

8 STEPS TO FINISHING THE YEAR WITH STRENGTH AND MOMENTUM

- I) The last Quarter is the most important quarter of the year!
 - A) Finish this year with strength, and that momentum will carry us into new year.
 - B) The Real Estate Year is not a “calendar year.”
 - 1. Our year begins on December 1st and ends on November 30th in most marketplaces.
 - C) There is a strong “gravitational pull” to fall asleep at the wheel in the last quarter of the year.

II) The 8 Steps:

❖ **Step 1: Know your YTD Stats:** *See handouts*

- a) YTD GCI
- b) YTD Listings Taken vs. Listings Sold
- c) YTD Buyer Contracts vs. Buyers Sold
- d) Lead Gen/Lead Conv Stats – i.e. Sales Activity Plan Stats:
- e) YTD Sources of Business
- f) YTD Net Profit/Income (after taxes)

❖ **Step 2: Calculate what you need to do to Create a Run Rate (aka: Burn Rate) through the end of February/March of next year:**

- a) The Definition of Run Rate/Burn Rate.
- b) Formula for Calculating Run Rate.
- c) The Power of Clarity
- d) Too many dark nights of the soul in the winter months.

- e) Anxiety-free Holidays
- f) Translate your Run Rate into transaction sides – Formula based on your average commission check.
- g) How our brains work.
- h) A word about taxes – “the stories”

❖ **Step 3: Adjust your Goals, if necessary based upon The Run Rate you need/want.**

- a) The danger of underachievement by failing to make adjustments.
- b) The Goldilocks Zone.
- c) No Shame – what’s done is done!

❖ **Step 4: Take Stock of what you already have – The Story of The Loaves and The Fishes...**

- a) Manage well what you’ve been given, and only then will you be given more – the tendency of Agents/Salespeople to ignore the low hanging fruit, in an effort to create “more.”:
- b) How many Active Listings do we have in inventory?
 - **A WORD ABOUT PRICE REDUCTIONS!** – *See handouts*
- c) How many good quality Seller-Prospects are we working with?
- d) How many good quality Seller-Prospects are we currently working?
- e) How many good quality Buyer-Prospects are we currently working?
- f) What Lead Generation/Lead Conversion Strategies have yielded us the best results so far this year?

❖ **Step 5: Develop plan to get from “here to there.”**

- a) “Here” is where we are right now; “There” is The Run Rate that we want/need to create.
- b) Example: If we need 12 more commission checks between now and December 31st (to create a Run Rate to the end of next February), and we’ve accounted for 6 of them in Step 4 (above), where will the remaining 6 come from?
- c) It’s “all about” Lead Generation and Lead Conversion.
 - i. Focus on Creating 2-3 Good Leads every week.
 - ii. Get Price Reductions on your Listings – the fastest way to a commission check!
 - iii. Pick up the phone -- Find a set time & place
John’s Standard – Make yours do-able!
 - iv. Fit your day around your Lead Generation and Lead Conversion Activities, and not the other way around!
 - v. Don’t wait around to “feel like it,” or you’ll be waiting a long time!
 - vi. Do it, and the feeling will follow!
 - vii. Have a follow up game plan for every lead that you create.
 - viii. Start every day with a plan – Happen to the day, don’t allow the day to happen to you!
 - ix. Put your energy “out there,” it will come back, but not necessarily from where you put it!
 - x. Do your work, not just your work, but that little bit more that’s worth all the rest. That’s our job, and when we do our job, Our Creator will be sure to take care of the outcome!

❖ **Step 6: Start your 2017 Stock Pile of Leads!**

- a) This is how I created momentum for the coming year.
- b) Heading into January with 25-50 really good Leads for the coming year is a Game Changer.
- c) Mid-November to mid-January is when to begin to plant these seeds for the coming spring market:
 - i. Leads already in our Pipeline.
 - ii. Our Sphere.
 - iii. Expireds that didn't sell and didn't relist.
 - iv. FSBO's that are still on the market in December.
 - v. Marketing/Mailings right after January 1st.
- d) Lead follow-up Systems aren't "optional."

❖ **STEP 7: Analyze Your Marketplace**

- a) Know your Marketplace – *See handouts*

❖ **Step 8: Enjoy your time off around The Holidays:**

- a) You have a Run Rate to February 1st, and most (if not all) of your tax liability has been accounted-for!
- b) You have a stockpile of 25-50 really great leads going into The New Year.
- c) You have Lead Generation and Lead Conversion Systems in Place (most notably your Referral & Repeat System and your Proquest System, which will ensure a steady stream of leads going forward.

- *Conclusion of Part I*
- *Q&A*
- *Assignments*