

SALES 101 - BUILDING THE STRONG FOUNDATION FROM THE GROUND UP

Mathletes & Athletes

**THE KEYS TO UNLOCKING YOUR
SUCCESSFUL REAL ESTATE CAREER**

By Brandon J. Hays
(Real Estate Consultant & Real Estate Coach)

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This Book is Dedicated:

To my Sons: Jordan, Kai, Jaxon & Jett. You have brought me so much joy in life that I didn't know existed. Thank you for helping me become a better, Father, husband, businessman, mentor, entrepreneur, coach, person, and friend. I hope you all strive for excellence, work hard, and fall in love with whatever career you choose. And to the woman who brought them to me, the love of my life, Lacey!

A big thank you to all of you that have contributed to my successful real estate career! Words can't even describe my gratitude. Phil Shaver, Nick Trevillian, Terrika Murray Brown, Chris Rothert, Dan Wilhoit, Scott Besaw, Paul Campbell & Terry Sprague to name a few. Thank you for all the time and knowledge that you have shared with me!

Past Clients: Thank you so much to everyone who has ever trusted me with their real estate needs! I couldn't have made it this far without you!

Last but not least, You; The readers! Thank you for giving up some time in your busy day to read this book! I hope you can get a couple golden nuggets from it that will help take you to the next level!

Thank you to Gallant Dill for helping me get these thoughts and ideas out of my head onto paper! You helped me turn one of my dreams into a reality. Thank you brother! Stephanie & Mubeen, I can't thank you enough for helping with the edits.

See you at the top!

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Introduction

When I first embarked into my real estate career in 2005, I knew absolutely nothing about the industry. I had just moved to the dry desert of Arizona from the beautiful green state of Oregon. I only knew two people. I just graduated from a trade college and quickly realized that my degree in Culinary Arts was not what I truly desired to do. I was completely broke, financially and mentally. I was eating cheap, unhealthy food because that was all I could afford. I partied every single night; my sleep schedule was nonexistent. Thankfully my habits have since changed.

Starting out as a Realtor, I have learned something new every day. I kept after it, put in the time, paid my dues and within a few months tiny breakthroughs started to happen one after the other. Then out of the blue, disaster destroyed everything and there was complete chaos. After months of working with my first three customers I had one under contract and the other two really close but within four hours, I lost them all.

1.) Client One: The Seller got greedy. The seller accepted an offer, went pending and demanded more money from the buyers. The buyers refused and the Sellers terminated the contract with the buyers and myself. *Nice to almost meet you \$17,000 commission...*

2.) Client Two: Buyers know best. After looking at several houses, the perfect one finally hit the market and I sent it over to them right away to see if they wanted to go look at it. I never heard from them until the next day when they told me they used the listing agent to get their offer accepted they wrote the contract with the listing agent. *Bye Bye \$25,000 commission.* This is why we should get buyer broker agreements signed!

3.) Client Three: Best friend's betrayal. We were friends for years and he expressed he was excited to work with me, however, I was scrolling social media and saw that he was tagged in a photo by another agent captioned "We make dreams come true for our clients! We're Pending!" *What the what?*

At the end of the day I realized I needed to find a different system that was producing and keeping quality clients. Unfortunately, the day that I just had is not uncommon for the "typical" real estate agent. I never wanted to be a "typical" real estate agent. I devoted my time learning the industry, honing in on my craft, working on scripts, constantly dialing for dollars and shadowing some of the best agents. I implemented new systems on how to work smarter.

This book is a compilation of: mishaps, mistakes, heartbreak, frustrations, growth, learning and the success

that I have experienced since 2005. I have a passion for helping realtors prevent the same failures and mistakes that I have made so they can reach the success they have only dreamt about. I'll go over the basic principals in this book that will put you on the fast track to success. Once implemented you'll see direct results.

Chapter 1 ~ Identifying the Person

I 'm a people person and they are my world. A favorite sayings of mine is, "I love elderly people and children. Elderly people because they're stubborn and stuck in their ways, children because they just don't know any better and everyone else is just ok." In reality my passion is working with everyone! People have different personalities and needs; let's categorize them as "Mathletes and Athletes."

Mathletes: (Introverted, Analytical, Logical "Engineer")
People who purchase/sell logically and then they will enjoy it emotionally. They want the charts, data, graphs and all the numbers to ensure that the purchase makes sense. The majority of Mathletes will overanalyze the data and usually have a hard time making a decision on the spot because they need time to process.

Client 1.) Mark: The seller lead that started asking me Mathlete questions. I told him I would have the answers at our appointment. I tailored the listing presentation to meet his personality and to answer his questions. I spoke his language and connected with him on a deeper level because I studied the data before I arrived at his house and knew it. I closed the deal on the spot because I was prepared. I remember right after we closed Mark's transaction I stopped by to congratulate them and we started talking. We got onto

the topic of people and I was explaining to him the concept of “Mathletes and Athletes.” Mark smiled big and acknowledged that I had pinpointed his personality type. He mentioned the moment when he felt he could trust me with listing his home.

Client 2.) Jessica: She was a buyer in the company lead portal whom I was able to convert to a client. During our first phone conversation she gave me the list of all of her wants and needs in a home. I went to work for her right away. After a few months of throwing out all of the options, I found her the perfect home within her budget and it came with all of the bells and whistles. After I showed it to her she told me, “I need to think about it for 48 hours!” I explained to her that the current seller’s market was bananas and homes were flying off the market. The following afternoon I received a call from the listing agent that her seller decided to accept an offer that was presented. I knew this was going to happen but I wanted to be respectful of my buyer. I broke the news to Jessica and she was devastated. She said she fell in love with the house but just needed time to process everything. Some people need to experience the heartache of losing a home before they actually realize how it works. The good news is I found her another house, but the bad news is that it wasn’t as perfect as the first one was.

Athletes: (Extrovert, Emotional, Life of the party) People who purchase/sell emotionally and then they rationalize it logically. The majority of Athletes, if they want something, will go out and purchase it with no questions asked. They

don't weigh out all the pros and cons and they buy because the purchase makes them “feel” good. They sell because they want something bigger and better. You can identify them a mile away but to confirm it all you need to do is to ask them the right questions.



We really dive into the details on “Identifying the Person” and the right questions to ask in Week 1 of my Mastermind Session. *(See page 32 for the link with more information)*

Chapter 2 ~ Health

If our body is not right, the rest of our day will go all wrong. Taking care of our health is the most important thing we can do. Someone once said, “If we don't take care of our health now we'll have to take care of our illness later.” So, it is better to feed our bodies the good now, rather than try to fix it in the future. Health should be of the utmost importance and the top of our priority list. When our health is not a priority every other aspect of our life suffers. It can be a challenge to put our health first when working in sales, especially when we're running from meeting to meeting.

For optimal health we really need to protect what goes into our mind and body. There is a direct connection between our gut and our brain. Our gut is considered our second brain which is the key to our mood, health, digestion and even the way we think. Our gut communicates to our brain more than our brain communicates to our bodies. We are what we eat and by prioritizing our food choices with clean foods, it will set us up for optimal performance. What we feed our second brain determines how our mind brain functions. We need to have positive things going into our mind. A wise person once told me, “What goes into our eyes and ears then goes into our mind. From our mind it goes to our heart and out of our heart it flows from the mouth.”

We can all agree that exercise is important, however, the word can weigh us down with feelings of obligation and

stress. Through movement we enhance our mood, improve our lymphatic system, build & preserve bone mass and increase brain health to name a few. Every body is unique so choose to get out and move. Do a physical activity each day that brings you joy. Remember hydration is key to maintaining good digestion, absorption, circulation of saliva, transportation of nutrients and maintenance of the body's temperature. Since our body is made up of 60% water experts suggest we drink at least ½ ounce of water for every pound daily.



If you want to crush it, here are a few tips to prioritize your health: Pack your lunch and snacks the day before and get your favorite water bottle and fill it up throughout the day. Exercise 15-45 minutes daily.

Chapter 3 ~ Motivation

Every day we need to find something that helps us remember our purpose and what our main driving factor is. "People often say that motivation doesn't last. Well, neither does bathing, that's why we recommend it daily." This is a direct quote from the one and only Zig Ziglar who also talks about Mobile University. Mobile University is the concept that every time we are in our car we should be filling our minds with knowledge by listening to something that drives us, encourages us or makes us a better person. Negative and positive motivation can both be effective in different circumstances.

Negative Motivation: Focuses on the repercussions that will occur if you don't take action. For instance, "If I don't finish this task, I won't hit my goals." What keeps me motivated is knowing and remembering all the times that I didn't have a meal, and all the times I didn't have gas to get to where I wanted to go, or all those times I wanted to do something and I never had the money to do what I wanted to do.

Positive Motivation: Focuses on the results that will happen when you take action. For example, finishing a task means I'm one step closer to hitting my goals. It's easier to do something because we want to rather than because you want to avoid a particular outcome.



If you want to crush it and go all in eliminating music, television, and video games for 30 days and replace them with audiobooks, podcasts and interviews from different entrepreneurs. It will be life changing.



People to follow: Gary Vaynerchuk, Gallant Dill, Grant Cardone, David Goggin, Zig Ziglar, Robert Kiyosaki, Dan Kennedy, Tim Ferriss, John C. Maxwell, & Trevor Cowley & Kale Goodman @ Real Business Owners.

Chapter 4 ~ First Impression

The key to a good first impression is to present yourself appropriately. The first place I hung my real estate license they stressed the importance of dressing for success.

People will take you seriously based on your appearance and the way you present yourself. For males, I recommend wearing a suit. If you're not the suit type wear a sports coat with a long sleeved button up shirt. If you insist on being casual make sure your shirt is tucked into your nice pants and definitely wear clean shoes. Schedule regular haircuts and keep your hair styled, don't neglect your facial hair. Keep your nails trimmed and clean because people will notice them when you're opening doors and writing contracts. For the women, Google "women business professional.", I am not even going to try. However, I recommend being conservative with the way you dress; don't let everything hang out. Schedule time for your hair, nails and makeup. *Reminder to the guys to never complain about how long it takes for the ladies to get ready or how much it costs.*

Don't be like my good friend, Janner, who lost a \$1.2 million listing because he showed up in flip-flops and shorts. The client specifically told him, "We chose to go with the other agent because of the way that he looked." He lost out on a \$30,000 commission because of his appearance alone.



If you want to crush it and go all in have good hygiene, smell good and look good. Introduce some color into your wardrobe. This is a great way to help your personality shine and breakthrough.

Chapter 5 ~ Confidence

A few examples are to change your voicemail the night before the next day and then add the specific dates every single time. An example would be, 'Hi, this is Brandon. Today is April 5th, 2021. Sorry I missed your phone call. Leave your name and number and I'll call you right back.'

The tone of your voice is always a determining factor as well. The best way to gauge your audience is to mirror their tone. For instance, if they speak slow and soft, then you speak slow and soft. If they speak fast, then you speed up your speech.

Six tips for good communication:

1.) Be friendly. Imagine everybody that you're speaking to is your best friend or family member that you're close with. This goes with all conversations that you have.

2.) Always smile. Smiling is contagious and it will break down people's initial barriers. It will help them to open up and also help them to trust you.


3.) Being open-minded. Never reject anyone's ideas or thoughts. Use the phrase, "I've never thought about it like that before," or, "thank you for sharing that. That's new to me."

4.) Have confidence! Always remember that no one will help your clients as well as you. Always act like

you've been there before. Ask good questions. Never ask closed questions that give either yes or no answers. Always ask open-ended questions that make them elaborate. If they give you a short answer, follow up with, "Tell me more."

5.) Good Posture. One common mistakes that people have while communicating with other people is horrible posture. When you have horrible posture and you don't look attentive it looks like you don't care.

6.) Constant eye contact. Always look people directly in the eyes. The trick here is to focus on one eye and don't break it. If they're crosseyed make sure you stay connected to their dominate eye.

 **Always be alert and completely engaged with every single conversation you have.**

Chapter 6 ~ Communication

Communication skills will help you close more deals. Most people do not listen with the intent to understand, they listen with the intent to reply. One of the sincerest forms of respect is actually listening to what the other person has to say. Listening seems easy, yet it is one of the hardest things to do.

Six steps to becoming a better communicator.

1.) Approach each conversation with the intention of learning something new from that person.

2.) Refrain from speaking and focus on the client, suppress the urge to blurt out a quick response.

3.) Open the conversations by asking direct, specific questions then follow up with, “how did you come to this conclusion?” Avoid questions that could be answered with just “yes” or “no”.

4.) Listen for total meaning to understand what is really being said. The real message may be nonverbal or emotional, so watch their body language for true understanding.

5.) Encourage with positive empathy. If you can see that the client has some trouble expressing a point or lacks confidence, encourage him or her with a smile, nod or positive question to show that you care.

6.) Be aware of your responses and body language.

Make sure that you're coming across sincere and genuine. Summarize what you heard back from them, and ask questions to check your understanding.

*** Remember that the way you respond to the questions is part of the dialogue. Keep an open mind and show respect for the other person's point of view.**

Chapter 7 ~ Work Ethic

People with good work ethics have the ability to stay focused on tasks for as long as necessary to get them done.

“There may be people that have more talent than you but there’s no excuse for anyone to work harder than you do!”
-Derek Jeter

Here are a few tips to get you started.

1.) Focus is equally as important as persistence when it comes to work ethic. Focusing will allow you to finish the tasks more efficiently while avoiding distractions.

2.) Consistency is doing what we say we're going to do, every single time. If you tell a client you'll call them at 5pm this means you call them at 5pm.

3.) Hard work means you put in the time. The money makers show before the office opens and stays after closing. They always make one extra call.

One of the leading complaints by consumers about real estate agents is they hardly pick up their phone and they're so hard to get a hold of. My solution is my phone is always on so I'm available. If I miss a phone call, I return it as soon as possible.

As a kid working with my dad, we always showed up to the jobs early and we only left when it was completed. I've

continued this mindset which has contributed to my success.

 **Show up. Follow up. Follow through. Reap the rewards.**

Chapter 8 ~ Solutionist

“Every problem has a solution, you just have to be creative enough to find it.”-Unknown

One of the best quotes by Travis Kay, "Problems will arise every single day, but the determining factor is how we react to the problems that come our way." We have a couple of different choices. One, we could roll over and let the problem overtake us. Or two, we could be proactive and find the solution. I promise you there is a solution for every problem that's out there. For instance, I was driving over the mountain a while back and my air gauge on my car started to go down and I knew I was 25 minutes away from the next air supply at the next gas station. So, I had to rapidly think about what the best solution was. I could either pull over and waste precious air or I could just maintain my speed and get to the gas station. A lot of people would have pulled over and checked, but I just went for it. The moment I pulled up to the air gauge I was at zero pounds of pressure but if I had pulled over, I would not have made it. I had no cell service at that time.

We obviously know there are lender issues. There are client issues. There are title issues. There are issues that are from the other party. There are numerous issues that could come up. So, it's our duty to stay calm. When the issue arises take three deep breaths if you need to regulate that breathing, and then think what you could do to overcome the problem. There are no new problems that have never come up. Every

problem has been fixed in the past. So, there's always a solution. The goal is to just go out and find it.



Our will and determination will be set by how hard we hustle. This means getting up earlier and going to bed a little later. Hustle is working harder, smarter, and more energetically. If we want something bad enough, we'll figure out a way to get it.

Chapter 9 ~ Honesty & Integrity

Honesty is the act of being truthful. Integrity is acting in consistence with your words, your values, and your principles. It's keeping your word and walking your talk. Great salespeople are honest. They tell the truth even when it means that they will not win the deal. I had a seller that asked me to list the property \$100,000 over what the market value was. After presenting the data, they still wanted to list it that high because it was a seller's market. I chose to walk away from the deal because of my integrity. If I present the data of the housing market in a specific neighborhood to a potential new client and they feel they want to do something else I've learned it's not worth the time.

I had one seller that I was working with that wasn't able to close. Some complications arose at the end of the transaction and in order to make the deal happen I had to contribute some of my commission. When I did that to piece it together we were able to close the deal. Two years later they called me to relist that home for them and wanted me to help them find a new one.

Successful people are honest about difficulties and challenges. They acknowledge them and they work through them to offer the highest level of service. They know the effectiveness of the sale requires both managing the outcomes and managing the expectations, and they maintain the integrity by not painting a picture that distorts the reality that their clients can expect.

When honesty and integrity are missing it is rare for the salesperson to get a deal or even have the chance to compete. If a prospect suspects that a salesperson is lying, they move on. If the salesperson doesn't keep the small promises and commitments the prospect dismisses them from their consideration. This seemingly small commitment includes phone calls, follow-up emails, sending promised information, and other commitments. When honesty is missing, the salesperson omits the truth. They cover it up and hide the factors that may prevent them from winning the deal.

You cannot claim to be honest and act otherwise. When honesty and integrity are missing the salesperson conveys a vision they cannot bring to reality. They sell outcomes that are unlikely or impossible, and they avoid discussing the challenges, implementations, and executions. Sometimes intentionally and sometimes because they are afraid that it will prevent the deal.

Salespeople who lack honesty and integrity have a bad reputation once they get exposed. Our word is one of the strongest assets we have, so don't ruin it. Remember back in the day when people used to do business with a handshake? It was because people were trusted!



Always do GOOD business!

Chapter 10 ~ Scheduling

Scheduling is the art of planning your activities so that you can achieve your goals and priorities them in the time that you have available. When it's done effectively it helps you understand what you can realistically achieve with your time. Make sure you have enough time for the essential tasks.

One example that I've used for my scheduling is that I get up at 5:45am I have to be out of bed before 6:00am. From 6:00am to 6:45am, I have my alone time. I get ready and get motivated. Take that 45 minutes and get in the zone. Whatever you do in the beginning of the day will set the tone for the rest of your day. From 6:50am to 7:30am, I eat breakfast, 7:30am to 8:15am: I use this time to get ready. This includes shaving, showering, and ironing my shirt. Dress to impress! 8:20am to 8:40am is travel time.

The clock starts at 8:50am and it doesn't end until 4:45pm at the office. I like to call these the "money hours!" This is when you break down your day into hours. You could have a couple hours in the morning for lead generation. You can have another couple of hours for maintaining your current transactions. You've got one hour for paperwork, and then you have the rest of the day for showings/prospecting. Then by five o'clock you can be home. I suggest from 5:00 to 9:00 you spend that time with your family. If you don't have a family, then feel free to take that time and put back into building your business. I would suggest after that, you could

take that 9:00 to 12:00 and then do whatever you want with that time. If you need to wind down, watch a show, if you need to decompress from the day, that is the time to do so. Get a good night's rest. The next day, start it again.

I say this but we all know the life of a realtor, and at any given moment our schedule could change. Billy wants you to drop everything and write an offer on a house. Susie says she needs you to list her house the next day. Having a schedule will allow you to stay on track when you're not doing direct money making activities. Having a schedule, and sticking to it will insure a full pipeline of clients.

I do know that when I first started out I was running all over the place trying to accommodate everyone's needs. I would be checking every little email as it popped up and taking every single phone call. I was not organized. I wasted so much of the day because I would start on one task and I wouldn't finish it. I would get distracted, and then I would jump to the next task while I would still have that other task that wasn't completed. Not being organized and not having a schedule will destroy your day.

Chapter 11 ~ Goals

My goal is to read 52 books a year. I want to spend quality time with my family and I want to take two trips every year.

"Setting goals is the first step to turn the invisible into the visible" by Tony Robbins. Bo Jackson put it, "Set your goals high and don't stop until you get there." And one of my last favorites is "A goal without a timeline is just a dream."

Seven steps for goal making.

1.) Think about the results that you want before you set the goal.

2.) Take a closer look at what you're trying to achieve and ask yourself the following questions.

-Is this goal realistic?

-How do I achieve this goal?

-And what are the steps to making it happen?

3.) Create a smart goal. Make sure the realistic expectations are set and then you'll be able to meet them. You have to write your goals down on paper.

4.) Break down each goal so they are not overwhelming. The best way to do this is to break them down into smaller goals. Whether it's a ten year goal, five year goal, one year goal, six months goal, weekly goal, or

daily goal it's easier to hit our goals when they are simplified. Let's just use the example of a year goal. The year can be broken into twelve months. So you can do monthly goals. From there you can do weekly goals to hit the monthly goals. From the weekly goals, you can do the daily goals.

If you want to breakdown the daily goals you can break it down into individual hours. The hours can be broken down into fifteen minute increments. This formula will create the action plan. You create the timeline, take action, and don't stop until you hit it. It's going to take sacrifice to hit your goals. And then throughout you'll want to reevaluate and assess your goals as you hit them.

5.) Identify obstacles to achieving the goal. "Sales happens when you have the answers to your clients questions!" Same can be applied with figuring out the hurdles that can come your way. Once you identify the obstacles you can then find the solutions. This is one aspect of our "consulting job" that I love, because when we find solutions that benefit our clients needs this is our opportunity to shine!

6.) Establish a deadline. You can either push your project out, or you can knock it out either way it needs to get done!

7.) Monitor progress and continue to set new goals.

In 2018, I wrote down all of my 2019 goals and I broke it down into the perfect action plan. In 2019, I closed 51 transactions helping 45 different clients with their

real estate needs. My average was selling more than four houses every month. One of things I learned by setting my goals is I was able to achieve whatever I put my mind to that was written down on paper.

Chapter 12 ~ Phone Skills

Brian Tracy said, "Approach each customer with the idea of helping him or her solve a problem or achieve a goal, not of selling a product or service." Phone skills are one of my favorite topics to talk about. Really, every single phone call that's made should have a couple of elements.

Stand up to make and take calls. When you stand up, your breathing is better, the energy is better, and you can also deliver better as well. Make sure you smile. If you are smiling, the person on the other line can hear your smile every single time. I actually have a little poster on the other side of my laptop in my office that says smile while you're on the phone. I also have it written down and typed up 12 times in different fonts to always remind me.

Make sure you always answer your phone. It doesn't matter where you are or what you are doing. Every single phone call could be a new client and you should make that one of your top priorities. Never make an excuse for anything when you're on the phone. You can acknowledge if you make a mistake, and then we don't even have to apologize, we just thank them for understanding. Always be prepared for anything that could come your way and always control the conversation. You can control the conversation by asking the right questions.


*** Multiple Scripts & "Asking the Right Questions Worksheet" will be provided to agents that sign up for Mastermind.**

When you're calling, keep it simple. Use the clients first name and state who you are, where you're calling from, the reason why you're calling, and add value. Once the phone rings start smiling. When they pick up, say hello and say:

"Tom, (Yes) Hi this is Brandon Hays with Real Broker. You just inquired about the home on 123 Watermark Dr. It's still available, and I was wondering what time and day works best to see it?"

 **Be direct, but friendly, on every phone call.**

"Judy! (this is Judy) Hi this is Brandon Hays with Real Broker. You just signed up for a property valuation and I was just wondering if you would like that emailed, hand delivered, or mailed?"

 **Whatever the response is keep the conversation going by asking good questions.**

Chapter 13 ~ Leads

In the simplest term a lead is an individual or an organization with an interest in what you are selling. The interest is expressed by sharing contact information, like an email, ID, a phone number, or even a social media handle. Based off the Gleanster Research, only 25% of leads are legitimate and could advance to a sale. The average conversion for most real estate leads are anywhere from 1 to 3%, which sounds really horrible. Anything above 10% would exceed all the expectations and would lead the industry. But ideally, we want to close over 5% of all of our leads that come through and I'm going to help you to do that.

Eight different ways to get leads.

1.) Your Sphere 150. These are 150 people that you reach out to on an “every other month” basis. We break that down into two hours a week for making these calls and the calls are simple. All you do is call them and say, "Hey Gallant, this is Brandon. I just want to see how everything's going." Gallant will then say, "Everything's going great. How are you?" Then I would come back with him and say, "Everything is great." And I would put it back on him and ask him if there's anything that he was looking to have done, or if he needed help with anything at the moment.

And let's say, he said he was thinking about having his carpets cleaned. What I would do is call my carpet contact, put them on a three-way call, and make that happen right away for him. I'm going to find that solution for them. At the

end of the conversation, I will just thank him and see if there's anything else I could do for him. If there isn't, I would ask if he knows anyone that is looking to buy or sell any real estate that he could refer to me. Conversations should be quick. It should only be four to eight minutes long every single time.

You'll run through this with all of your Sphere 150. If you don't have 150 that's okay. You work with who you already have, and you will set up a schedule to call and follow up every other month with your people.

2.) Internet leads, whether you are doing Google ads, Facebook ads, realtor.com, Zillow leads, whatever you choose. These should bring you anywhere from 2 to 10 clients, or at least 2 to 10 leads every single month.

3.) Open houses. Every open house you do is an opportunity to gain another client. The goal is one new client with every open house you do. You have to pre-market the open house and let it be known everywhere. I send at least 50 letters that I individually label, stamp and send to the neighbors. If they have anyone who is looking to buy in the neighborhood, you give them the open invitation to stop by.

4.) Thank you cards. Every time someone goes out of their way to do something nice for you, always send them a thank you card. Send one even if it's just a compliment that you received from them. You can send them a thank you card and put your business card in there.

5.) Follow-up calls. Mondays and Thursdays are our


follow-up calls for every transaction that we have going on currently. Even if we don't have any update to give them, we will give them a little call. It sounds like this, "Hey Sally, this is Brandon. How are you doing today?" (she says I'm doing good) Then say, "I just wanted to let you know, I don't have an update on the transaction. Everything's moving forward nicely. But I just wanted to let you know that you were on my mind and I wanted to give you an update." Then she'll thank us for that. At that point, we can always ask if there's anyone that she knows who's thinking about buying or selling. Referral businesses are huge.

6.) Lenders. If you don't have a preferred lender who is giving you reciprocal business this works great. You pick up the phone and start dialing different lenders. When you find a lender you ask them, "Hey Johnny, this is Brandon. I'm a local real estate agent and I'm looking to partner up with a lender who likes to do reciprocal business. Is that something you'd be interested in?" They always will say yes. I've never met a lender who says they have too much business. What you say next is, "That sounds awesome. This is how I do business. If I guarantee you a million dollars a month of prospects can I rely on you to give me one new client every single month?" More often than not, they're going to say absolutely.

Our job would be to give them three transactions, or three prospects a month, at \$330,000 per lead, or two transactions a month of \$500,000 clients, or one \$1 million client each

month. As long as you're doing your part, they need to be doing their part as well. When they ruin the relationship, then you find a new lender.

7.) Print. Out of every single listing or buyer that you work with you send out a letter to all the neighbors and you can get this list from the title company as well. You can do this to generate listings. You can do coming soon, pending, and just sold/closed. For buyers, you can just do a pending and a closed piece.

 **Mastermind clients will get examples of the custom marketing pieces, and buyer/seller lead generating letters.**

8.) Going away parties and house-warming parties. Every time you have a buyer and you close on a house we throw them a housewarming party. Anytime we have a seller we throw them a going away party.

Every single time I go into a listing appointment I take a listing binder with me. Inside of the binder contains my customized competitive market analysis (also known as a CMA.) The CMA breaks down all the data that sets forth the market value and what supports the perfect listing price. I always have that supporting data with me in case somebody would like to know what the actual numbers are. Inside the binder I also include: a trio (I get these from title), Seller's net sheet, an old MLS sheet (if available), and the listing paperwork all filled out to the best of my knowledge.

 **Step by step "How to Rock a clients Party" outline will be given to my Mastermind clients.**

Conclusion

It takes a lot of sacrifice, hard work, time, and patience to get to the level of success most people dream of. Everyone has ideas, but unless they are written down, and executed, they are dreams that are typically never followed through with. The chapters in this book are the key elements to unlocking your successful real estate career. If you can start with just minor adjustments you'll begin to see major results. I understand the struggle of not being able to pay bills on time, not being able to go out to dinner where you really would like, having a car repossessed, living in a bad neighborhood, and having the utilities turned off. These are all direct results of not having a system in place or having one but not executing it.

I have created "The Complete Real Estate System." The system is a step by step guide on how to close 50+ transactions a year. I'm now offering Real Estate Mastermind sessions for Agents that helps them execute this system that is tailored specifically to results. If you're an agent that is struggling to close 25+ transactions a year then this program is specifically for you. No fluff just results. If this is something of interest to you click the link below to schedule a time to talk with me direct to see if we're a good fit. Space is limited.

<https://calendly.com/coachingwithbrandon/realtorology-mastermind>

I hope you have enjoyed this book and were able to take a few things from it that you can implement into your business starting today. It doesn't matter what company you work for we're all on the same team striving for the same goal; to do the best job anyone could possibly do for our clients!

“You can have whatever you want in life if you just help enough people get what they want!”

-Zig Ziglar

About the Author



With his trademark smile, record-breaking sales, and socks as colorful as his personality, Brandon Hays has become a staple of the Real Estate scene. He has well over a hundred million dollars in closed residential sales and is averaging more than 45+ transactions the last few years. His real estate career started in 2009 in the Valley of Arizona. Born and raised in Oregon, his roots brought him back to where he grew up. Following his crash course in real estate in the Southwest region Brandon has successfully been in the top 5% of all agents. He ranks with the finest of talent to ensure that all buyers, sellers, builders, and investors are all serviced with the top industry standards.

Brandon currently resides in the Dallas Metroplex with his wife and three boys. When Brandon is not working he loves coaching his son's baseball and football teams and playing softball. He and his family enjoy the outdoor scene that Texas has to offer. Whether it's camping, hiking, fishing, or sports he loves spending time with his family.

Originally from Tualatin, Oregon Brandon got his college degree in Seattle at a Fine Arts school. At the age of twenty-three, he founded his first company and built it from the ground up. From there he was introduced into the real estate industry and hasn't looked back since. Brandon enjoys working with others in the community, and he loves to share his knowledge and experiences with others. He is extremely passionate and loves to help people with their real estate needs!

NOTES:

