others to pull you back.

You have to make a choice...you can be comfortable with the process of creating business and uncomfortable with the results

Or

You can be uncomfortable with the process of creating business and comfortable with the results.

Are you committed to the process or the results??



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Know, understand and use scripts everyday.

Why don't agents use scripts all of the time?

they don't want to sound canned

they feel like a slimy salesperson

they feel like it is manipulative

they think that the client will think they are unprepared

I have heard so many reasons why agents don't use scripts and none of them make any sense to me.

Think about this...what if a doctor was to perform surgery on you without a specific script??

the doctor always uses a canned script when operating

How about the attorney that is defending you against a false claim...

An attorney always practice's his pre-planned presentation prior to speaking.

We all know that a real estate transaction is on average the largest financial transaction that an American will ever conduct in their life. We owe it to the consumer to bring the highest level of skill and professionalism to the transaction and in order to do this...you must be on script.



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Keep a well-defined work schedule using time blocks, and be sure to make it realistic and workable. You must be able to follow this schedule each day.

One of my coaches once told me...”if it isn’t in your schedule then it does not exist”.

You must schedule everything

Schedule what time you will wake up

Schedule going to the gym

Schedule what time you will get to the office

Schedule what time you will prospect and generate new business

Schedule you follow up and listing presentation time

Schedule lunch

Schedule EVERYTHING.

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Working without a schedule will cost you valuable time. The time that it takes to complete a task always expands to the block of time that you have allotted for it.

The things you do that are not in your schedule tend to take twice as long as the things that are in your schedule.

Your time is your product. You give time to buyers and sellers and in return they pay you a commission.

Stick to a good schedule and you will generate more business.



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Get Rid of your Lousy Leads

I see agents wasting too much time following up with people that are never going to buy or sell.

Divide you leads into 3 categories

‘A’ Leads – People who will sign a contract with you within the next 7 days.

‘B’ Leads – People who will sign a contract with you within then next 21 days.

‘C’ Leads – throw them in a pile that you will call once every 60 days.

After purging your lead files through this process, you may find that you do not have many leads. If that is the case...Go prospect for new leads!

Stop thinking that if you hold bad leads long enough that they will turn into good leads. Leads are not like wine, they don’t get better with age.

Increase the personal accountability you have in your business.

Find an accountability partner.

Have your partner hold you accountable for how much time you prospect every day, for how many appointments you will set, for what time you will get to the office in the morning and for how much time you will spend practicing you scripts.



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There was a time in my past where I had to write (5) \$1000 checks to someone. Any day that I failed to practice my scripts and dialogues, they could cash 1 check. My agreement was to give them 5 more in the event that they cashed all of the original checks.

Guess what...they never cashed a check because I fulfilled my commitment to practice daily. Because I was held to such severe accountability, I learned my scripts at a level that I would have never learned if the accountability did not exist.

You don't have to be so extreme when setting up accountability with someone yet once you have a partner that you are reporting to, you will see an increase in production.

Maximize your personal development this year.

Read more books

Attend more career seminars and training sessions

Spend time with people who do more than you

Expose your self to things outside the norm

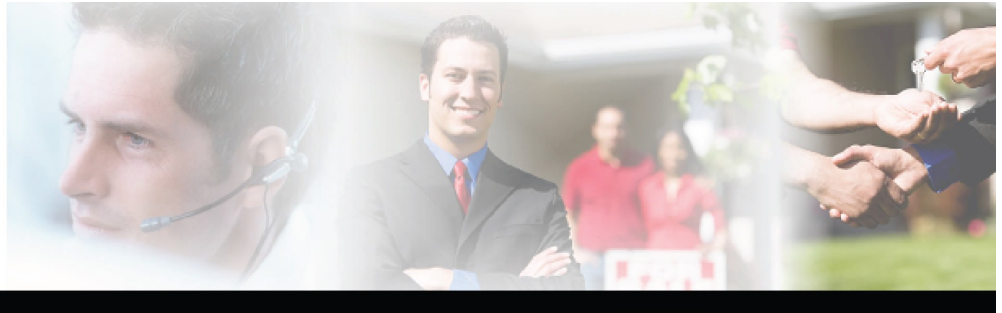
Make sure that you immerse yourself in an environment of productivity.

We are in a market where buyers and sellers are looking for agents that have a wealth of knowledge. It is important that you increase your knowledge base so you will stand out above the others.

In order to add 18 or more deals to your business, evaluate every listing you currently have and/or take:



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What percentage is the listing overpriced?

How many showings have there been in the last 30 days?

On a scale of 1-10, what is the motivation of the seller?

What price does the property need to be to sell in the next 10 days?

After you do this evaluation on every one of your listings, go call each of them and share the information. Knowing this information is useless if you don't share it with your sellers. The more information you share, the more sales you make. Do this with every seller you have and you will generate instant business.

Call every lead you have within the next 24 hours and ask for an appointment.

One of two things will happen when you make this call

you will set an appointment

or

You will find out that you will never set an appointment.

You have to stop waiting for your leads to call you. Remember, you are not the only one that is calling them their leads...other agents have their names also.



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Become better at pricing your listings and use more market statistics.

Tell the truth about the price. Do not candy-coat the market conditions.

Do not allow their circumstances to affect you.

Because you are often telling sellers a price that they do not like, use the market statistics to support what you are saying.

How many homes are on the market?

What are the average days on the market?

What is the current absorption rate?

How many foreclosure listings went into the MLS this month?

Know everything there is to know about the market.

Remember, you are not the market. Stop telling sellers what you think and start sharing with them what the market dictates. Sellers will hire you because you are a resource of information. Communicating market statistics is a skill that you need to practice often.

Purify your Listing Presentations

Over-prepare for your presentations

Increase your energy and enthusiasm

Follow scripts verbatim

Use market stats, graphs, charts and articles



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Listing presentations are a skill that you must master. In today's market, you cannot rely on rapport alone. There are many agents that are well-liked yet seldom hired.

Be more active and less passive with your lead generation.

Our business either comes from waiting and buying business or going out and finding it. 80% should be going out and finding it.

There are hundreds of people that are going to list their properties this week. How many of them are calling you? That's why we cannot afford to be passive.

If you want to add 18 or more deals to your business this year, you need to be in front of buyers and sellers all of the time.

There are many ways to get in front of buyers and sellers. Taking the active approach and going out and finding the business will always be more profitable than sitting around waiting for business. The current market conditions will not reward those agents that are waiting for the business.

In coaching, we found the primary reason that agents did not take a more active approach in real estate is because they didn't know what to do. They were never exposed to the many strategies that exist in finding new business. As soon as the agents new what to do and then spent time improving their skills...results followed.

Determine what you need to know and how you are going to learn it.

Sales Skills

Attitude



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Training

Accountability

Scripts

Handling Objections

Scheduling

Lead Generation

Pricing properties

If you are looking to grow your business...you must know your strengths and weaknesses. Make a list of the things that you need to learn and seek out those that can teach you. There is nothing in real estate that is too difficult to learn. It is your responsibility to take charge and turn your weaknesses into strengths. By the way...being here today is a start.

*****Question and answer time

This is an exciting time to be in Real Estate because most agents are panicking, withdrawing, becoming more negative, and not working.

Remember, this is your time to be a professional, to stand up and meet the market head on and do the job that you've been hired to do.



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Here are some questions:

Are you going to be a passive agent or an active agent?

Are you going to wait for business or go out and get the business?

This year, you will either leave your income and goals up to chance or you will create a simple plan, one that develops the skills to find business and surround yourself with like-minded people in a supportive environment.

The choice is yours.

In my office, we have created an environment where we coach, train and provide tools and services to better position our agents to win. That's our #1 priority.

If you would like to be included in one of our future events or would like more information about our company, you can call me personally, send me an email, or speak to Jan.

I really appreciate you coming out this morning and hope that you can take something away that will improve your business.

Thank you,

Greg Harrelson



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I want to start off by saying thank you for coming out this morning. I know that many of you had to rearrange your schedules to get here.

Today, I am going to discuss some key points on adding a minimum of 18 transactions to your yearly production.

For some of you, that may be a doubling of your production while others it may be a 50% increase. In either case, an extra 18 transactions means extra profit in your pockets.

I want you to know that I am a student of the real estate industry. I am still involved in coaching and many of the things that we will talk about today are things that I have been coached on for years.

My intention for this morning is to provide some information to you that will help you grow your business. I am committed to making a difference in our local market and I know that sharing with agents like you will help me achieve that goal.

I will go through a series of points on increasing your business and allow some time towards the end for your questions.

If you feel that you need clarity in something that I am saying, feel free to get my attention and if possible, I will answer your question at that time and if I feel that it would be better to answer during Q&A then I will ask you to hold the thought.

Does that sound okay?



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Well...let's get started.