

THE VALUES WE SHARE

The values and mindsets shared by the real estate professionals at ROOST Real Estate Co.



The Mindsets of The Best Among Us	The Deal Makers	The Disillusioned	The Die-Hard	The New Real Estate Professional
1. Practice With Joyful Purpose	You are always on the look out for short cuts to success that will put money in your pocket right now. Real estate is your job not your calling.	You got into real estate because you are an entrepreneur at heart and want more out of life than a W2 job allows. The reality has not lived up to the promise.	You've paid your dues and worked like crazy to get to where you are today. You are good at what you do and look forward to the day you have enough money to retire and move on.	You find great joy and satisfaction in helping people you care about - and who care about you - achieve their home ownership goals.
2. Cultivate Transformational Relationships	You're not interested in making friends. You're interested in getting deals done. That's what you get paid for.	You are sick and tired of working with people you don't like to impress people you don't care about. You know there's a better way.	You are fortunate to not have to worry about looking for business anymore. Customers come to you and you have all the work you need.	You know that relationships are infinitely more valuable than any series of transactions. Relationship is the currency that fuels your business.
3. Exceed Expectations	You do your job and you do it well. Making your numbers is all that matters.	You believe there is more to this business than being a \$1,000,000 producer and the next awards banquet.	You've been trading on your reputation as a hard worker for years. You know your business better than anyone else. Your clients are lucky to have you.	You consistently look for ways to differentiate yourself in the market by adding greater value to your client relationships year after year.
4. Leverage What Makes You Special	You are outstanding at negotiating transactions and getting customers to the closing table. After that, it's on to the next deal.	You sense that you're fighting the same losing battle as everyone else. Everyone's playing the same game. You want a new game.	You believe Realtors are basically all the same so the only way to stand out is to outwork and out-hustle the competition.	You know that your mix of skill, talent, experience, ambition, motivation, and capability is special. You leverage that without apology.
5. Succeed Together	You became an independent contractor for the independence. You love going it alone. You've little tolerance for other people who just slow you down.	You love being in business for yourself and having control over your destiny. It's being in business by yourself that brings you down.	You've been successful on your own your entire career and are frankly happier when people just stay out of your way.	You make your own rules and set your own standards for success. You actively surround yourself with people you support and who support you in return.
6. Make Invisible Opportunities Visible	You can't fight the market. When times get tough the best thing you can is hunker down and fight for your share. It's just business.	You love the business but hate that its consuming your life. You know you need to set some boundaries but are afraid to turn down anything that may turn into a sale.	You make a good living and enjoy a comfortable life. You've had all the opportunity you will ever need and are focused on holding on to what you've got.	You don't wait for opportunity to be handed to you. You actively look for opportunity in everything you do. You are grateful for every advantage you have and always have one eye on your bigger future.
7. The Best Keep Getting Better	You stay current on all of your required continuing education and know everything there is to know about contracts, dotloop, and the internet. You get all the training you need.	You long for an opportunity to grow and expand your capabilities. You are burned out and tired of running in place.	You have put in your time and enjoy great status and respect in the community. You are doing fine just fine thank you very much.	Your continued ability to achieve more and more over time is accelerated by coaching and education. You are always curious and never stop learning.
8. Celebrate Professionalism	Your clients trust the internet and HGTV more than they trust you. Buyers are liars and sellers are worse sums up the business for you.	You are always willing to go the extra mile but are not really sure what buyers and sellers expect today. The only thing you know for sure is you can't work any harder than you already are.	Professionalism means being available 24/7. Getting the jump on a new lead before anyone else is the secret to your success. Your family understands that your business comes first.	You stay the course when others panic and falter. Tactics and market conditions may change but your commitment to your clients and your profession never wavers.