

Are you ready to quit mucking around?

**For The Real Estate Agent Who Seriously Wants To
Take A Seat At The Top Producer Table **AND** Have A Life**

Dear Agent,

It's no secret – a **minority** of Real Estate agents are **wildly successful**. It's also no secret that a majority of agents only get mediocre results. (NAR: median Sales Agent yearly gross earnings - \$39,300)

And why is it that just a minority of agents are truly successful when over and over you've heard the promise... "sell real estate, get rich, work part-time".

That's been a rather haunting promise, hasn't it?

You've poured time and money into one program after the next... give away notepads, help people on moving day, advertise on bus benches... Do you ever feel like you've been made part of a shell game of false promises and misinformation leaving you more confused and frustrated than empowered?

If you've put in the time and effort - but haven't seen the rewards, it has nothing to do with you. (Tho, what you choose to do next will determine if it stays that way).

**"Anyone Can Sell Real Estate"...
(And Therein Lies The Problem)**

I'm <name> and over 25 years ago, I bought that dream hook, line and sinker. I got into real estate because I wanted to make money - lots of money - and have control over my destiny and help people.

The first year I sold a few houses.
That was absolutely heart breaking.

Wait a minute – you wanted to sell houses, you sold a few houses... how could THAT be heart breaking?

Let me explain...

What do you believe when you see a kid riding a bike down the street? You believe that kid knows how to ride a bike... because he's doing it, right? Well after I sold a couple of houses I **believed** – **I KNEW** how to sell houses... because I did it.

After all, I had a lot of technical knowledge about real estate transactions and escrows. And I was told I had "a good personality". (And that's all you need – right?!?)

The plain and simple fact is, I sold those houses mostly because of luck... beginner's luck.

- I didn't know how to find clients. (So I would have a steady flow of qualified people calling me).
- **I didn't know the "selling process". (How to consistently orchestrate sales with confident precision).**
- I didn't have a clue how to manage a transaction much less make them happen. (So once I had a signed contract, the rest of the transaction would hum along smoothly without any screaming emergencies melting it down).
- **I didn't know buyer or seller psychology. (How to anticipate, avoid and turn around objections and irrational expectations).**
- I didn't know how to negotiate for results. (How to craft the greatest possible solution for my client while still keeping the transaction positive).

You see, when I sold those few houses, I thought (with child-like naivete) that meant I COULD "sell Real Estate". After all, everyone said it was simple. And that was the heart breaking part.

Because *I couldn't consistently sell...* I didn't have any **CONTROL over my "career"**. And I couldn't understand the ***difference between selling 'A' house (by luck) and orchestrating a successful career.***

So I was just hoping...

- hoping the phone would ring...
- hoping someone would become my client...
- hoping I could get a sale when I sat on other agents' open houses (while they had a life)...
- And then, after awhile, I started hoping I could meet my overhead...
- hoping I could scrap by enough for my minimal lifestyle...

But I couldn't make it happen. Do or die became do AND die. I kept putting in more time – evenings, weekends... and still coming home empty handed.

When something flat out doesn't work... doing it harder, longer, faster, louder isn't going to transform it into something that does work.

Over-Matched... Temporarily

Driven by my desire to create that lifestyle I so wanted for myself and my family (and maybe just a little bit by plain old hurt pride), ***I absolutely committed myself to not only cracking the code on how to SELL, but to mastering it.***

There are Realtors that make A LOT of money. You know that. You've seen them. Maybe that's what inspired you into Real Estate.

And you may be shocked to know - **there's nothing special about them...**

But ***there is something different about them – they know how to sell.***
They know how to build and run a massively successful Real Estate business... *and still have a life.*

Unlocking The Code

So I figured all I needed to do was learn what they know. Simple – right?
Simple - yes... Easy – well, not really.

Back then you were either really lucky to know someone successful that would give you some personal mentoring, or... you had to re-invent your own wheel.

So learn to sell I did...

- and then I **mastered selling**...
- and negotiating...
- and transaction management...
- and persuasion.

And I learned how to grow a massively successful Real Estate business.
And how to still have a life at the same time.

Selling Mastery

After becoming a successful Agent, I managed a Real Estate office, recruiting and training agents and staff. What I discovered is I had a burning desire to help and teach others the skills I had mastered. To see them grow and succeed beyond their wildest dreams.

An extra listing and sale per week

*I have been in real estate for eleven years, and prior to joining your coaching program I saw my effectiveness decline while my hours spent working increased. **After only two months of your coaching calls I have been easily taking an average of one listing and one sale each week.** I can hardly wait to see what the next ten months of the program will bring! Thank you.*
- Ann, Realtor

Used the dialog – got the listing

*Just wanted to let you know that I jumped off the phone after I talked to you and called the lead we'd discussed ... and used the dialog on the other agent's production ... and she's **going to list with me!** I appreciated it!*
Rick, Sacramento Area

Invaluable learning

*I signed up for your coaching program 7 weeks ago so I am relatively new to the subject matter. This is going to sound like your typical infomercial testimony. Absolutely **everything you have taught me has been invaluable.** I will never be without coaching again for as long as I am selling real estate*
- Jason, Realtor.

So Why Should You Listen To Me Anyway?

Fair question. After all, there are plenty of people ready and willing to “give you some advice”. Of course the question is, are they truly ABLE? I’m sure

your time – and money – has been squandered by false prophets in the past.

I've been in Real Estate for over 25 years. First as an Agent. Then I ran a Real Estate office taking it from #41 in the country to #3... in two years.

And for the last six years I've been a Real Estate Coach. In fact, I've coached over 900 people, made over 25,000 coaching calls.

Now I wasn't born with a "sales chip" in my brain. Obviously, even though I had a "good personality", I wasn't immediately successful. However, **I did become successful** – very successful. Both as an agent and as a trainer of many other agents from novice or mediocre to top producers.

How did I do it? I painstakingly learned the skills that guarantee success. And there are so few Real Estate Agents that have these skills, there's little if any competition.

Sales Don't Happen Without Selling Skills

You're aware of the statistics I'm sure... after two years, 80% of agents drop out (according to NAR). The average agent sells less than six homes a year. A vast majority of agents haven't made enough money to be able to afford to retire.

People ASSUME there's nothing to selling Real Estate. **Oh Really.**

You take a few courses. Cram for an exam. Forget 97% of the exam content between the test room and your car. And *whalah* * you're a Real Estate Agent * now go change the world.

- Would you drop a child off at an elementary school that had no teachers, no curriculum, just a couple books and tell them, 'congratulations, you're a student, let me know when you graduate'.
- If you needed someone to defend you in court, would you pick a person who has a knack for arguing but hasn't been educated and trained as a lawyer?
- If you needed corporate tax returns prepared, would you pick someone who seems pretty good with numbers, but hasn't achieved a CPA?

Think about it.

As an Agent, you need to know some construction. Contracts. Valuations. Economics and loans. How to run and grow a business. And those are just the "hard skills". The "20%".

Then there's the "80%". The selling process. Persuasion. Negotiating for positive results. Psychology and counseling. Diplomacy.

Master Sales People Are Created, Not Born

And it's just not the case that people are either naturally born sales people or not.

I'm sure you've heard of a transaction (maybe you've experienced one personally) where the sales price is agreed, the closing date is agreed and a whole host of other issues are agreed. Everything is looking good. (*You're counting your eggs;*))

And then the **seller** decides *they absolutely must keep their very average, five year old refrigerator worth maybe \$100*. And the **buyer** demands, *that refrigerator has to stay or there's no deal*. They both dig their heels in. I mean it would be laughable, **except** it can – and does – melt a transaction down like an ice cube in the desert on a July day at noon.

- Do you have the skills to see that coming and head it off, or at least turn it around?
- **Do you know how to attract the kind of client you want to do business with... and shield yourself from the ones that make you pull your hair out or lock yourself in your car with the windows up so you have a good 'at my wits end' scream?**
- Do you know how to transform yourself from just another commodity agent in a stadium packed with agents, to a recognized and sought after center stage agent?
- **Do you have a system that dependably brings you clients and money?**
- Do you know how to build a team that consistently implements your system?

There ARE **differences in the personal skillset and mindset of in-demand, successful agents and mediocre agents...** and they weren't born with them.

Signed a contract for a \$4 million sale

Thank you ... I just signed the contract for a \$4 million sale!

The strategy you gave me worked ... thank-you!

- John, Montecito, California

Just made a cool \$25,000

*After our call, I used the information you gave me and, even though **we were the third best offer, my client's still got the property!** You just made me a cool \$25,000! Thank you!*

- Susie, San Francisco Bay Area

Listed a \$685,000 FSBO

I'm so excited! After our coaching call, we went and listed a \$685,000 FSBO ... and our market is red hot! Thanks for all of your help!

- Meg, Hawaii

**Do you Want A Real Estate Hobby,
Or A Real Estate Business?**

I went from less than mediocre to massively successful. And I did that by discovering, testing, proving, learning - and then mastering - the **skills and mindset that made ideal clients call me**.

That turned my "hobby" into a **predictable, dependable, massively successful business**.

That allowed me to live my life dreams and have the lifestyle I could only fantasize about when I was struggling.

And I've coached hundreds of other agents to achieve levels of success beyond what they thought they were capable of.

Are you ready to join the club...

In the **Premier Coaching Club** my role is Professor, Coach, Mentor.

Like a professor, I have designed the course to methodically cover specific subject areas such as Advanced Selling Skills, how to work with FSBOs, how to get Expired listings and Advanced Persuasion. And systematically build on skills so you're a polished master.

Like a coach, I keep you on track, cheering your breakthroughs, adjusting your compass when you stray and gently kicking your butt when you need it.

Like a mentor, I counsel you with the wisdom of someone who has successfully navigated the path. And guide you in developing the **mindset** – that, **above all else** – will propel you to never before obtainable levels of success... comfortably.

Our weekly one to one calls are totally **customized for YOU**. To **meet you where you are and take you where you want to go**. On each call we'll focus on your personal challenges and what's getting in your way. We'll create a **custom tailored career path** and prioritize the skills you need to develop and to evolve into the kind of successful person you want to be.

Our monthly group calls are content dense taking your knowledge to the next level.

In this year-long program you learn:

- Razor sharp advanced selling and persuasion skills. (With these skills, you'll have no competition in your market).
- **How to create a strong successful mindset. (This will become your natural way of thinking so that you're completely comfortable in your own sales skin).**
- Tools to get you back on track if you get off.
- **Specific scripts, dialogs and objection handlers that are internalized and that cause client objections to melt away. (These are not the same ole stuff everyone else is robotically repeating out there).**
- How to build a solid business and a career with a quality client base. (Clients will be seeking you rather than you chasing them).
- **How to respond and profit in your local market conditions, (Are there a lot of FSBOs, Expired's, Buyers market, Sellers market).**
- How to design and create financial security so you can retire or build a family business.
- **Specific feedback and course adjustment propels you to new heights faster.**

Knowledge – personal power - that took me more than two decades to uncover, learn, polish and master... handed to you on a silver platter. Step by step. Paint by numbers. Digestible. Specific. Actionable.

Get Started NOW

It's why I have three new listings

*When said that I have three listings at our office meeting today, people fell off their chairs and they're all looking out of the corner of their eye! Ego is so funny, isn't it? I feel really great! Thank you so much for your help! **It's made all of the difference and it's why I have three listings!***

- Sarah, Santa Barbara

A specific plan

*I've tried other coaching programs and I didn't feel that I was getting my money's worth. A friend convinced me to try CCU. I'm glad she made the recommendation. I finally found someone who can analyze my numbers and figure out my weak points and **give me a plan** to correct them instead of talking to us in generalities and patting us on the back. Thanks again.*

- Sherri, Realtor.

The Agents That Get This Training Will End Up With Your Commissions

Quite bluntly, these programs aren't for everyone. I know not everyone is aware enough or motivated enough to develop the skills and mindset that will allow them to take control of their business and full control of their future.

If you've been looking to – *hoping to* – create a business that doesn't make you feel like a used car salesman. And effectively, consistently pulls in client after client, sale after sale, then today is judgment day and you've come to precisely the right place at absolutely the right time. Now it's up to you.

Right here, right now, it's you having a conversation with YOU. So part the curtains and be totally honest with yourself.

Regret is a funny thing. I'm sure you've seen it with buyers who just wouldn't budge on a minor feature and then lost out on an otherwise great house and ultimately settled for much less. And sellers who want absolute tippy top dollar in a falling market and ultimately wait longer and get much less after repeated price reductions chasing the market down.

How about you? As you look around, you see a lot of agents just getting by. Where are you now? Where do you want to be in 1, 3, 5 years? Where were you last year?

You're not going to change the course of your business unless you change the course of your mindset and skillset.

1 + 1 = 200% *or more*.

1 skill (persuasive selling).

1 behavior (doing the right things at the right time).

And you have the power to increase your business 2, 3, 5, 10 fold. Consider all the ways that would change your life?

Once I put the pieces together and achieved success, I had something beyond the money. My success gave me autonomy and the power to choose who I **wanted** to work with rather than sentencing me to who I *had* to work with.

If realizing a successful Real Estate career is a puzzle to you, consider my coaching program the missing pieces and the glue that holds it together.

If you've read this far, than clearly you recognize you want to - *and can* - do much better in your career. If you've only dared to dream about being a top producer, about winning sales award after sales award, about having a constant stream of clients coming to you, about building your financial security, then now is the time to make those dreams become your reality. The blueprint takes you directly there, with rocket speed.

It all begins right here, right now.

<name>

P.S. You can unlock the Real Estate Sales treasure chest... you just need the map from <company name>