

## Halftime

- I) Your Questions/Real World Situations & Challenges
  - OR** One of John's Blasts from the Past!
  - A) What situations/challenges/successes did you have this past week with your Inbound and/or Outbound Calls?
    - OR** John to share a one-to-one Coaching Client's Success!
- II) Believe it or not, you aren't just "in" business; you "are" a business!
  - A) World Class Business will periodically "step-back," and assess where they are in relation to their goals, for most Real Estate Professionals, that time is around the 4<sup>th</sup> of July:
    - 1. John's use of Holiday's to remind him of important business tasks.
    - 2. The 4<sup>th</sup> of July signals "Halftime" in The Real Estate Year.
    - 3. Real Estate Professionals versus Business Professionals.
      - a) **YOU MUST BE BOTH!!!!!!**
    - 4. A word about rest/work cycles in Real Estate.
    - 5. Dr. Richard Flint's work with Top Gun Agents.
- III) 15 Essential Half-Time Activities – **TAKE AN ENTIRE DAY!**
  - A) (aka: What we should do at halftime)
    - 1. Re-evaluate our goals & make adjustments.
      - a) Our goals are "alive."
    - 2. Take a good look at our YTD Sources of Business.
      - a) What can we learn from this activity?
    - 3. Calculate our Average Cost per transaction.
    - 4. Revisit our Budget – especially Lead Generation Costs.
    - 5. Determine our "Run Rate."
    - 6. Examine our YTD Net Profit.
    - 7. Examine our TYD Tax Liability.
    - 8. Examine our Lead Generation/Lead Conversion Ratios.

9. Evaluate our Affiliate Relationships.
10. “Interpolate” our 2<sup>nd</sup> half GCI Projections + Pendencies and create a simple allocation spreadsheet.
11. Evaluate our Real Estate Practice Based on The Rules of Business Expansion (see VI-below).
12. Take stock of your Team Members.
13. Take stock...are you a LEADER or a Manager?
14. Begin stockpiling leads for next year.
15. Where are you with the BIG 5?
  - Spiritually
  - Mentally
  - Emotionally
  - Health and Fitness
  - Interpersonal Relationships

IV) A word about Money and Prosperity

A) Terminally Vague or Laser-like focus?

1. What’s your Run Rate presently?

B) I don’t know! Danger, Danger, Warning, Warning!!!

V) The LAWS (not the “rules” **THE LAWS!**)

A) The Law of Stewardship:

- ***WE ARE TO BE GOOD STEWARDS OF THE TIME, TALENT AND RESOURCES THAT HAVE BEEN GIVEN US.***
  - Only then, will we be given more...
  - Really? That’s your perspective?
  - I want my ice cream!

B) The Law of Gratitude:

- **The more you are in a state of gratitude, the more you will attract things to be grateful for.**

VI) The first 3 Rules of Business Expansion:

A) Protect what you currently have – Each of us has 1 or 2 Pillars of Lead Generation/Conversion that produce a sizable portion of our GCI – Make sure that these Pillars are given adequate attention where needed.

1. For Example – The Goose!

B) Improve what's already working in VI-A – wherever we are succeeding, we should improve that area to yield us more.

1. For Example – Our Proquest System!

C) Expand where appropriate keeping the following rules in mind:

1. Always lead with revenue, never with expenses.

2. Rules for hiring an administrative assistant:

a. Virtual Assistants

b. Part-time Assistants

c. Full-Time Assistants

3. Rules for adding Pillars of Lead Generation.

a. The Priorities

i. Referrals and Repeats

ii. Proquest

iii. Other

VII) Q&A/Conclusion