



EIGHT SUCCESS MINDSETS OF THE NEW REAL ESTATE PROFESSIONAL

How The Best Realtors Among
Us Craft Careers Worth Pursuing
and Lives Worth Living

Chris McAllister

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Preface

My goal for this book is to share the wisdom I have accumulated working with some of the happiest and most successful real estate professionals in the business today. I want to raise awareness for what is possible. I want to illuminate a way forward in this industry that is not the norm most of us have experienced.

If you are happy with your life and business this book may make you uncomfortable. This book is written to make you question every assumption you have made about your real estate career to this point. You should expect to be compelled to reassess your approach to the business and consider how you got to where you are today.

If you are unhappy with the state of your business and career path, my hope is this book will spur you to act, and find a better, more sustainable, and healthier way forward.

For those who are already aware of the success mindsets in this book, let us celebrate the

choices you've made and the lives you've positively impacted. This book will encourage you to double down on your success and give you the confidence to share your transformational approach to life and work with others who are ready to listen.

Introduction

There are eight success mindsets that the best real estate professionals among us employ to create consistently greater income year after year, a life with great friends and family relationships, good health, happiness, and decades of career of satisfaction.

These eight mindsets are either growing, or slowing, your real estate business right now, and you are likely not even aware of them.

The eight success mindsets of the best real estate professionals among us do not require any specialized training or expensive workshops to learn. All you have to do is be open to the possibility that there is a way forward that will allow you to experience everything you were promised when you earned your real estate license.

The Eight Success Mindsets Of The NEW Real Estate Professional:

1. Purpose
2. Relationship
3. Value Creation
4. Unique Ability
5. Collaboration
6. Opportunity
7. Lifelong Improvement
8. Professionalism

Each of the eight mindsets discussed in this book, and on the scorecard on page 69, exist on a continuum.

Stage one of the continuum is characterized by scarcity and a transactional attitude. Those who find themselves in stage one of any given mindset are generally competing for a limited amount of business and focused on their next closing. These are The Deal Makers.

In stage two we find real estate agents who have yet to find their way forward in the business and are getting nowhere fast. The real estate licensees in stage two are failing and are generally miserable. However, they are still open to new ideas and fresh perspectives. They have yet to lose all hope. I call those in stage two The Disillusioned.

In stage three we find real estate professionals who have achieved a certain level of success and will do anything necessary to maintain that success. They worked incredibly hard to get where they are and they will not let anyone interfere with their status in the industry. They will continue to put their heads down and work as hard as they can for as long as they can. These are The Die Hards.

In stage four we find the Realtors who have taken a transformational approach to the eight success mindsets and to their careers. They have discovered that investing in relationships has an infinitely greater return than focusing on the next transaction. They work exclusively with people who know, like, and appreciate them. They are in the business for the long term and their overall life satisfaction is off the charts. They are The New Professionals.

As you read through the book and complete the scorecard, you may see yourself at different stages relative to each mindset. For instance, you may identify with The Deal Makers in the Opportunity Mindset, see yourself as Disillusioned in the Collaboration Mindset, and a New Professional in the Relationship Mindset. This is entirely normal.

As you work through the scorecard on page 69, think about where you are today in each mindset and write down any thoughts that come to mind in the margins. Then, work through the

scorecard a second time and think about where you would like to see yourself in the future.

I understand you are busy and this is a lot to ask. However, personal growth and transformation is a process that deserves at least an hour or two of your time. It can, but generally does not, happen in an instant. It takes thought and intention. It requires thinking about your thinking.

Mindset #1

Purpose

You find great joy and satisfaction in helping people you care about - and who care about you - achieve their home ownership goals.

Stage 1:

You are always on the lookout for short cuts to success that will put money in your pocket right now. Real estate is your job not your calling.

Real estate is a profession. It's no different than any other profession though the barriers to entry are lower than those for physicians or attorneys at law for instance. The most successful among us understand this and use it to their advantage.

More so than other professions, real estate is entrepreneurial. While many doctors and lawyers own their own practices, many more

work for a paycheck at hospitals or large law firms at the direction of a manager or partner. Licensed real estate agents and brokers as a rule are not employees. They are independent contractors who get paid solely based on the value they provide.

For those in stage one of the Purpose mindset, adding value means getting deals closed. Earning a paycheck is of paramount concern. They see real estate as their job. They have no special affinity for real estate itself. It is simply a means to an end. Building a business, practice, and following that will sustain them for years to come is a secondary concern at best.

This is not to say many of the deal makers among us are not financially successful. Many indeed are. Their motivations are simply different from the other Realtors profiled here. For some deal makers their motivation comes from the thrill of the hunt or the thrill of the kill. There is a rush and sense of conquest when closing a big deal.

For most of the deal makers the rewards they value are extrinsic. They come from outside themselves. They are 100% tangible and material. They are financial.

Often the deal makers are salespeople in the worst sense of the word. This subset of deal makers get by on their charm and their ability to light up a room. They trade on their personality and charisma. Others bully their clients into submission with a hard sell. They pride

themselves on being able to talk someone into buying something they would not otherwise buy.

Stage 2:

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.

A career in real estate promises a lot of things. Mostly it promises freedom. Freedom of time, freedom of money, freedom of relationship, and most of all, freedom of purpose. The reality is these freedoms are out of reach for many Realtors today. For many, the promise of a career in real estate has not lived up to the hype.

Being a successful entrepreneur in any profession requires discipline. It's not enough to simply free oneself from the imposition of a schedule by an employer. The successful entrepreneur has to impose a schedule on themselves. Freedom of time is the freedom to spend and invest time at your discretion. It is not just the freedom to waste time.

In real estate you are free to learn all there is to know about the profession and make it your own. The resources to do so are all readily available. You are also free not to take advantage of these resources. As an independent contractor, nobody can make you do anything you don't want to do. You are free.

The disillusioned in stage two generally have yet to settle on a clear purpose for their business. Being without purpose drains their energy and passion. Being without purpose creates fear and anxiety. Without clear purpose it's almost impossible to sort through the myriad of possibilities and settle on a path that will take you where you want to go.

One way to gain clarity of purpose is to answer this question. Is your purpose to help others realize their real estate goals and dreams, or is your purpose to enrich yourself using real estate as your method to do so? Either path is valid depending on where you see yourself along the purpose mindset continuum. Clarifying your purpose will narrow down your options and help you move forward.

Stage 3:

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.

It takes a tremendous amount of work and commitment to succeed in this business. Working harder than the competition works - but only for a while. There comes a point in everyone's career when they realize they simply can't work any harder, or longer, than they already are. They eventually realize that what

got them where they are today will not get them where they want to be tomorrow.

Worse, for those who score themselves in stage three, what got them where they are today will not keep them where they are. While core values and purpose must remain constant to succeed for the long term, tactics and capabilities must adapt to dynamic market realities. Unless one embraces this fact of life, the business will always feel like it is getting harder and harder to navigate, and retirement will continue to become more and more attractive.

Stage 4:

You find great joy and satisfaction in helping people you care about - and who care about you - achieve their home ownership goals.

The truly successful among us find joy in the daily practice of their profession. It's not about the status for them. The money and the lifestyle they choose to lead is natural byproduct of helping others. It is never the end in and of itself. They find satisfaction in doing the work, but as professionals, they know the value they provide and expect to be compensated accordingly.

Mindset #2

Relationship

You know that relationships are infinitely more valuable than any series of transactions. Relationship is the currency that fuels your business.

Stage 1:

**You're not interested in making friends.
You're interested in getting deals done.
That's what you get paid for.**

The deal makers in stage one do not prioritize relationships with their clients. They simply don't feel the need to or are not naturally inclined to do so. Many sales professionals believe maintaining an emotional distance from their clients, while keeping their eye on the prize, is the mark of professionalism. The prize here being a commission check.

Having said that, getting so close to a client that objectivity is lost is not professional behavior either. We often see this with the disillusioned in stage 2 of the relationship mindset.

Some sales professionals do not take the time to listen to their clients because they know what is best for them. Instead of asking questions and seeking to understand their clients' unique motivations and aspirations, they pay lip service to their needs and forge ahead with their own plans and priorities.

Becoming friends with a client is never the objective of the best among us. Doing the job the client hired them to do, and in so doing earning future referrals from that client, is. A 'friendly' relationship that is not rooted in a positive and profitable outcome is not a productive business relationship at all.

Stage 2:

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.

It's been said that we become the average of the people we hang out with the most. I believe this is true. If we feel forced to work with people who do not appreciate or value what we bring to the table, we slowly learn to devalue ourselves and what we do. Conversely, if we work with people who value and appreciate us, we gain confidence

and motivation to provide increasingly higher levels of service and satisfaction.

Many Realtors feel they have to work with anyone that raises their hand because of the pressure they feel to make their next mortgage payment. Working with people who do not appreciate or value us is draining and saps our will to succeed.

Some of the disillusioned in stage two have traded real jobs for jobs working for Zillow or Realtor.com. Realtors racing to answer lead notifications at any time of the day or night may think they are independent contractors but are independent contractors in the legal sense of the term only. In reality they are captive salespeople without the pay, benefits, or legal protections being an employee provides. To make matters worse, they are paying hundreds and often thousands of dollars a month for the privilege.

Ask yourself, who do you want to be a hero too? Who are your favorite clients and why? How did you meet them? How can you meet more clients like them? Chances are your favorite clients have relationships with people you would love to work with because they are just like them.

The best Realtors among us build long-lasting profitable careers one relationship at a time. Start with your favorite people, stay in touch, earn their referrals, and provide the best service and expertise you possibly can. If you want to accelerate the process, find a broker with a

proven system to help you build a referral-based practice by promoting you, and your connection making activities.

Stage 3:

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.

If you find yourself in stage three, congratulations! You are reaping the rewards of your years of hard work and professionalism. The danger here is complacency. In good times and lean we must always be connecting with current and future clients. Just as importantly, we must continuously upgrade and refine our skills and abilities to service their evolving needs.

Stage 4:

You know that relationships are infinitely more valuable than any series of transactions. Relationship is the currency that fuels your business.

One of the great joys of being in business for yourself is the freedom to decide who you will work with as clients, and who you will surround yourself with professionally. The Professionals among us only work with people who are worthy

of their talents and attention. They are very clear on the value they provide and they offer it only to those who not only appreciate it but are willing to pay for it.

The friends, family and past clients who refer new clients to the professional do so because they know the value of the person they are referring. They can describe exactly what their friend, coworker, or family member can expect from the professional should they choose to work with them. The professional knows that the newly referred clients will be as great to work with as the people who referred them are.

The professional is just as discerning about the people they choose to be on their team. Their relationships with their team members are just as important, if not more important, to their long-term success and overall happiness as their client relationships are.

The professional in stage four surrounds herself with people who share her values and commitment to her clients. These relationships include her sales and administrative team members, her lender, title professional, and perhaps most importantly, the brokerage she chooses to associate with.

Mindset #3

Value Creation

You consistently look for ways to differentiate yourself in the market by adding greater value to your client relationships year after year.

Stage 1:

You do your job and you do it well. Making your numbers is all that matters.

Some agents ask, 'what's in it for me?' The professionals ask, 'what's in it for them?'. The professional begins with the end in mind. They are clear on what is most important to the client about the transaction and they work backward from there. Everything they do is in service to the client and doing everything they can to give them what they desire.

For the deal maker in stage one, closing the transaction comes first. That is the job and they

learn to do it very well. They take each opportunity as it comes and do whatever is necessary to get to the closing table. Getting paid is the primary objective.

A strength of the deal makers is their ability to set clear financial goals and meet them. Deal makers tend to know their numbers. They understand that what gets measured improves. Their tracking abilities in this regard are second to none. I coach every Realtor I work with to cultivate this skill for themselves.

Stage 2:

You believe there is more to this business than being a \$1,000,000 producer and the next awards banquet.

The disillusioned in stage two are not just surrounded by customers and clients they don't want to work with, they are often surrounded by agents they don't want to work with either.

There is a significant subset of Realtors among us whose sole motivation is to be the top salesperson in their office or local market at any cost. It is the competition and the recognition from the local board of Realtors that drives them. If this is the office culture you find yourself in, and you don't share it, it will be a constant battle to maintain a productive value creation mindset.

Before you can add value people have to know who you are and what you do. It's impossible to

show someone how much you care and how much you can help if they have no idea you exist.

No matter how well-known the brokerage you choose to associate with is, your name and reputation is the one that matters most. If you are seen in your local market as just another agent, find a broker dedicated to helping you expand your personal brand as aggressively as they do their company brand.

Stage 3:

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.

The die hards in stage three know the value they create for their clients and are confident in their ability to deliver. They know their businesses inside and out. They know what's best for the people they work with. They have established personal policies, procedures, and disciplines that other agents envy. From the perspective of their peers, they have it all figured out.

Here's the thing though, value creation is a moving target. What buyers and sellers considered valuable a few short years ago is taken for granted now. What Generation Z buyers and sellers want from their Realtors today is not even close to what their Millennial cousins are looking for. What either cohort

expects is light years away from what their Boomer parents and grandparents expected.

We have to meet our clients where they are. Anything less is perceived as arrogant or worse, inauthentic. Without a conscious and considered effort to understand the needs and desires of your clients you will not deliver the experience you think you are. Eventually, your reputation as a professional, and your business will suffer.

Stage 4:

You consistently look for ways to differentiate yourself in the market by adding greater value to your client relationships year after year.

Joe Polish, founder of the Genius Network, divides the world in to two camps, the givers, and the takers. The professionals are natural givers. They give freely of their time, wisdom, and expertise to their clients. They give the same freely to their fellow agents who share their desire to improve their client experiences and enhance the value of their relationships over time. In this way the professionals become leaders among their peers.

Professionals add value before, during, and after a transaction is completed. Professionals deliberately keep constant unobtrusive contact with the members of their database. They do this in the form of calls, notes, social media contacts,

and monthly items of value mailed to their homes, that keep them top of mind. They painstakingly educate and motivate clients to action on their client's timeline.

When the client is ready, the professional is there.

During the sale, the professional adds value as an expert, counselor, and coach. The professional never shows up without her team. She introduces her clients to her trusted lending, title, and home inspection partners early on in the process. She makes sure all questions are answered in a timely manner. If she does not know the answer she says so, finds the answer, and gets right back to the client. It's not rocket science but it is not ordinary behavior either.

The professional in stage four is referable. They show up on time, do what they promise, finish what they start, and say please and thank you. They are present in the moment when they are with their clients. They turn off their cell phones when one on one with a client. This is differentiating behavior among Realtors.

After the closing the professional continues to stay in touch and provide advice and counsel just as she did prior to the start of the transaction. In this way she guarantees repeat business for herself in the future, and a constant stream of incoming referrals on which to build her practice.

Mindset #4

Unique Ability

You know that your mix of skill, talent, experience, ambition, motivation, and capability is special. You leverage that without apology.

Stage 1:

You are outstanding at negotiating transactions and getting customers to the closing table. After that, it's on to the next deal.

There are some basic skills every Realtor must possess if they expect to earn a living in this business. These include but are of course not limited to:

- Negotiating
- Pricing

- Crafting Purchase Offers
- Navigating Inspections
- Working with lenders and title professionals.

Often those who find themselves in stage one of the unique ability mindset become experts at these skills and stop. These skills end up being the extent of what they bring to the market. While I am not discounting these skills, they are not unique. There is nothing about these skills that will set one Realtor apart from another. They are basic expectations every buyer and seller has for their Realtor.

Let's face it, if you are not skilled in these basic areas you don't deserve to have a real estate license.

There is also the question of outcome. The deal maker approaches each transaction with a win / lose attitude. The only outcome that matters is if their client closes and they get paid. There is little to no consideration for what would constitute a win/win outcome that could potentially produce a better outcome for all.

Stage 2:

You sense that you're fighting the same losing battle as everyone else. Everyone's playing the same game. You want a new game.

Many Realtors who score themselves in stage two, find themselves caught in situations they did not create and from which they cannot escape. They are caught playing a game they can never win. The privilege and responsibility of being an entrepreneur is to create your own game, your own rules, and your own criteria for winning.

What does winning look like for the most successful among us? They win by connecting daily with current and future clients so they always have someone to practice their profession for. They keep score by tracking what they actually do and comparing it to their commitments to themselves.

There is a difference between tracking activities and tracking outcomes. Units closed and commission checks cashed are outcomes. Keeping track of the value of outcomes is no great skill. It's simply how we pay our bills. Tracking the activities that went into creating those outcomes is a great, rare, and underrated skill. It's what separates the best from the rest.

I coach the agents I work with to set a Personal Connection Standard for themselves. I ask them to decide how many contacts they will make with current and future clients over a given period of time. Contacts include telephone calls to members of their database, personal notes to members of their database, text and social media messages, personal appearances with a small

gift, and most importantly, additions to their database.

A Personal Connection Standard might be 5 calls, 3 notes, 2 stop-by's, and 2 additions to your database every week. Winning the week means you actually make 5 calls, write 3 notes, make 2 stop-by's and add 2 people to your database. The natural outcome will be referrals from the people who already know, like and trust you, to people who will be eager to work with you.

Stage 3:

You believe Realtors are basically all the same so the only way to stand out is to outwork and out-hustle the competition.

If you find yourself in stage three and truly believe you have nothing unique to offer your clients, then you have allowed yourself to become a commodity. Your only hope is to cut your commissions to bring them in line with the experience you are providing. If you can't trade on quality and value, then you have to become the low-cost provider. My advice is cut early and deep if you intend to win the race to the bottom.

Stage 4:

You know that your mix of skill, talent, experience, ambition, motivation, and capability is special. You leverage that without apology.

All of us have a unique ability, something we are better at than anyone else. Dan Sullivan, founder of The Strategic Coach, defines unique ability as the essence of what you love to do and do best. It's your own set of natural talents and the passion that fuels you to contribute in the ways that most motivate you.

The professional in stage four recognizes, celebrates, and invests in her unique ability. Furthermore, the professional knows that when she combines the unique abilities of every member of her team, she creates an experience for her clients that is far greater than her individual contribution alone would be.

Enduring success is achieved when she finds a broker who understands how to collaborate with her. The broker's job on the agent's unique ability team is to promote the agent's connection activities, enhance the agent's practice, support the agent's unique business, and coach the agent to greater professional growth. This is the key to a profitable and productive agent broker relationship.

Mindset #5

Collaboration

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.

Stage 1:

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.

The deal makers in stage one of the collaboration mindset are rugged individualists. They are independent in the extreme. They do not take partners or form exclusive business relationships. They are opportunistic and patronize ancillary service providers that stroke

their egos and offer personal premiums or informal inducements. They are transactional.

As a rule, the deal makers are not team players. They don't employ assistants, they are not great referral partners, and have little use for the brokerages who hold their licenses. The deal makers love a free lunch and will respond by throwing their host a bone when they get the chance. Their mantra is 'if it weren't for the people real estate would be a great business'.

The deal makers see themselves in competition with their fellow agents. They believe there is only so much business to go around so they do what they must to get their share. Sales awards are important to the deal makers because it is how they keep score. Collaboration is not a mindset they give much consideration to.

Stage 2:

You love being in business for yourself and having control over your destiny. It's the loneliness of being in business by yourself that brings you down.

Being in business for yourself is lonely. The self-employed any given year make up roughly 10% of the workforce in the United States according to www.bls.gov. The other 90% are employees working at the direction of someone else.

While your fellow members of the local board of Realtors can provide a certain amount of

camaraderie and managed cooperation within the association, your success as a professional, individual practitioner, and business owner is up to you, and you alone.

The disillusioned in stage two are often shocked and dismayed to find that being a Realtor is nothing like having a real job. There is no security or safety net in being an independent contractor. There is only opportunity. Most who find themselves in stage two find this fact too overwhelming to bear. The rest learn to embrace the opportunity and thrive.

Stage 3:

You've been successful on your own your entire career and are frankly happier when people just stay out of your way.

The number one reason successful Realtors in stage three max out and go stale is because they are unable to embrace help and assistance even though they have more work than they can handle. Most great salespeople are not natural managers or administrators. Those who recognize this fact and learn to collaborate with people who are, grow and thrive in all areas of their life for years and years.

There is a trend in our industry for agents to form teams as a marketing gimmick. They believe that the title of 'team leader' lends an air of credibility to their reputations. Even newer

agents with no established books of business are marketing themselves as team leaders.

Why would real estate agents with more than enough time and capacity to handle their workload want to recruit team members to a team? The only explanation I can come up with is they hope to share financially in whatever business their team members bring in. Their motivation is to leverage another agent's connections for personal gain.

I am all for teams when the team leader has more incoming work than they can handle on their own. At a certain level of productivity, the only way to maintain an excellent level of service is to learn to delegate the tasks that fall outside the scope of your unique ability to another licensee or unlicensed assistant.

Transitioning from rugged individualist to team leader is not easy. There will be ups and downs during the process. Change like this is hard. It often takes months or years of trial and error. If this is where you are, don't give up. The ultimate rewards for you, and your clients are real, and worth the effort.

Stage 4:

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.

The successful professional in stage four of the collaboration mindset does not conform to anyone's expectations but her own. She is not in the business to win a sales award. She does not see the business as a popularity contest. She is not out for status or fame. The work she does is never about her. Everything she does in service to the wishes of her clients.

The successful professional competes with nobody. Her competition is with her past performance and progress towards her personal goals and objectives. Arbitrary Realtor sales awards are meaningless to her. The score she keeps is with herself.

She is happy to share her experiences and guiding principles with her fellow professionals in and outside the office but the truth is, what other Realtors do is of no consequence to her. She is always open to learn from the success of others but she in no way tries to copy another's business plan.

The successful professionals among us interact with their fellow Realtors from a mindset of collaboration. They become leaders by default. They know better than most that real success means we succeed together, not at the expense of each other.

Mindset #6

Opportunity

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.

Stage 1:

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.

For all of their bluster, the deal makers of stage one are rather passive when it comes to creating opportunities for themselves and their clients. They are not natural market makers because they don't really pay attention to what their clients are telling them they want. They do not consciously create opportunity because they are

so busy reacting to what is, or is not, right in front of them.

For the deal makers, success is tied to general market conditions. If the market is good they get their share, if the market goes slack, they get their share of the smaller pie. They accept each opportunity as it does, or does not, come.

If business is bad, it's somebody else's fault. It's much easier to blame interest rates, inflation, or their broker, than it is to take personal responsibility for their own situation. From the perspective of the Realtors they coop with, the deal maker can be insufferably arrogant when times are flush, and downright miserable to be around when times get tough.

Stage 2:

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.

Real estate can become all-consuming for both the successful, and the not so successful. The common denominator for both is a lack of boundaries. The successful fail to set boundaries because they become addicted to their success and just can't stop. The less successful fail to set boundaries because they can't afford to miss any opportunity to make a sale.

There are times when we have to take the business we've worked so hard to generate as it comes. There is rewarding work to be done with people we want to work with and we are not going to pass it up. I've yet to meet a successful real estate professional who does not have the capacity to work hard and stay focused for extended periods of time. Working hard comes with the territory.

There comes a point for the disillusioned in stage two where they simply cannot work any harder or any longer. The harder they try, the further behind they fall. The joy that characterized their work is slowly lost overtime. They burnout and fade away.

Setting boundaries is the key. You are the breadwinner. You are the prize racehorse. You are the goose that lays the golden eggs. You have to schedule breaks and time off for rejuvenation and recreation before you need them. If you do not set boundaries to protect your physical and mental well-being early on in your career, you will struggle later. Count on it.

Stage 3:

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.

There is a difference between playing to win and playing not to lose. There is nothing wrong with playing a bit of defense and being deliberate about committing to achieving new goals. The problem with success for the die hards in stage three is that it's easy to come up with excuses not to try something new or exciting. It's easy to start to believe that your best days are behind you and your life right now is as good as it will ever be.

Stage 4:

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.

Professionals stage four are constantly alert to the possibility of new opportunities. When a new opportunity presents itself they grab it. This does not mean they wait for opportunities to come to them. With every connection they make with current and future clients they are creating the possibility of new and greater opportunity.

One of the great skills of the most successful Realtors among us is their ability to bring the buyers and sellers in their database together to make their own markets. Many times, they have at least one and sometimes more than one prospective buyer for every listing they take.

They don't just rely on the multiple listing service to surface a buyer; they take matters into their own hands.

They are Market Makers.

Being a Market Maker is not about 'double dipping' a listing for the commission check. This is not about what's in it for the agent. This is about doing the job their listing client hired them to do and at the same time helping a buyer get what they want. This orientation alone goes a long way toward explaining the professional's ability to thrive year after year regardless of market conditions.

Opportunity is the catalyst for motivation. Opportunity breeds excitement and passion. Opportunity is the basis of a business worth having and a life worth living. Opportunity ensures that personal and professional futures of the most successful Realtors among us are always bigger than their pasts.

Mindset #7

Lifelong Improvement

Your continued ability to achieve more and more over time is accelerated by coaching and education. You are always curious and never stop learning.

Stage 1:

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.

The deal makers of stage one are almost always technically proficient. They know how to get the most out of the tools they need to create and present contracts and get deals done. They may not know their clients as well as other Realtors,

but they tend to be far better at making the tools of the trade work for them.

The deal maker is focused on the present and what is directly in front of them. They are not interested in forging new connections or building a business and team that will support them in the years to come. Training, self-improvement, and coaching are distractions with no immediate concrete benefit. Consequently, the only 'training' the deal maker is interested in is training that satisfies their state mandated continuing education requirement.

The deal makers are also fluent in Realtor rules. They are intimately familiar with the Realtor Code of Ethics, especially the sections that specify Duties to Realtors®. The deal makers are often the quickest to file complaints with the local board when they feel slighted or wronged by a client represented by another Realtor.

Stage 2:

You long for an opportunity to grow and expand your capabilities. You are burned out and tired of running in place.

The disillusioned in stage 2 have essentially three choices. The first is to put their heads down, keep trying, and hope that things get better. The second is to leave the profession entirely and try something new. The third is to look for a brokerage to collaborate with that will

help them get where they want to go on their terms.

Lifelong improvement means continuously realigning our capabilities with the needs of the market. It also means being open and receptive to new partnerships and collaborations that align with our evolving goals and vision for a future bigger than our past.

The best among us know that the most important business relationship they have is with their broker and brokerage. If your goals and the goals of your broker are aligned, all will be well, if they are not, there will be friction. Maybe not while the market is hot, but inevitably when it cools.

The number one reason Realtors stay in a less than optimum brokerage situation is because the cost of switching is too great. In most states listing contracts are signed with the brokerage, not the agent, and therefore stay with the brokerage if the agent leaves. For successful listing professionals this is a major disincentive to making a move.

For others, their reputations are so closely associated with their current firm they can't conceive of starting fresh, even if they know it is the right thing to do. Interestingly, when given the opportunity, these agents will often refer other agents to the firm they wish they were with, instead of the brokerage they are with.

If you've found a broker to go forward with, my advice is to set down with them and create a comprehensive plan for reintroducing yourself to the market that kicks off the day you move your license. This will require an upfront commitment, a lot of planning, and a leap of faith for both parties. The outcome however will be a massive marketing splash that will give you and your career the boost you are looking for.

Stage 3:

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.

If you are motivated by status and respect, and most of us are whether we care to admit it or not, then you must maintain and enhance the skills and abilities that got you here in the first place.

Status and respect, like closings and commission checks, are outcomes. They are the natural results of a personal commitment to lifelong improvement. Regardless of your personal motivation to succeed, without continuous improvement, your value to your community will eventually fade.

If you scored yourself in stage three, you may be doing just fine right now, but I urge you to guard against complacency.

Stage 4:

Your continued ability to achieve more and more over time is accelerated by coaching and education. You are always curious and never stop learning.

The professional in stage four never stops learning and looking for ways to expand their capabilities and their personal business practices. They build on what they have learned and experienced their entire career. Their years of experience are cumulative and compound in value over time, much like money in an investment account.

Less successful Realtors never seem to learn from their past experiences or successes. They may have the same chronological years of experience as the professional, but it is the essentially the same year every year.

One reason for this is what I call the 'shiny object syndrome.' Realtors are notorious for falling for the latest fad or get rich quick scheme they run across. Instead of committing to a timeless set of behaviors and business standards, they jump from new thing to new thing, never sticking with anything long enough to get traction.

The most successful Realtors among us invest in themselves first. Their commitment to professional development goes well beyond completing the continuing education required to keep their state license in good standing. They

set aside a substantial percentage of their annual income and devote it developing and expanding their skills and talent.

The most successful among us invest in personal coaching to improve both their personal productivity and their business management capability. By continuously expanding and enhancing their natural skills and abilities they open up new market niches and opportunities for growth.

For the most successful professionals among us, education and personal coaching are non-negotiable investments, not costs to be managed or minimized.

Mindset #8

Professionalism

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.

Stage 1:

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.

The most important aspect of professionalism is respect. Respect for our profession, our clients, our fellow Realtors, and most of all ourselves. If real estate is simply a job or a means to an end, then respect may not be a consideration. For the best among us however, respect is critical to our intrinsic motivation.

I will never forget the first time I heard the phrase 'buyers are liars and sellers are worse'. I was just a few months in as a new Realtor and I received this as an unsolicited truth from the most successful agent in the office at the time. I was floored by the utter disrespect he had for the people he was supposed to be helping with the largest financial transactions of their lives.

I'm not sure what his motivation was for sharing this with me. I can only assume it was because he saw I was having some early success and was somehow threatened by it. He was the alpha in the office and wanted to make sure I knew it. Deal makers in stage one of the professionalism mindset can be like that.

Stage 2:

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.

The disillusioned in stage two of the professionalism mindset are willing to do whatever it takes to succeed. The problem is they don't know where to begin or what to do. They have yet to chart a path forward that is uniquely their own.

My advice to the disillusioned is always the same. Prioritize relationships over transactions.

Focus on making connections, enhancing your practice, tracking your business, and growing your capabilities. Do this and your outcomes will take care of themselves.

The benefit of prioritizing relationships over transactions is that you get to know your clients. The most successful among us know exactly what their buyers and sellers expect to experience working with them, and they deliver on that expectation. They know what their clients' goals and motivations are. They assume nothing and take nothing for granted. They work with their clients, not apart from them.

Professionals do not jump right in with new clients no matter who referred them. They have established policies and procedures for making sure they will work successfully together before they become invested.

For instance, before showing a new buyer client even a single property, they require a face-to-face meeting, either in person or on Zoom, where they work through their buyer presentation together. Professionals use the same template every time, refer to the document as needed with no sense of self-consciousness, make copious notes, and email a summary of the meeting afterwards. They do the work they have to do upfront to eliminate friction, heartache, and disagreement later on.

Stage 3:

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.

Professionals set boundaries between their personal lives and their business lives. One thing that saved me early on in my career was that I never worked on Friday evenings or Saturday afternoons. I was available Monday through Thursday evenings for appointments and Sundays for open houses. Holidays were off limits too. The few times I broke this rule for what I thought were 'sure things' never panned out.

I was fortunate to realize early on that if I was going to succeed I had to be the professional my clients were willing to make an appointment for. Sadly, many of the 'successful' in our business, including the die hards who score themselves in stage three, never come to this realization.

Here is something else many Realtors miss. Your availability to customers should be different than your availability to clients and members of your database. Customers, defined here as people you do not know or who have not been referred to you, can contact you via your advertised office telephone line or via email. Your clients should have preferred access. Clients get your cell phone number.

Always being busy and on the phone is not the mark of success many think it is. The ability to be present in the moment, face to face with another human being, is. It is a superpower that most of us have lost. Cultivate that superpower and differentiate yourself from 99% of the competition.

I recently heard a story about a very successful entrepreneur, so devoted to being present, that she tells potential clients right up front that if they leave her a message, she will *not* call them back today, but she *will* call them back tomorrow. That's a gutsy move in my book. She backs it up by being great at what she does, being present in the moment, and returning every call and email received no later than the next business day.

Stage 4:

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.

The New Professionals do not concern themselves with how the business will change in the next 25 years. They concern themselves with what is going to stay the same.

They know that their ability to connect, educate, motivate, coach, and adapt to changing market conditions will always be valuable and in

demand. Technology will continue to streamline and even automate many of the administrative tasks inherent in our profession, but it will never displace contributions of the true real estate professional.

The 4 Realtor Profiles and Their Brokerages

The four Realtor profiles discussed in this book naturally gravitate to brokerages that support their view of the eight success mindsets. The Deal Makers have a natural affinity for The 100% Shops, new Realtors and The Disillusioned often find themselves at The Mass Market Franchises, The Die Hards at The Legacy Shops, and The New Professionals at The Right-Fit Partners.

The Deal Makers of The 100% Shops

The stage 1 Realtors, those we profile as The Deal Makers, gravitate to the 100% commission brokerages because they expect little to nothing of value from their brokerage. This is absolutely fair because their brokerage expects little to nothing from them.

The relationship Realtors have with their brokers and managers at these brokerages is entirely transactional. For the brokerage, profitability is a numbers game predicated on a high agent count. The high agent count is essential because of the generally low average annual sales of the licensed agents on staff.

The culture at these brokerages can best be described as hands-off. There is no shared vision, no professional camaraderie, and very little mentoring, training, or personal coaching. It is a financial transaction pure and simple.

The tools provided at these brokerages vary from nothing to a very extensive menu of extras and add-on's that come at an additional cost or monthly fee. Often the compelling offer of 100% commission is really a bait and switch tactic.

100% commission is really a misnomer because all brokerages have to cover their overhead at a minimum, and at some point deliver a return on investment to the owners. Instead of in the form of a traditional split, income to the brokerage is extracted from each agent via transaction fees, marketing, office, or administrative expenses.

The unsuccessful Realtors at the 100% brokerages fail because their business plans are predicated on keeping every dollar they make. They see no value in splitting their commission dollars with their brokerage. The flaw in their calculation is that if they don't produce, there is no money to split.

Realtors at the 100% brokerages who want to increase their business end up spending the equivalent dollars (or more) that Realtors at traditional brokerages pay as fees or splits, on personal promotion and lead generation from third party marketing companies. Often these Realtors spend more money on Zillow and Realtor.com for lesser quality leads than are provided by competing brokers with more traditional business models.

The successful Realtors and team leaders at the 100% commission brokerages understand their businesses well enough to use the money they keep to fund what in effect are their own brokerages within the brokerage. For agents with the requisite skill, experience, financial resources, and business acumen, the 100% shops are a great fit.

So, what does success look like at the 100% commission shops? There is not a lot of middle. There are a few wildly successful outliers and many agents who do not make enough money to cover their annual Realtor and state licensing fees.

The Disillusioned and The Mass-Market Franchises

The stage 2 Realtors, those we profile as The Disillusioned, usually begin their real estate careers at either a 100% commission shop, a

mass market franchise, or a local company promising an extensive training program.

Given the business model of the 100% commission shops, it is little wonder that new Realtors fail here. Most of the time they bought into a false narrative that real estate was easy, convenient, and profitable. Easy, because 'anyone can show a house,' convenient because 'they can set their own hours,' and profitable because they see getting a state real estate license as a get rich quick strategy.

Those who begin their career at a well-known mass market franchise or local company promising an extensive training program are often looking for the safety and security of a job versus the chaos and unpredictability inherent in going into business for oneself as an independent contractor. The underlying message of many well-known national and regional franchises is that they are the 'safe' choice.

There is nothing 'safe' about going into business for yourself.

Becoming an entrepreneur and a business owner is not for the faint of heart. No amount of technical training, motivational encouragement, or cheerleading can prepare someone for what is ultimately a leap of faith in one's own ability to create something from nothing. Ambition cannot be trained into existence. Ambition is intrinsic to every successful Realtor. It is a prerequisite to success.

At our company we divide training into two main areas. The first is specific sales training in the art of building a referral based real estate business, and the second is on-the-job training in the actual practice of real estate which includes writing contracts, negotiating, agency, office procedures, and the technical orientation required to master tools like Dotloop.

We believe in teaching people the art of working by referral before anything else. The reason is if we don't help you create an opportunity to practice, you will never have a reason to write a contact.

Real estate companies who successfully recruit new agents based on their extensive training libraries and video resources gloss over the fact that these tools are mastered by practice, repetition, and experience in the real world. In isolation they are useless. When the time comes to write a contract brokers and managers need to be available to guide their agents through the process.

Often real estate brokerages try to straddle the world of the 100% shop with and the world of the traditional brokerage. One way they do this is through their commission split structure. They bring new agents through the front door with the compelling offer of superior training and support. Those who make it through their first year or two are enticed to stay with a commission split that is capped at a

predetermined amount. Once that predetermined amount is earned, the agent gets to keep 100% of their commission earned for the rest of the year.

This hybrid model is attractive to thousands of agents around the world. It has been a successful brokerage business plan for many years. It is often combined with down-line financial incentives or cash bonuses to existing agents for bringing new recruits into brokerage.

For the most successful agents among us, the negatives of this business model outweigh the positives. First, because 'training' is no substitute for entrepreneurial ambition, these brokerages often become revolving doors of new and newly failed licensees. At best, this is a distraction for the true professionals in the office, at worst, it is an outright hindrance to their individual businesses.

The second negative is that while a cap on commission splits is attractive in theory, the consequences are no different than those agents experience in the 100% commission shops. Once an agent caps, their value to brokerage for the remainder of the year is effectively zero. It is only natural that management will focus on bringing new agents in that at least have the chance to generate incremental income for the brokerage.

The third negative is that for true professionals, there is no monetary or external recruiting

reward valuable enough to justify taking time away from their clients. Agents focused on creating ancillary income by recruiting new agents would be better served investing in their own multi-level marketing businesses outside the brokerage.

So, what does success look like at the well-known mass market franchise or local company? Success is here is best characterized as average. Here we find numerous agents who are average in skill and ability and earn the average annual income of Realtors in the United States. They are perfectly content with where they are and often spend their entire careers with these companies.

The Disillusioned who don't find what they were promised or don't buy into the culture, have two choices. The first is to cut their losses and find a new line of work. The second is to find a new way forward with a brokerage committed to their ongoing professional success and personal development.

The Die Hards and The Legacy Houses

The stage 3 Realtors, those we profile affectionately as The Die Hards, are often found at the most storied, prestigious, and traditional brands in the business. The Die Hards worked long and hard to get where they are and they pride themselves on their association with what

for many years have been the highest status brands in the industry.

These legacy names trade on a tradition of excellence going back decades. They were formed at a time when brokerages were far more selective about the agents they invited to join, and with whom they chose to share their reputations with. Prior to the ascension of the Internet and the unrestricted distribution of what used to be proprietary listing information, these brands grew and thrived at an unprecedented rate.

The culture at these firms can best be described as traditional. Their compelling offer to agents is their name recognition, history, and status as a highly respected brand. While their marketing may not attract Gen Z or Millennials the way it attracted Gen X and Baby Boomer professionals 20 years ago, their retention rates for experienced professionals is very high.

Realtors who built their careers with these brands stay with these brands.

There are no shiny objects or tech for tech's sake at these brokerages. They and their agents are focused on holding on to what they've worked so hard to get. The brands and the Realtors who associate with them are tried, true, and respected. Though they may not be flashy, hip, or embarking on any exciting new entrepreneurial ventures anytime soon, they have much to teach the rest of us.

There are very few unsuccessful agents at these brokerages because they are not dependent on a steady stream of new licensees for profitability. They offer a traditional fee structure and a full complement of services to their agents. They have deep and extensive institutional wisdom. They are the bedrock foundation of our industry.

The successful Die Hards stay and continue to practice when others in their cohort are looking forward to retirement because they believe they can still add value to their clients and to their profession. They have achieved a significant and steady level of income and enjoy their lifestyle, and status in the community. They naturally want to hold on to that feeling of significance for as long as they can. Real estate for this group is as rewarding as ever and they continue practicing with the purest of motivations.

There is a smaller group of Die Hards whose example provides a cautionary tale for all of us. Some Realtors simply do not know when to retire. Some continue to practice after their joyful purpose has been exhausted. They are unable to accept or even acknowledge their lifetime of success and achievement and continue striving for something even they can no longer articulate. For them retiring, or even slowing down, is the same as giving up. Sadly, they cannot see a future for themselves beyond their work.

What does success look like at a legacy firm? Success here is best characterized as winding

down. In these firms we find a mix of professionals. On the one hand we have a large group of Realtors joyfully celebrating their purpose and continuing to add value. On the other we have a not insignificant subset of agents holding on to what they have for dear life because they cannot imagine doing anything else.

The New Professionals and the Right-Fit Partners

The stage 4 Realtors, those we profile as The New Professionals, are most likely to be found at brokerages that combine a collaborative and transformational vision of the future with the very best of what came before. They focus on promoting their agents, enhancing their practices, supporting their individual businesses, and coaching for personal growth and development.

The New Professional could go it alone like the deal makers if they wanted to, but they choose not to. The New Professionals focus on collaboration, not competition. They focus on their unique gifts and abilities and surround themselves with team members who complement what they bring to the table.

They choose a brokerage to affiliate with based on the values they share. They stay because of the opportunities they create together.

The New Professionals are some of the most productive and profitable Realtors in the industry. Their focus is not on transactions but on the activities that promote and enhance their relationships with the people who know, like, trust, and support them. They 'win' their days based on the connections they make and the value they have add to the lives of their past, present, and future clients.

Productivity comes naturally to the New Professional. The New Professional has the tools she needs to track her lead generating activities, multiply the value of every listing she takes, and continuously expand her personal brand. The new professional generates more leads, earns more referrals, books more appointments, writes more contracts, and makes more money than any of the other profiles covered in this book.

The New Professionals are always successful on their terms and according to their rules. They are not bound by tradition or distracted by shiny objects. They strive for balance between their personal and professional lives. They intentionally craft careers worth pursuing and lives worth living. They are the best among us.

Seeing Yourself and Others in the 4 Realtor Profiles

Here are summaries of the four Realtor profiles described in this book. I'm sure you will recognize yourself, and many of your fellow Realtors in these descriptions. My hope is that these give you a better understanding of the motivations and mindsets of your peers.

The Deal Makers

The Deal Makers are always on the lookout for short cuts to success that will put money in their pockets today. For the Deal Makers, real estate is a job, not a calling.

The Deal Makers are not interested in cultivating relationships. For them business is business.

They are interested in getting deals done. That is what they get paid for.

The Deal Makers are focused on their numbers. They know exactly what they have to do to reach their financial goals. This is their job and they learn to do it well.

The Deal Makers are masters of the basics. They are great negotiators and pride themselves on getting clients to the closing table. Winning is what matters.

The Deal Makers are rugged individualists. They eat what they kill. They love going it alone and have little tolerance for other people who simply slow them down.

The Deal Makers don't fight the market. When times get tough they hunker down and fight even harder for their share. When times are good they take everything they can.

The Deal Makers know everything there is to know about contracts, tools, and technology. They complete their required continuing education every year to keep their license but anything else is a distraction.

The Deal Makers keep a healthy distance between themselves and the clients they represent. They believe their clients only care about what they see on the internet or HGTV. The phrase 'buyers are liars and sellers are worse' sums up The Deal Maker's view of the world.

The Disillusioned

The Disillusioned got into real estate because they are entrepreneurs at heart and want more out of life than a W2 job allows. Their reality, however, has not lived up to the promise.

The Disillusioned are sick and tired of working with people they don't like to impress people they don't care about. They know there has to be a better way forward but have no idea what that might be.

The Disillusioned believe there is more to their profession than being recognized as a Top Producer by their peers and planning for the next awards banquet.

The Disillusioned have a nagging suspicion that they are fighting the same losing battle as everyone else. They are tired of playing a game they can't win. They long for a new game.

The Disillusioned love being responsible for their own destiny and success. It's the loneliness they didn't count on. They want to be in business for themselves, just not by themselves.

The Disillusioned love the business but hate that it is consuming their lives. They know they need to set some boundaries but are afraid to say no to anything that may help make next month's mortgage payment.

The Disillusioned want desperately to grow and expand their professional capabilities but there

is no space to do it. They are exhausted from running in place and are feeling burned out.

The Disillusioned want to exceed the expectations of their clients but there is a disconnect between what their clients want and what they are able to provide. The only thing The Disillusioned know for sure is that they can't work any harder than they already are.

The Die Hards

The Die Hards have paid their dues and worked like crazy to get where they are today. They are very good at what they do but look forward to the day when they will have accumulated enough money to retire and move on.

The Die Hards are fortunate to not have to hunt for business anymore. Their clients seek them out and they no longer feel the need to prospect or add people to their databases.

The Die Hards have been trading on their hard-won reputations for a long time. They are extremely hard workers and know the business better than anyone else. Their clients are lucky to have them as their Realtor.

The Die Hards believe that all Realtors are basically all the same and that there is nothing new under the sun. They believe that the only way to stand out is to out-work and out-hustle the competition.

The Die Hards made their own way in the world and are frankly happier when everyone else just stays out of their way.

The Die Hards make a good living and enjoy an enviable lifestyle. They've had all the opportunity they will ever need and are focused on holding on to what they've got.

The Die Hards enjoy significant status and command great respect in the community. External rewards of status and respect are The Die Hard's primary motivations for success.

The Die Hard equates professionalism with availability. Serious professionals are available 24 hours a day 7 days a week. Getting the jump on new leads before anyone else is key to their success. The Die Hard's family understands that business always comes first.

The New Professionals

The New Professionals in our industry find great joy and satisfaction in helping people they care about - and who care about them - achieve their home ownership goals.

The New Professionals know that relationships are infinitely more valuable than any series of transactions. Relationship is the currency that fuels the professional's business.

The New Professionals are always on the lookout for ways to differentiate themselves in their

markets by adding greater and greater value to their client relationships year after year.

The New Professionals are crystal clear on the value they bring to their clients. They know that their unique mix of skill, talent, experience, ambition, motivation, and capability is special. Professionals leverage these gifts and personal advantages without apology.

The New Professionals don't compete, they collaborate. They make their own rules and set their own standards for performance. They actively surround themselves with people who support them and whom they support in return.

The New Professionals create their own opportunities. They mine marketing niches visible to them that others miss. They are grateful for all they have and all that they have accomplished. Most importantly, they always keep one eye on their bigger future.

The New Professionals are always learning. They use coaching and education to maintain their unique advantages in the marketplace. They are always curious but never distracted. They keep their eye off the ball.

The New Professionals are never at the mercy of the market. The professionals create their own markets. Economic conditions may change but their commitment to their clients and their profession never wavers.

Charting the Course for Your NEW Professional Future

Now that you are clear on the sort of Realtor you are or want to be, and the type of brokerage that will best support you and your business, how will you take action toward aligning your business with your mindsets?

In most markets it is relatively easy to find a 100% shop. In fact, there are likely recruiting emails from them in your spam folder right now. If not, a quick Google search will do the trick.

Easier still is finding a Mass Market Franchise or a Legacy House. These exist in some form or another in almost every market. You know the names you're looking for.

Harder to find will be the perfect Right-Fit Partner for those who assess themselves as a New Professional. If you are in Florida or Ohio,

you owe it to yourself to check us out at ROOST Real Estate Co. We are licensed and operating here already. We are also looking for licensed broker partners in the other 48 states for our sister company Lucky Town Real Estate Co.

If neither of these are an option, take your newfound knowledge and interview as many local brokers as you can, regardless of their affiliation, and find the one or two candidates that are most aligned with how you want to operate. You can even ask them to complete the Right-Fit self-assessment for you. At the end of the day, it is the agent broker relationship that matters far more than the company the broker and agent happen to be affiliated with.

If you still are unable to find a Right-Fit, or at least a Better-Fit partner, consider signing up for personal coaching. Several agents at our company have personal coaches from Buffini and Company. This is the quickest and easiest way to start building your bigger future with someone who shares your values and understands how you approach the business.

What to Do Next

Whenever you're ready here are three more ways we can help you:

Visit us at www.CareerWithROOST.com

Find out if ROOST Real Estate Co. is the new way forward you've been looking for.

Listen to Chris McAllister and Kristi Linebaugh of 90MinuteBooks.com discuss ***Eight Success Mindsets Of The NEW Real Estate Professional*** at www.8SuccessMindsetsAudio.com.

Be a guest on the "Connect Practice Track & Grow" podcast

Chris's favorite thing to do is uncover invisible opportunities and apply the Eight Collaboration Accelerators (www.CollaborationAccelerators.com) to all kinds of real estate practices. Join Chris at **www.ConnectPracticeTrackGrow.com**.

Scoring Your Mindsets

First, consider the four stages of each of the Eight Success Mindsets Of The NEW Real Estate Professional and score yourself based on where you are today. Then, score yourself a second time based on where you want to be in the future.

Scores of 1, 4, 7, or 10 indicate a weaker standing within the stage. Scores of 3, 6, and 9 indicate that you are almost at the next stage. Your scores are neither good nor bad. The purpose of this scorecard is to help you find your personal way forward.

You can also complete the scorecard online at www.8SuccessMindsetsScorecard.com.

Mindset #1: Purpose

You are always on the lookout for short cuts to success that will put money in your pocket right now. Real estate is your job not your calling.	1
	2
	3
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.	4
	5
	6
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.	7
	8
	9
You find great joy and satisfaction in helping people you care about - and who care about you - achieve their home ownership goals.	10
	11
	12
Score:	
Goal:	

Mindset #2: Relationship	
You're not interested in making friends. You're interested in getting deals done. That's what you get paid for.	1
	2
	3
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.	4
	5
	6
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.	7
	8
	9
You know that relationships are infinitely more valuable than any series of transactions. Relationship is the currency that fuels your business.	10
	11
	12
Score:	
Goal:	

Mindset #3: Value Creation

You do your job and you do it well. Making your numbers is all that matters.	1
	2
	3
You believe there is more to this business than being a \$1,000,000 producer and the next awards banquet.	4
	5
	6
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.	7
	8
	9
You consistently look for ways to differentiate yourself in the market by adding greater value to your client relationships year after year.	10
	11
	12
Score:	
Goal:	

**Mindset #4:
Unique Ability**

You are outstanding at negotiating transactions and getting customers to the closing table. After that, it's on to the next deal.	1
	2
	3
You sense that you're fighting the same losing battle as everyone else. Everyone's playing the same game. You want a new game.	4
	5
	6
You believe Realtors are basically all the same so the only way to stand out is to outwork and out-hustle the competition.	7
	8
	9
You know that your mix of skill, talent, experience, ambition, motivation, and capability is special. You leverage that without apology.	10
	11
	12
Score:	
Goal:	

Mindset #5: Collaboration

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.

1

2

3

You love being in business for yourself and having control over your destiny. It's the loneliness of being in business by yourself that brings you down.

4

5

6

You've been successful on your own your entire career and are frankly happier when people just stay out of your way.

7

8

9

You make your own rules and set your own standards for success. Your actively surround yourself with people you support and who support you in return.

10

11

12

Score:

Goal:

Mindset #6: Opportunity

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.	1
	2
	3
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.	4
	5
	6
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.	7
	8
	9
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.	10
	11
	12
Score:	
Goal:	

Mindset #7: Lifelong Improvement

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.	1
	2
	3
You long for an opportunity to grow and expand your capabilities. You are burned out and tired of running in place.	4
	5
	6
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..	7
	8
	9
Your continued ability to achieve more and more over time is accelerated by coaching and education. You are always curious and never stop learning.	10
	11
	12
Score:	
Goal:	

Mindset #8: 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.	1
	2
	3
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.	4
	5
	6
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.	7
	8
	9
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.	10
	11
	12
Score:	
Goal:	

Eight Success Mindset Scorecard

	Score	Goal
Purpose		
Relationship		
Value Creation		
Unique Ability		
Collaboration		
Opportunity		
Lifelong Improvements		
Professionalism		

Total:		
Date:		

Real Estate Brands LTD Home of ROOST Real Estate Co. and Lucky Town Real Estate Co.

The Eight Success Mindsets of The NEW Real Estate Professional are the basis for **The Values We Share** at ROOST Real Estate Co. and Lucky Town Real Estate Co.

Practice with Joyful Purpose

We add value to the world through the practice of our chosen profession. We are Realtors®. We help people buy and sell houses. Our purpose inspires us to find new and creative ways to serve.

Cultivate Transformational Relationships

Relationships are infinitely more valuable than any series of transactions. Relationship is the currency that fuels our business. We work with people we care about and who care about us.

Exceed Expectations

We consistently look for ways to differentiate ourselves in the market by adding greater value to our client relationships year after year. We are always looking for ways to enhance our practice.

Leverage What Makes Each of Us Special

We each have a unique ability - something that we are better at than anybody else. We acknowledge that. We celebrate that. We invest in that. When we combine our unique abilities, we are unstoppable.

Succeed Together

We make our own rules and set our own standards for success. We are together, and we are independent. We do not compete. We collaborate. We succeed together.

Make Invisible Opportunities Visible

Opportunity is the catalyst for motivation. Opportunity is the bigger future we aspire to. We make invisible opportunities visible. We create opportunities. We make our own luck.

The Best Get Better

Our continued ability to achieve more and more over time is accelerated by coaching and education. We are curious and we never stop learning. The best keep getting better.

Celebrate Professionalism

We ask, 'What's in it for them?' not 'What's in it for me?' We find satisfaction in doing the work. As professionals, we know the value we provide and are compensated accordingly.

Does this sound like the kind of real estate brokerage you'd like to learn more about? Find out if we are the new way forward you've been looking for at **www.CareerWithROOST.com**.

Real Estate Brands Ltd is the franchising entity for ROOST Real Estate Co. and Lucky Town Real Estate Co.



A Different Kind of Real Estate Brokerage

Our goal at Real Estate Brands Ltd is to redefine the real estate brokerage business model by ensuring superior support and services for our clients whether they are renting their first apartment, buying their first home, their second home, investment property, or an empty-nest condominium. We want to be our clients' real estate brokerage for life.

As we continuously expand our client base, whether they are renting or buying, we expand the opportunities for our licensed real estate professionals to grow their businesses in a thoughtful and intentional manner. At ROOST™ and Lucky Town™, our licensed professionals are the best in the business and are all dedicated to continuously adding value, expanding their capabilities, and deepening long-term relationships with their clients.

The Self-Managing Real Estate Brokerage™

Dan Sullivan, the creator of the Strategic Coach (www.StrategicCoach.com) business coaching

program for successful entrepreneurs, trademarked the term 'self-managing company' several years ago. This idea, supported by some of the very best coaching tools, ideas, and concepts ever created, was a stroke of marketing genius. After all, what business owner doesn't want a self-managing company?

My question is, what real estate broker owner wouldn't want a self-managing real estate brokerage? I know I do. I've been able to create a self-managing brokerage that supports my personal and business goals, and I want the same for you.

To Learn More...

About joining us as a Realtor®, forming a partnership or collaboration, or opening your own Self-Managing Real Estate Brokerage, call **844-806-6577** or email us at **Chris@RealEstateBrandsLtd.com**.

Author Biography

Chris was first licensed as a real estate agent in 2001. He became a broker in 2003 and founded ROOST Real Estate Co. in early 2014.

Chris's unique ability is creating and coaching business opportunities and strategies that support and add value to real estate professionals and their clients.

He is the author of several books on real estate including, ***How To Make It In The NEW Real Estate Business – The System You Need In Today's Market***. All are available on his Amazon author page at www.CMcAllisterAmazon.com.

Chris has been married to his wife Kelly for over 35 years and has two adult daughters and three granddaughters who know him as 'Granddude'.

Chris enjoys endurance training while listening to audio books and podcasts, cooking, movies, and spending time with his family

You can follow Chris on LinkedIn, and Facebook



How The Best Realtors Among Us Craft Careers Worth Pursuing and Lives Worth Living

There are eight success mindsets that the best real estate professionals among us employ to create consistently greater income year after year, a life with great friends and family relationships, good health, happiness, and decades of career satisfaction.

These eight mindsets are either growing, or slowing, your real estate business right now, and you are likely not even aware of them.

The eight success mindsets of the best real estate professionals among us do not require any specialized training or expensive workshops to learn. All you have to do is be open to the possibility that there is a way forward that will allow you to experience everything you were promised when you earned your real estate license.

My goal for this book is to share the wisdom I have accumulated working with some of the happiest and most successful real estate professionals in the business today. I want to raise awareness for what is possible. I want to illuminate a way forward in this industry that is not the norm most of us have experienced.

If you are happy with your life and business this book may make you uncomfortable. This book is written to make you question every assumption you have made about your real estate career to this point. You should expect to be compelled to reassess your approach to the business and consider how you got to where you are today.

If you are unhappy with the state of your business and career path, my hope is this book will spur you to take action and find a better, more sustainable, and healthier way forward.

For those who are already aware of the success mindsets in this book, let us celebrate the choices you've made and the lives you've positively impacted. This book will encourage you to double down on your success and give you the confidence to share your transformational approach to life and work with others who are ready to listen.

