

A Handbook For The NEW Real Estate Professional

PROTECTING THE GOOSE THAT LAYS THE GOLDEN EGGS

*Spoiler Alert:
You Are The Goose*



Chris McAllister

ROOST Real Estate Co.

Protecting The Goose That Lays The Golden Eggs

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By Chris McAllister

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A Note to Readers

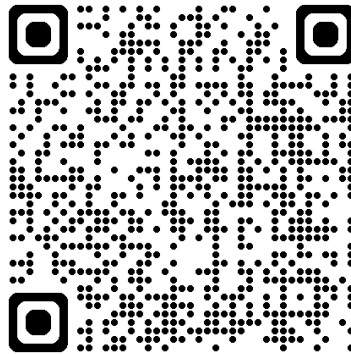
This book is the companion to the 12-part podcast series “***Protecting The Goose That Lays The Golden Eggs***” from **The Connect Practice Track & Grow Podcast** by **ROOST Real Estate Co.** Each chapter corresponds to an episode in the podcast series, exploring the essential strategies and mindsets that help real estate professionals build sustainable, fulfilling careers.

You can approach this material in whatever way works best for you:

- Read the book first, then listen to the corresponding podcast episodes for deeper insights.
- Listen to the podcast series first, then use this book as a reference and implementation guide.
- Move back and forth between the book and podcast, using each to reinforce the concepts.

The podcast series is available at www.LearnWithROOST.com or wherever you get your podcasts.

[Click here](#) or scan the QR code below to access the series:



Whether you’re experiencing these ideas for the first time or revisiting concepts you’ve heard on the podcast, this book provides a structured framework to help you protect your most valuable asset in real estate—yourself.

Now, let’s begin the journey of protecting your golden goose.

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Introduction

You Are the Goose

Remember the story of the goose that laid golden eggs? The farmer who owned it became rich from the golden eggs it produced. But instead of protecting the goose, the farmer grew impatient and greedy. He killed the goose to get all the gold at once—only to find nothing inside. By destroying the source of his wealth, he lost everything.

In the real estate business, **you** are that goose.

Your knowledge, energy, relationships, expertise, and ability to solve problems are what produce those “golden eggs” of commissions, referrals, and long-term success. But too many real estate professionals make the same mistake as the farmer. They push themselves to exhaustion, neglect their wellbeing, chase every deal, and ultimately burn out—killing their own golden goose.

If there’s any doubt—you are the goose—and the golden eggs you produce not only make your clients’ real estate dreams come true, but they also support the lifestyle to which you and your family have become accustomed and expect to become accustomed to in the future.

This book is about a radical idea in the real estate industry: Taking care of yourself first is not selfish, it’s essential. It’s about building a business that works for you instead of you working for it. It’s about becoming financially, mentally, and physically bulletproof while creating the life you truly want for yourself and those you care about.

Over the next twelve chapters, we’ll explore what makes what I call “The NEW Real Estate Professional,” someone who delivers exceptional value while maintaining personal wellbeing and building a sustainable business. From setting proper boundaries to leveraging your natural talents, from creating opportunities to simplifying processes, you’ll discover practical ways to thrive in today’s real estate landscape.

Whether you’re new to real estate or a seasoned pro looking to recalibrate, this book offers a blueprint that honors both your professional ambitions and your personal needs. Because in the end, a real estate career isn’t just about closing deals—it’s about creating a business worth having and a life worth living.

So, let’s begin the journey of protecting your golden goose.

Chapter 1

Professionals Set Boundaries

When I first got into real estate, I thought success meant being available 24/7. I'd answer calls at dinner, show houses on every holiday, and basically let my business run my life. I was making money, but I was also burning out, fast. It took a tough lesson to realize that the most successful agents weren't the ones working around the clock, they were the ones who knew when to say "no."

The most distinguishing characteristic of The NEW Real Estate Professional is the ability and motivation to take care of yourself FIRST. This isn't selfish, it's strategic. By prioritizing your wellbeing, you ensure your success is sustainable over your entire career.

Setting Boundaries Between Life and Business

Real estate can become all-consuming whether you're successful or struggling. The successful fail to set boundaries because they get addicted to their success and can't stop. The less successful fail to set boundaries because they're afraid to miss any opportunity.

Here's what I learned early on: If I was going to succeed, I had to be the professional my clients were willing to make an appointment for.

This meant establishing clear boundaries around my time:

- No work on Friday evenings or Saturday afternoons
- Available Monday through Thursday evenings for appointments
- Sundays for open houses
- Holidays were off-limits

The few times I broke these rules for what I thought were "sure things" never panned out. Not once. The universe was teaching me a lesson.

These boundaries didn't limit my success, they enhanced it. Clients respected me more, not less. They valued my time because I valued it first.

Professionals Don't Just Jump In

Have you ever met an agent who's so desperate for business they'll jump at any lead without qualifying it first? That's not professional behavior.

True professionals don't dive in with new clients, even with referrals, without establishing whether they'll work well together. They have procedures in place to ensure success from the start:

- Before showing properties to buyers, they require a face-to-face meeting (in person or virtual) to work through their buyer presentation.
- They use the same process every time, take detailed notes, and follow up with a summary.
- They do the hard work upfront to prevent problems later.

This approach saves you time, energy, and heartache in the long run. It also positions you as a professional who values both your time and your client's needs.

Client Access vs. Customer Access

Not everyone deserves the same level of access to you. There's a crucial difference:

- **Customers** are people you don't know or who haven't been referred to you. They can contact you through your office line or email.
- **Clients** are people who have committed to working with you. They get your cell phone number and more direct access.

This distinction helps you manage your time and energy while still providing great service to everyone. It also reinforces your value proposition—access to you is earned, not given away.

Learn To Be Present in the Moment

How many times have you seen agents constantly checking their phones during client meetings? Always being busy and on the phone isn't the mark of success many think it is.

One of the most powerful things you can do is turn off your phone when you're with a client—or better yet, leave it in your car. The ability to be fully present in a face-to-face conversation has become a superpower that most of us have lost. By being 100% present, you stand out from 99% of your competition.

I once read about a successful entrepreneur who tells potential clients upfront that if they leave her a message, she won't call back today—she'll call tomorrow. Bold move, right? But she backs it up by being great at what she does, being fully present with whoever she's with, and returning every call by the next business day as promised. Her clients respect her for it.

What Happens When Boundaries Are Missing?

We all reach a point where we simply cannot work any harder or longer. The harder we try without boundaries, the further behind we fall. The joy that once characterized our work slowly fades. We burn out, fade away, and quietly quit.

I've seen it happen to too many talented agents. They start with passion, push themselves beyond reasonable limits, and eventually flame out—sometimes leaving the industry altogether.

Setting boundaries isn't just about work-life balance (though that's important). It's about ensuring your longevity and effectiveness in this business. By protecting your time and energy—protecting that goose—you ensure you can continue laying golden eggs for years to come.

Remember, setting boundaries isn't selfish. It's the mark of a true professional who understands that sustainable success comes from taking care of yourself first, so you can take the best care of your clients.



Scan the code with your smartphone camera -or- [click here](#) to listen to the first podcast episode of this series.

Chapter 2

Professionals Create Their Own Opportunities

Have you ever noticed how some agents seem to thrive regardless of market conditions? While others are complaining about interest rates or inventory, these professionals keep writing contracts and closing deals. What's their secret?

They don't wait for the opportunity, they create it.

A defining characteristic of The NEW Real Estate Professional is the ability to generate their own opportunities instead of waiting for the phone to ring. This proactive approach ensures a steady stream of business regardless of market conditions.

What Professionals Don't Do

Let's start with what professionals DON'T do:

- They don't complain about interest rates, inflation, inventory, or any other factor beyond their control.
- They don't waste energy lamenting industry changes like the NAR lawsuit.
- They don't try to roll back the clock when the market shifts.

I've never heard a truly successful agent say, "Business is slow because interest rates are up." Instead, they focus on what they CAN control, creating value for clients one person at a time.

When the NAR lawsuit changed commission structures, professionals didn't panic. They accepted, adapted, and moved forward. They know that fighting against reality is a waste of energy that could be used to create new opportunities.

This mindset shift requires seeing the business through your clients' eyes rather than your own. It means leaving behind agent-centric thinking and embracing a truly customer-focused approach.

Making Invisible Opportunities Visible

Professionals have a sixth sense for opportunities that others miss. Every relationship, every conversation, every market shift contains hidden opportunities—if you're paying attention.

They actively look for opportunity in everything they do. They listen carefully to what clients say (and don't say). They know what their clients want, why they want it, and how they can help them get it.

This skill comes from practice. It means asking the right questions and truly hearing the answers. One of my favorite questions is “If we were sitting here a year from now, what would have to happen for you to be satisfied with your real estate experience?” Asking this opens doors to understanding what truly matters to each client.

The trick is putting your expertise in service to what your clients want to accomplish, not what you think they need. It’s a subtle but profound shift from “Here’s what I think you should do” to “Here’s how I can help you achieve what you want.”

Professionals Play To Win

There’s a big difference between playing to win and playing not to lose. Playing not to lose means making safe choices, avoiding risks, and focusing on survival. Playing to win means being strategic, taking calculated risks, and focusing on growth.

Once professionals commit to a goal, they go all in—but they also play the long game. It’s not about quick wins but sustained success. You might sprint to get started, but successful professionals know this business is a marathon, not a sprint.

This long-term view allows professionals to make decisions based on what’s best for their business over time, not just what will close a deal today. It’s why they invest in relationships, systems, and personal growth even when there’s no immediate payoff.

Professionals Are Market Makers

One of the greatest skills of top real estate professionals is their ability to bring together buyers and sellers from their database to create their own markets.

Many successful agents already have potential buyers for every listing they take. They don’t just rely on the MLS to find a buyer; they proactively connect with people in their network who might be interested.

This isn’t about double-ending deals for bigger commission checks. It’s about doing the job their listing client hired them to do (selling their property) while helping buyers get what they want. It’s win-win-win thinking, and it explains why these professionals thrive year after year regardless of market conditions.

The opposite of a market maker is an agent who gets an exclusive right to sell agreement signed and then waits for another agent to sell it. Professionals take ownership of the entire process.

Professionals Look for Untapped Niches

Smart professionals find underserved niches that match their interests and expertise. My personal favorite has always been working with attorneys. I genuinely find the law interesting, and attorneys understand the value of real estate investment. They've become great clients and referral partners.

Your niche might be:

- Parents from your child's soccer team
- Former coworkers
- Investors
- Financial professionals
- Condos in a specific area
- Relocations from particular regions

You'll always make more money going deep into a narrow opportunity than dabbling in multiple areas. Go with what you know. Go with what you like. Go deep with people you relate to.

When professionals stop creating their own opportunities, they start "quiet quitting." The signs include:

- Getting lazy about adding new people to your database
- Writing fewer personal notes
- Finding less reason to experience gratitude
- Becoming less curious
- Losing motivation to add value

The ability to create your own opportunities, rather than waiting for them to appear, is what separates thriving professionals from struggling agents. By proactively seeking and creating opportunities, you ensure a steady stream of business regardless of what the market is doing.

Remember, opportunity doesn't just knock—you have to build the door.



Scan the code with your smartphone camera -or- [click here](#) to listen to the second podcast episode of this series.

Chapter 3

Finding Opportunity Within Your Unique Ability

Have you ever watched someone do something so effortlessly that it seems like they were born to do it? That's what happens when people operate in their "Unique Ability," and it's the key to standing out in the crowded real estate market.

In this chapter, we'll explore how to identify and leverage your unique talents to create more opportunities and achieve greater success with less effort.

Understanding Unique Ability

Dan Sullivan, founder of Strategic Coach, defines "Unique Ability" as the combination of talents, passions, and skills that you're both exceptionally good at and love doing.

Everyone has at least one unique ability that, when recognized and focused on, allows them to:

- Contribute maximum value to clients
- Feel energized rather than drained by work
- Stand out in a competitive market
- Build a sustainable business that's difficult to duplicate

Your Unique Ability isn't just what you're good at, it's what you're naturally good at AND passionate about. It's where skill meets joy. When you operate in this zone, work feels less like work and more like a calling.

For example, I discovered that my unique ability is creating and coaching business opportunities and strategies that support and add value to the lives of homeowners and real estate professionals. This realization helped me focus my energy on the right activities and build a business aligned with my strengths.

Self-Assessment Tools and Resources

Several tools can help you identify your Unique Ability:

1. The Fascinate System by Sally Hogshead – While traditional personality tests tell you your STRENGTHS, Fascinate helps you understand what makes you DIFFERENT, which is crucial in today’s competitive market. My Fascinate profile is “The Maestro” – I communicate my value through Power and Prestige.

2. Kolbe A Index – This assessment measures how you instinctively get things done across four dimensions:

- Fact Finder (how you gather information)
- Follow Thru (how you organize)
- Quick Start (how you deal with risk and uncertainty)
- Implementor (how you handle space and tangibles)

Understanding these natural tendencies helps you work with your instincts rather than against them. My Kolbe is 7373. I am both a Fact Finder and a Quick Start.

3. Myers-Briggs Type Indicator (MBTI) – This classic assessment examines your preferences across four dimensions:

- Introverted/Extroverted (where you get energy)
- Intuitive/Sensing (how you process information)
- Thinking/Feeling (how you make decisions)
- Judging/Perceiving (how you organize your world)

My type is INTJ, which helps explain why I approach problems the way I do.

4. CliftonStrengths Assessment – This tool identifies your top strengths among 34 possible attributes. My top five are Significance, Analytical, Individualization, Focus, and Futuristic.

These assessments aren’t just interesting exercises, they’re practical tools to help you discover and become more of who you truly are. They reconnect you with your authentic self and the unique strengths you may have lost sight of while trying to fit a standard mold.

Building a Unique Ability Team

Here’s where things get really powerful: When you combine your Unique Ability with someone else’s complementary abilities, you create a Unique Ability Team.

For example, at ROOST Real Estate Co., we've built a marketing team where each person brings distinct strengths:

- I'm "The Maestro." I create vision and structure.
- Our Digital Marketing Manager is "The Talent" who brings creative ideas to life.
- Our Graphic Designer and Social Media Coordinator is "The Catalyst" who sparks action and drives implementation.

Together, we accomplish far more than any of us could individually. The key is recognizing that you don't need to be good at everything, you just need to be exceptional at your particular contribution and surround yourself with people whose abilities complement yours.

When Unique Ability Intersects with Company Mission and Vision

Magic happens when your Unique Ability aligns with your company's mission and vision. After reading Jim Collins' book *Beyond Entrepreneurship 2.0*, I realized that my unique ability statement had evolved to become our mission at ROOST Real Estate Co.

Our mission became: "We create and coach business opportunities and strategies that support and add value to the lives of homeowners and real estate professionals."

This clarity led to our vision: "To be the best loved real estate brokerage and home services company in North America." Not the most admired, not the most profitable, not the one with the most agents—but the most LOVED by the people we serve.

To put it even more succinctly, when people think of ROOST Real Estate Co. we want them to think of "home." That's why the idea of home is the center of everything we do.

ROOST = Home®

When you align your unique strengths with a clear purpose, everything else falls into place.

Leveraging Your Unique Ability in Real Estate

To fully leverage your Unique Ability in real estate:

1. Focus on high-impact activities – Concentrate on tasks that align with your strengths and passions. This is where you'll create the most value with the least effort.

2. Delegate or partner – Learn to delegate tasks that don't align with your Unique Ability. Partner with people whose strengths complement yours.

3. Build a supportive environment – Create a business structure that allows you to maximize your Unique Ability. This might mean hiring specific team members, adopting certain technologies, or focusing on particular market segments.

4. Commit to continuous improvement – Even within your areas of strength, there's always room to grow. Invest in further developing your Unique Ability through coaching, education, and practice.

Finding and leveraging your Unique Ability isn't just about doing what you're good at, it's about creating a business that energizes you, leverages your natural talents, and delivers exceptional value to your clients. When you operate from this place of alignment, success follows naturally.

Remember, you don't have to be good at everything to be great at what you do. Focus on your Unique Ability and let that be your competitive advantage.



Scan the code with your smartphone camera -or- [click here](#) to listen to the third podcast episode of this series.

Chapter 4

Introverted or Extroverted? Unleash Your Natural Unfair Advantages

“You need to be more outgoing to succeed in real estate.”

If you're an introvert, you've probably heard this advice—and it's flat-out wrong. The truth is, both introverts and extroverts can be wildly successful in real estate by leveraging their natural tendencies rather than fighting against them.

In this chapter, we'll explore how to identify whether you're more introverted or extroverted and how to turn those natural tendencies into your “unfair advantage” in the real estate market.

The Extrovert Advantage

Extroverted agents draw energy from social interaction and typically bring these strengths to their real estate practice:

- 1. Energetic networking** – Extroverts thrive in social settings and often build extensive networks through events, open houses, and community involvement. They naturally connect with many people and generate leads through these interactions.
- 2. Strong verbal communication** – With their comfort in speaking and thinking on their feet, extroverts excel in listing presentations, negotiations, and spontaneous client conversations. They can articulate value propositions clearly and persuasively on the spot.
- 3. Proactive client engagement** – Extroverts typically prefer phone calls or face-to-face meetings over written communication. They're quick to reach out, follow up, and maintain regular contact with their sphere of influence.
- 4. High visibility** – Extroverted agents often maintain a strong presence in their community and online. They're comfortable creating video content, hosting events, and putting themselves out there in ways that keep them top-of-mind.
- 5. Enthusiasm and persuasiveness** – Their natural energy and enthusiasm can be infectious, helping to excite clients about properties and possibilities. This persuasive quality helps overcome objections and move deals forward.

6. Collaborative teamwork – Extroverts often enjoy and excel in team environments. They share ideas freely, build rapport with colleagues, and create synergy that benefits everyone.

7. Adaptability in conversations – With their preference for thinking while talking, extroverts can quickly adjust their approach based on client reactions and feedback.

8. Risk-taking – Extroverts may be more comfortable trying new marketing strategies, exploring untapped markets, or making bold moves that others might hesitate to attempt.

The Introvert Advantage

Introverted agents draw energy from reflection and focus, bringing different but equally valuable strengths to real estate:

1. Deep listening skills – Introverts tend to listen more than they speak, helping them truly understand client needs, concerns, and unstated desires. This deep understanding allows them to find perfect-match properties and solutions.

2. Preparation and research – Preferring to be well-prepared, introverts often excel at market research, property analysis, and creating comprehensive client presentations. This thoroughness builds trust and demonstrates expertise.

3. Focused networking – While large networking events might be draining, introverts often excel in one-on-one or small group settings. They build fewer but deeper relationships that lead to strong loyalty and referrals.

4. Thoughtful communication – Introverts typically think before they speak, resulting in well-crafted emails, texts, and listing descriptions. Their written communication is often precise and persuasive.

5. Leveraging technology – Many introverts excel at digital marketing, virtual tours, and written content creation—all increasingly important in today's real estate landscape.

6. Quality over quantity approach – Rather than chasing every lead, introverts often focus on building deeper relationships with fewer clients. This approach leads to higher conversion rates and more meaningful connections.

7. Independent working style – Introverts often work best when they have the autonomy to manage their schedule and approach. This independence can lead to creative solutions and distinctive service offerings.

8. Empathy and sensitivity – With their observant nature, introverts often pick up on subtle client cues and emotions that others might miss. This empathy helps them navigate complex negotiations and sensitive client situations.

Embracing Your Natural Advantages

Being an introvert myself, I always admired extroverts' ability to walk into any room and light it up. Over time, however, I discovered that I have my own unfair advantages that allow me to add unique value to my clients' lives.

The key is to stop trying to be someone you're not and instead leverage your natural tendencies:

If you're an extrovert:

- Use your networking abilities to build a large sphere of influence.
- Create video content and host events that showcase your personality.
- Focus your energy on client-facing activities where your enthusiasm shines.
- Consider a role that involves frequent client interaction and relationship building.

If you're an introvert:

- Develop a strong online presence with thoughtful content.
- Create systems that allow you time to recharge between social interactions.
- Focus on niches where your research skills and attention to detail are valued.
- Partner with team members whose strengths complement yours.

At ROOST Real Estate Co., we celebrate this diversity of unique abilities. Whether you're introverted, extroverted, or somewhere in between, your unique perspective and approach are what make you valuable. The best teams include both types, leveraging each person's natural advantages.

Remember, success in real estate isn't about fitting a particular mold—it's about being authentic and leveraging your natural strengths. The question isn't whether you're an introvert or extrovert; it's how you can turn your natural tendencies into your competitive advantage.



Scan the code with your smartphone camera -or- [click here](#) to listen to the fourth podcast episode of this series.

Chapter 5

The 4 Stages of Lifelong Improvement and Professional Development

Have you ever wondered why some real estate professionals continue to grow and evolve throughout their careers while others plateau after a few years? The difference often comes down to understanding the natural progression of professional development and consciously moving through each stage.

In this chapter, we'll explore the four critical stages that real estate professionals navigate throughout their careers and how you can ensure continuous growth at each level.

Stage 1: The Foundation of Technical Proficiency

At the beginning of your real estate journey, you focus on mastering the essential tools of the trade—contracts, technology platforms, listing presentations, and basic client interactions. This stage is characterized by:

- Learning how to complete paperwork correctly
- Understanding compliance requirements
- Getting comfortable with real estate technology
- Earning required continuing education credits
- Developing basic showing and presentation skills

This foundation is absolutely necessary, but here's the trap: Many agents never move beyond this stage. They become technically competent but fail to develop the deeper skills that create lasting success. They know how to use dotloop and write a contract but never learn how to build relationships that generate consistent referrals.

Think about it this way: Technical skills get you in the game, but they don't make you a winner. They're the price of entry, not the key to success.

To move beyond Stage 1:

- Master the fundamentals, but don't stop there

- Begin shifting focus from transactions to relationships
- Invest in skills beyond what's taught in licensing courses
- Seek mentors who exemplify the kind of success you want

Stage 2: The Quest for Growth

The second stage emerges when you realize there must be more to real estate success than just completing transactions. You may feel:

- Disillusioned with the reality of the business versus your expectations
- Caught in a cycle of repetitive work without meaningful growth
- Uncertain about your future in the industry
- Ready for more but unsure how to get there

This is a pivotal crossroads. Some agents leave the business at this point, unable to see a path forward. Others settle into mediocrity, resigned to the status quo. But the most successful push through by making crucial decisions:

- Aligning with a brokerage that offers genuine growth opportunities
- Finding mentors who can guide their development
- Investing in advanced training beyond required continuing education
- Rebranding to reflect a more focused value proposition
- Committing to personal and professional growth

This stage requires courage. You must admit you don't know everything and be willing to invest time, money, and effort in your development. You might need to leave your current brokerage for one that better aligns with your growth goals.

The agents who successfully navigate Stage 2 emerge with renewed purpose, clearer direction, and a stronger foundation for sustainable success.

Stage 3: The Achievement of Status

With time and dedication, you reach a point where you enjoy significant respect and status in your community. You've built a solid reputation, have a steady client base, and enjoy the fruits of your labor.

This achievement is well-deserved—but it’s also dangerous.

At Stage 3, many successful agents fall into the complacency trap. They think they’ve “arrived” and stop pushing themselves to improve. Their past success becomes their identity, and they resist changes that might threaten that identity.

The best professionals recognize that Stage 3 is just another milestone—not the end goal. They understand that the skills that got them here won’t get them to the next level. To continue growing, they must:

- Set new standards of success beyond their current achievements
- Embrace change rather than resisting it
- Continue learning and adapting to market shifts
- Mentor others while remaining open to new insights
- Reinvest in their business and skills

Remember, it’s much easier to fall back from Stage 3 than to move forward. Maintaining the status quo requires deliberate effort; advancing requires even more.

Stage 4: The Pursuit of Excellence

The final stage represents continuous learning and curiosity. Here, seasoned professionals view their career as an ever-growing investment in themselves. Rather than repeating the same year of experience multiple times, they constantly evolve.

Stage 4 professionals:

- Actively seek coaching and education
- Maintain genuine curiosity about their field
- Avoid chasing trends but embrace valuable innovation
- Focus on deepening expertise in their chosen areas
- View challenges as opportunities for growth

These professionals understand that expertise isn’t static—it’s dynamic. They allocate time and resources to their continued development, seeing it not as an expense but as an essential investment in their success.

I've maintained a morning journal for over 1,500 days, using it to reflect on my business and identify opportunities for improvement. I look forward to this practice each morning because it keeps me growing and thinking. This commitment to continuous improvement is what Stage 4 is all about.

Moving Through the Stages

These stages aren't strictly linear. You might skip stages, move back and forth, or experience elements of multiple stages simultaneously. The key is recognizing where you are now and where you want to go next.

Ask yourself:

- Which stage best describes my current approach to real estate?
- What skills do I need to develop to move to the next stage?
- What mindsets or habits might be keeping me stuck?
- Who can support me in my growth journey?

The journey through these stages isn't just about professional achievements, it's about embodying the principle of lifelong improvement. It's a commitment to not only keeping pace with the evolving landscape of real estate but also to leading the charge by embracing growth, pursuing excellence, and investing in yourself.

Remember, the skills that got you here won't get you to the next level. Continuous growth is the only sustainable path to long-term success in real estate.



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Chapter 6

Don't Fight the Flow—There Is a Rhythm to Our Business

Have you ever noticed how business seems to surge at certain times of the year and slow down at others? This isn't random—it's part of the natural rhythm of real estate. Fighting against this rhythm is like swimming upstream—exhausting and ultimately futile.

In this chapter, we'll explore how to recognize and leverage the seasonal patterns in real estate to maximize your productivity while maintaining your wellbeing.

The Work-Life Balance Framework

I created this framework for myself because I noticed a self-destructive pattern in my work habits. Once I started a project or set a goal, I became fixated. I couldn't stop or slow down even when I was getting too tired or burned out to be effective. I'm also the guy who has to finish what I started, and when I put something on my calendar, it's nearly impossible for me to move or delete it.

The truth is, I'm a walking anxiety disorder harnessed for productivity. This description, attributed to Lin-Manuel Miranda (creator of *Hamilton*), perfectly captures how I've channeled my natural intensity into productive work.

But I've learned that this intensity needs to be managed. There are times when we need 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 shouldn't pass it up. I've yet to meet a successful real estate professional who doesn't have the capacity to work hard and stay focused for extended periods.

The key is understanding when to push and when to rest.

The Freedom of Time

I often talk about the 4 Freedoms for Real Estate Professionals:

1. Freedom of Money
2. Freedom of Purpose

3. Freedom of Relationship

4. Freedom of Time

On a practical level, the Freedom of Time is about balancing the need to seize opportunities with the need to take care of yourself. This isn't easy. It requires intentional effort and, more importantly, absolute self-confidence in the value you bring to the market.

A real estate professional should view their practice like any other professional would. You wouldn't randomly call a doctor, lawyer, or accountant and demand an immediate meeting. Don't let anyone do that to you, either.

While working by referral creates more consistent income throughout the year, there's still a seasonality to our business. We need to be aware of it and make it work for us rather than against us.

Holidays and Long Weekends

Free time, vacation, and holidays should not be something you have to "earn" or reward yourself with. For a full-time professional, regular time off is absolutely necessary to operate at peak performance. If you don't take time to rest, rejuvenate, focus on your family, and do something outside of real estate, you will eventually burn out, lose interest, make mistakes, and get sick.

I often hear agents say they like to be on call over holiday weekends because they think they'll get ahead of "slacker" agents who are enjoying time with their families. I used to think the same way—until I realized those random holiday showings and appointments rarely resulted in closings or referral relationships.

My advice? Mark every national holiday on your calendar as a free day for the rest of your life. Don't just mark the holiday itself—mark the surrounding weekend too. Start with these Big Six:

- Christmas Day
- New Year's Day
- Memorial Day
- 4th of July
- Labor Day

- Thanksgiving

Take this time. Plan for it. Your clients are taking this time off and will understand if you do too. Customers who don't understand can find another agent.

The “All In” Season

Spring and summer are undoubtedly the prime seasons for real estate. While your referral-based business will produce steady income year-round, these warmer months are when you have the greatest opportunity to grow your business and maximize your financial rewards.

It's easy to see why: Both past client activity and incoming referrals heat up with the weather. It happens every year like clockwork.

Spring and summer are when we need to be “all in” and committed 100%. This is when I know I'll be working late at least a couple of nights each week and probably one day each weekend. The business is there, our clients need our help, and this is what we signed up for.

Here's how the rhythm typically flows:

- **Late February through April:** Prime time (with a pause during Easter/spring break)
- **May through July:** Busiest months of the year (with breaks around Memorial Day, graduation season, and 4th of July)
- **Late July:** Transition as people squeeze in last vacations before school starts

August – The Mid-Year Recovery

August is interesting. There's still business to be had, but it's one of the slowest months for placing houses under contract and securing new business. However, it's one of the biggest months for closings, so your customer service and contract management skills will be in high demand.

After six months of making the most of your business opportunities, you need—and deserve—a break. This is the month to take a vacation and step back for a few days. Celebrate your achievements so far.

The “On the Business” Season

While you’ll still enjoy steady referrals in the fall, this is the time to look at the past spring and summer with a critical eye. What worked? What didn’t? What goals did you meet, and where did you fall short?

September will be relatively busy, and October often brings a surge of closings, but the period from September through November should focus on planning for next year’s “All In” season. This is when you should:

- Develop new capabilities
- Refine marketing ideas
- Create advertising plans
- Set financial goals for the coming year

The pace is less frenzied than spring and summer, making it ideal for reflection and improvement. It’s no coincidence that the National Association of Realtors schedules their convention during this season. This is the time to sharpen the saw and set new business standards.

The Holidays

The holiday season in America starts with Halloween and spills into the first week of January. From a referral-based business perspective, this is the most important time of the year. Making calls, writing notes and cards, giving gifts, and attending parties are all naturally integrated into the season.

Agents who approach the holidays with a plan and purpose can contact everyone in their database at least once. The seeds you plant and referrals you earn during November and December can create closings in January and February that other agents can only dream about. This is an “All In” season but in a different way than spring and summer.

The Year-End Recovery

Once again, you’ve done great work for the last few months, and it’s time to celebrate, take time for yourself and your family, and prepare for the New Year. The period from Christmas through New Year’s should be a guilt-free opportunity to enjoy yourself and your accomplishments. After all, spring and summer are right around the corner.

Success in real estate isn't about being relentless in your pursuit of deals; it's about understanding the rhythm of our business and knowing when to push hard and when to pull back. By embracing the natural flow of the market, you align your energy with the opportunities that come your way, ensuring you're working smart, not just hard.

Remember, the goal is to create a business that supports a life worth living. This means recognizing when it's time to go all in and when it's time to step back, recharge, and prepare for the next wave of opportunity.

Here's to a business worth having and a life worth living!



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Chapter 7

JOMO or the Joy of Missing Out

“I should be doing more Facebook Live videos...” “I need to be on Instagram...”
“Everyone’s talking about AI—I should be using that too...” “That agent is hosting client events every month—why aren’t I doing that?”

Sound familiar? This nagging feeling that you’re missing opportunities, falling behind competitors, or not doing enough is what we call FOMO—Fear Of Missing Out. And it’s one of the biggest thieves of focus, effectiveness, and satisfaction in the real estate business.

In this chapter, we’ll explore an alternative mindset that can transform your business and life: JOMO—the Joy Of Missing Out.

Understanding FOMO and JOMO

JOMO, and its counterpart, FOMO, are two sides of the same coin, each influencing how we make decisions in both our personal lives and business.

I first encountered the concept of JOMO a couple of years ago while listening to Tim Ferriss’s podcast. It immediately resonated with me because I recognized how much of my stress came from trying to do everything, be everywhere, and seize every opportunity.

Let’s start by understanding FOMO, since it’s sometimes easier to define something by what it’s not. FOMO is that nagging anxiety you feel when you think you’re being left out of valuable experiences or opportunities. It’s that fear that others are making strides without you.

For real estate professionals, FOMO can be a double-edged sword:

- It keeps you aware of new opportunities and market trends.
- BUT it can lead to overcommitment and losing sight of your vision.
- It may drive you to try new marketing strategies.
- BUT it can scatter your focus and dilute your effectiveness.

When we chase every opportunity out of fear, we spread ourselves too thin and never develop true mastery in any area.

JOMO, on the other hand, offers a sense of peace and satisfaction. It's about being content with the choices you've made, appreciating where you are now, and not worrying about what you might be missing. It's the confidence to say, "That might work for others, but it's not for me."

Easier said than done, I know. But for someone who values relationships over transactions and takes a long-term view of their business, embracing JOMO is not just powerful—it's essential.

Unique Ability and JOMO

Embracing JOMO can help you focus on your Unique Ability—the activities that you're not only great at but also deeply enjoy. By concentrating on these areas, you make significant contributions and drive innovation, rather than getting distracted by what others are doing.

JOMO gives you permission to say no to good opportunities in favor of great ones. It ensures your actions align with your strengths and passions.

This isn't always easy. It takes courage to say no to opportunities that seem promising but don't align with your core strengths. But when you do, you free up energy and time to excel in the areas where you truly shine.

For example, if your strength is in-depth market analysis and detailed client consultations, you might choose to forego the trendy social media challenges that don't play to your strengths. Instead, you might focus on creating comprehensive market reports or hosting small, informative workshops where your expertise can shine.

Relationships and JOMO

For relationship-driven professionals, JOMO means devoting more time to building deeper, more authentic connections rather than chasing every transaction. It allows you to be selective about the relationships you invest in, ensuring they're mutually beneficial and aligned with your long-term goals.

In real estate, this might mean:

- Working with fewer clients but serving them more thoroughly

- Focusing on past clients who appreciate your value rather than cold leads
- Building deep relationships in specific neighborhoods or market segments
- Creating client experiences that reflect your authentic style, not copying others

When you operate from JOMO, you attract clients who value your particular approach and strengths. These relationships tend to be more satisfying, more profitable, and more likely to generate referrals.

Strategic FOMO: Staying Informed Without Being Driven

While JOMO should be your dominant mindset, strategic FOMO has its place. In the context of transactions and market awareness, FOMO can keep you alert to emerging trends and opportunities.

The key is using FOMO strategically, letting it inform you without letting it drive you. Stay aware of market trends and innovations, but filter them through your Unique Ability and long-term strategy before adopting them.

For instance, you should know about new technologies in real estate, but you don't need to be an early adopter of every new app or platform. Be selective about which innovations align with your strengths and client needs.

JOMO and Articulating Your Value

In today's changing real estate landscape, especially with the NAR settlement creating new commission structures, clearly articulating your value is more important than ever. JOMO can help you craft this message authentically.

Here's what a personal mission statement grounded in JOMO might sound like:

"I don't worry about what other agents are doing or about market conditions beyond what I need to know to help you get the house you want at the price you want to pay with terms that work for you.

My focus is on your interests and your interests only.

I maintain quality over quantity, cultivate deep market expertise, and provide personalized service that sets me apart. When you choose to work with me, you're choosing a partner committed to your success, not just another transaction."

This value proposition resonates because it emphasizes focus, commitment, and personalization—all benefits of the JOMO mindset.

Balancing JOMO and FOMO

JOMO is a simple yet profound concept that can lead to powerful insights for both personal and professional growth. As you move forward, strike a balance between the awareness that FOMO provides and the focus that JOMO ensures.

Use FOMO to remain informed but lean into JOMO to ensure your decisions always serve your broader vision and values. Remember, success isn't about doing everything, it's about doing the right things exceptionally well.

JOMO isn't about complacency or ignoring opportunities; it's about making intentional choices that serve your long-term goals and clients' interests. It's having the courage to say no to noise, distractions, and fear-driven decisions that pull you away from what truly matters.

In a world obsessed with more, embracing the joy of less—but better—might be your greatest competitive advantage.



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Chapter 8

Simplify, Simplify, Simplify

In the famous words of Henry David Thoreau, “Simplify, simplify, simplify!” These words have never been more relevant for real estate professionals than they are today. In an increasingly complex industry, the ability to simplify—your processes, your messaging, your client experience—has become a superpower.

In this chapter, we’ll explore how simplification isn’t just a nice-to-have strategy but the key to becoming bulletproof in both your personal and professional life.

Introduction to Simplification

I’ve been exploring the power of simplification through the lens of Dan Sullivan’s book, *Simplifier-Multiplier Collaboration*. Sullivan lays out a fundamental truth: **If you’re not simplifying or multiplying, you’re complicating—and complicating leads to stress, inefficiency, and ultimately, failure.**

Let’s break down what it means to be a Simplifier versus a Multiplier:

A **Simplifier** takes complex ideas, processes, or systems and distills them into something clearer, more efficient, and easier to manage. They focus on clarity and reducing complexity, which is essential for creating a strong foundation.

A **Multiplier** takes those simplified ideas and scales them up, spreading their impact to a broader audience and creating exponential growth.

The magic happens when these two roles collaborate—first simplifying, then multiplying—to achieve extraordinary results.

I’ve discovered that I’m naturally a Simplifier. I take complex ideas and break them down into manageable pieces that make sense. Maybe you’re the same way. Or perhaps you’re a natural Multiplier, someone who excels at taking clear concepts and expanding their reach.

Regardless of which you are, understand this crucial principle: **Before you can multiply effectively, you must simplify.**

The Need To Simplify Before Multiplying

I’ve experienced this firsthand in my business. When I realized my marketing message and processes were too complicated, I knew I had to simplify. Once I did, I was able to multiply my message at scale, reaching more clients and delivering more value.

When I finally saw how each building block fit together—almost like Legos—I was able to make progress. It took years, but once I “got it,” the company really took off.

Simplification wasn’t just a step—it was the critical foundation for successful multiplication.

Real-World Example: Costco vs. Starbucks

A perfect example of this concept is the contrast between Costco’s snack bar and Starbucks. Costco’s snack bar is incredibly popular and profitable because it’s simple—they offer a few items, do them well, and deliver consistent value. Meanwhile, Starbucks has become increasingly complicated, with countless products and customizations that have eroded profitability. Their complexity makes operations more challenging and dilutes their value proposition.

It’s a clear illustration of how simplicity can drive success, while complexity creates unnecessary challenges.

Simplifying for Real Estate Professionals: It’s Not About Us—But It Is

Right now, the real estate business is as complicated as it has ever been. The NAR settlement has upended how we do business and, critically, how we get paid. I don’t want to gloss over this reality, but I do want to give you one piece of advice:

Stop making this about you.

The fact is, if you focus on simplifying your clients’ experiences, your business will simplify itself.

Here’s how you can do that:

1. Empower Clients with Knowledge and Transparency

Transparency is key to empowering your clients in today’s real estate environment.

Be transparent: Clients deserve to understand the new realities of real estate transactions. Rather than sugarcoating things, walk them through the changes clearly and concisely.

For example: *“The industry has changed, but these changes work to your advantage. You have more control than ever over how we structure this transaction, and I’ll make sure you understand all your options.”*

Break down the options: Show your clients they're in control. Explain how new commission rules give them more flexibility and empower them to make decisions that work for their budget and goals.

For Buyers: *"Now, you can decide how you want to handle the buyer agent fee, giving you more flexibility in your budget."*

For Sellers: *"You have more choices now when it comes to offering compensation to the buyer's agent. This lets you control more of your selling costs and tailor the deal to what works for you."*

2. Focus on Value

Clients need to feel confident that they're getting value for their investment. By simplifying the process, you can clearly communicate that your value goes beyond just the commission structure.

Highlight the benefits of your expertise: Shift the conversation to how your guidance simplifies the entire process, saving clients time, stress, and money.

For example: *"My goal is to make this process as easy and beneficial for you as possible. Whether it's getting the best offer on your home or finding the right property, I'm here to ensure you get the most out of this transaction."*

3. Simplify the Process for Your Clients

Too often, agents complicate home buying or selling as a way to make themselves indispensable. The truth is clients hate this. It's one reason we're in the situation we're in. Instead of complicating things, simplify the process and empower your clients to move confidently through each stage.

Step-by-step guidance: By walking clients through the transaction process clearly, you reduce confusion and stress.

For example: *"Here's what the next few weeks will look like, and I'll be with you every step of the way to ensure everything goes smoothly."*

Simplify contracts: With the new commission rules, use straightforward language and help clients understand each part of the agreement. This reduces anxiety and helps them make informed decisions.

For example: *"This section outlines how we'll handle the buyer's agent fee. Let's talk through the options and decide what's best for you."*

4. Empowerment Through Long-Term Relationships

Empowering clients doesn't end when the deal closes. Simplifying your approach and building long-term relationships continues to add value for years to come.

Ongoing support and education: Position yourself as a resource beyond the transaction. This reassures clients that they're more than just a sale.

For example: *“Even after we close, I'll be here to answer any real estate questions or help you with future needs. My goal is to be your trusted advisor for years to come.”*

Focus on relationships, not transactions: By simplifying the process and focusing on relationships, clients feel more secure and empowered.

For example: *“My goal isn't just to sell you a home but to ensure you feel confident in the decisions you're making for your family's future.”*

Simplification IS Empowerment

Simplifying the real estate process is about giving your clients the clarity and confidence to make empowered decisions. It puts control back in their hands and helps them feel secure in an otherwise complicated market.

Simplify to empower yourself: When you focus on simplifying the process for your clients, you're also empowering yourself. Simplification reduces stress, creates efficiencies, and gives you clarity to operate effectively in this new environment.

Let go of what no longer serves you: The commission model served us for decades, but holding onto it will only prevent us from thriving. We need to let go of the past to succeed in this new landscape.

Simplification as a superpower: While simplifying the process seems like it's all about the client, it's actually one of our most powerful tools to navigate this new era. By cutting out complexity and focusing on value, we create a sustainable, client-focused business model that ensures we're paid for what we do best.

The truth is, the market is more complicated than ever. But that's exactly why our role as real estate professionals has become even more critical. The agents who can simplify, streamline, and create clarity for their clients will not only survive in this new environment—they'll thrive.

Remember, it's not about us; it's about making the process as easy as possible for our clients. And by doing that, we ensure our own success.



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Chapter 9

How To Become Financially Bulletproof

It always amazes me how few real estate professionals actually invest in real estate. Think about that for a minute. We spend our days helping others build wealth through property ownership, yet many of us never take our own advice.

From the moment I got my real estate license, I knew investing was my end game. I put every dollar I could from my commission income into building a portfolio that would eventually create passive income to cover my daily needs.

In this chapter, we'll explore how you can leverage your unique position as a real estate professional to build lasting wealth and achieve financial bulletproof status.

Why Agents and Brokers Should Be Investing in Real Estate

Let's start with the basics. Real estate is one of the best ways to build long-term wealth. It provides cash flow, appreciates over time, has unique tax benefits, and, unlike the stock market, is something you can actively influence.

For anyone, these are good reasons to invest in property. But for us as real estate professionals, we have some superpowers that regular investors don't:

- We know where the market is moving before others do.
- We get access to deals before they hit the public market.
- We can negotiate with confidence and experience.
- We understand the nuances that make a property profitable.
- We have a network of service providers (lenders, contractors, property managers).

It's like we're already halfway up the mountain while others are still at the base. So why *wouldn't* we use these skills to build our own financial future?

Real Magic Comes with Time and Appreciation

Here's where the real magic happens—in the long view.

Real estate grows in value over time—it appreciates. This is one of the most powerful wealth-building forces in the known universe.

You hold a property long enough, and you're likely to see its value multiply. And yet, too often, we see people not taking advantage of this long-term gain. They get caught up in the idea of quick returns, like flipping properties or even investing in the stock market instead, but they're missing the bigger picture.

As agents and brokers, we *know* how neighborhoods evolve. We know which areas are poised for growth and can predict appreciation better than most.

Not using that knowledge to invest in property is a sin. It's a crime. It's like ignoring a guaranteed bonus. It's personal *financial malpractice*.

Realtor Superpowers: Tax Benefits that Investors Can't Ignore

Let's talk about one of the biggest advantages we have as real estate professionals—the tax benefits. These can be substantial and make investing in real estate a no-brainer, especially for those of us in the business.

Here's what we, as Realtors, have going for us that regular investors don't:

Deducting rental losses against active income: This one is huge. When you qualify for Real Estate Professional Status with the IRS, you can deduct rental losses against active income. So, while most people can only use rental losses to offset passive income, we can use these losses to reduce the taxes on our active income—our commission income, for example.

Accelerated depreciation and cost segregation: As real estate professionals, we can use a cost segregation study to accelerate the depreciation on different parts of a property. This allows us to get more substantial depreciation deductions upfront, reducing taxable income and keeping more money in our pockets.

Bonus depreciation and Section 179 deductions: For certain eligible properties, we can take advantage of bonus depreciation and Section 179 expensing, allowing a big chunk of expenses to be deducted in the first year. This accelerates the tax benefits of owning property and helps us increase cash flow in the early stages of our investments.

Rental income exemption from self-employment tax: Rental income isn't subject to self-employment tax. That's a big win when it comes to reducing taxes. It's income

that, unlike commission, isn't taxed for Social Security or Medicare, giving us a powerful advantage in creating passive income streams.

Travel, education, and other business deductions: As licensed real estate professionals, any travel, education, or marketing expenses related to our investment properties are deductible, which isn't the case for most passive investors. This adds up quickly and keeps more money available to reinvest or set aside for your next down payment.

These tax benefits create a strong foundation for real estate professionals to build wealth, and they're a serious advantage in making real estate work for us.

Practical Tips for Building Your First Down Payment

Now, let's talk about what it takes to get that first property under your belt. For many, the biggest challenge is saving for a down payment. So here are some practical steps to make it happen:

First, separate your personal and professional budgets. Keep those commission checks organized and separate from your everyday spending. It'll give you a clearer picture of what you can save.

Next, pay yourself first. Treat your future investment as an essential expense. Every time you get a check, put a portion of it into a down payment fund before you spend anything else.

Third, manage and consolidate debt. High-interest debt eats into your savings, so if you can, look into consolidation to reduce your monthly payments and interest. This helps free up cash to add to your savings fund.

Finally, cut expenses where you can. Review both personal and business expenses, and decide what's essential and what's not. It doesn't take huge cuts; small savings over time really add up.

These steps may take some discipline, but remember, every dollar saved brings you closer to that first property. And once you get started, there's a whole new world of wealth-building opportunity ahead.

Using Leverage To Snowball Your Investments

Alright, let's talk leverage—RESPONSIBLE LEVERAGE—this is where the magic of real estate can really take off.

Leverage means using other people's money, usually through a mortgage, to control a larger asset. For example, if you put down 20% on a property, you control 100% of it and reap all the benefits of appreciation and cash flow.

Over time, as your property appreciates and you pay down the mortgage, you're building equity. And once you've built up that equity, you can tap into it—through a home equity loan, a HELOC, or a cash-out refinance—to buy your next property.

This is where real estate can snowball: You start with one property, then use its increased value to buy another, and so on.

Each property brings in rental income, which helps cover your mortgage payments and, over time, starts contributing toward your next down payment.

You're building a portfolio that, with every property, gets stronger and more resilient.

This snowball effect can give you multiple income streams and a level of financial stability that is *bulletproof*.

The Bottom Line: Real Estate Is a Realtor's Superpower

So here's the bottom line: Real estate is a tangible, stable investment that we as agents and brokers have the tools to master. When you take a long-term view, use leverage responsibly, take advantage of tax benefits, and treat your expertise as a powerful advantage, you're not just building wealth, you're building a resilient, self-sustaining financial future.

By investing in property, you're not relying solely on commission income, which can be unpredictable. You're diversifying your income and securing a path to long-term wealth. It's an advantage that's ours for the taking, and it's a foundation for becoming financially bulletproof.

Remember, the best time to plant a tree was twenty years ago. The second best time is now. The same is true for real estate investing. Don't wait for the "perfect" market conditions or until you have "enough" saved. Start with what you have, where you are, and build from there.



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Chapter 10

How Do You Stack Up Against the Best Among Us?

When I look at the most successful real estate professionals I've known over my 24+ years in this industry, I notice they share certain mindsets and attitudes that set them apart. These aren't just skills or tactics; they're fundamental ways of thinking about the business and approaching their work.

In this chapter, I'll share a simple yet powerful self-assessment "scorecard" based on eight core mindsets that top performers share. You'll be able to see where you currently stand, and more importantly, identify specific areas where you can grow to reach your full potential.

Each mindset has four stages, but they're not necessarily linear. Some people skip stages, and others move back and forth throughout their career. This isn't about judgment—it's a mirror that reflects where you are on your real estate journey and shows you where you might go next.

1. Practice with Joyful Purpose

Stage 1: You are always on the lookout for shortcuts to success that will put money in your pocket right now. Real estate is your job, not your calling.

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.

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.

Stage 4: You find great joy and satisfaction in helping people you care about—and who care about you—achieve their homeownership goals.

There's a world of difference between looking for quick commissions (Stage 1) and finding genuine joy in helping others achieve homeownership (Stage 4). This joy becomes sustainable fuel for a long-term career, while the short-term hustle mentality often leads to burnout.

Take a moment to reflect: When were you most fulfilled in your work? Was it just closing a deal, or was it seeing your clients' faces light up when they found their perfect home?

2. Cultivate Transformational Relationships

Stage 1: You're not interested in making friends. You're interested in getting deals done. That's what you get paid for.

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.

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.

Stage 4: You know that relationships are infinitely more valuable than any series of transactions. Relationships are the currency that fuels your business.

Stage 1 sees relationships purely as means to an end, while Stage 4 recognizes relationships themselves as invaluable capital. It's not just about "being nice"; deeper relationships lead to repeat business, referrals, and personal satisfaction.

Small steps make a big difference here: Handwritten notes, remembering client anniversaries, or hosting client-appreciation events all nurture authentic connections that transform transactions into lasting relationships.

3. Exceed Expectations

Stage 1: You do your job and you do it well. Making your numbers is all that matters.

Stage 2: You believe there is more to this business than being a \$1,000,000 producer and the next awards banquet.

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.

Stage 4: You consistently look for ways to differentiate yourself in the market by adding greater value to your client relationships year after year.

Stage 1 focuses on metrics and numbers, while Stage 4 is committed to continuous improvement and exceeding expectations year after year. In today's crowded market, your ability to constantly surprise and delight clients is what sets you apart.

Challenge yourself to incorporate one new “WOW factor” with your next client—something above and beyond the usual process that makes their experience memorable.

4. Leverage What Makes You Special

Stage 1: You are outstanding at negotiating transactions and getting customers to the closing table. After that, it’s on to the next deal.

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.

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.

Stage 4: You know that your mix of skill, talent, experience, ambition, motivation, and capability is special. You leverage that without apology.

Stage 3 relies on hustle alone to stand out; Stage 4 acknowledges each person’s unique “mix” of skills, passions, and talents. Your brand is what people say about you when you’re not in the room—focus on authenticity and leveraging your distinct strengths.

Make a “strength inventory.” What are you really good at, what do you love doing, and how can you weave those strengths into your business more intentionally?

5. Succeed Together

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.

Stage 2: You love being in business for yourself and having control over your destiny. It’s being in business by yourself that brings you down.

Stage 3: You’ve been successful on your own your entire career and are frankly happier when people just stay out of your way.

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.

Stage 1 craves independence almost to a fault, while Stage 4 thrives on supportive networks. The more you actively help others succeed—clients, colleagues, partners, the stronger your own position becomes.

Finding an accountability partner or joining a mastermind group can accelerate your learning and keep you motivated. Collaboration doesn't mean giving up independence; it means amplifying your impact.

6. Make Invisible Opportunities Visible

Stage 1: You can't fight the market. When times get tough the best thing you can do is hunker down and fight for your share. It's just business.

Stage 2: You love the business but hate that it's consuming your life. You know you need to set some boundaries but are afraid to turn down anything that may turn into a sale.

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.

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.

At Stage 1, agents "hunker down" during tough times. By Stage 4, they spot hidden opportunities even in challenging markets. Maintaining gratitude for what you have while keeping an eye on future possibilities helps you adapt to market shifts and find creative solutions.

Even in a market downturn, challenge yourself to find one non-traditional avenue for business—perhaps forming relationships with local businesses for referral opportunities or developing expertise in an underserved niche.

7. The Best Keep Getting Better

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.

Stage 2: You long for an opportunity to grow and expand your capabilities. You are burned out and tired of running in place.

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.

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.

Stage 3 thinks, “I’ve arrived,” but Stage 4 keeps learning, stays curious, and invests in coaching or specialized training. Continuous learning isn’t just about adding letters after your name; it’s about staying relevant and equipped to serve clients in an evolving market.

Consider choosing one new skill or market niche each quarter to master—whether it’s learning about short-term rentals, acquiring a new certification, or developing expertise in a growing neighborhood.

8. Celebrate Professionalism

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.

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.

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.

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.

Stage 1 is jaded by cynicism; Stage 4 remains calm and professional under pressure, understanding that clients need your expertise and reassurance most during uncertain times. “Being available 24/7” (Stage 3) often leads to burnout. True professionalism includes healthy boundaries that let you serve your clients better long term.

Setting “office hours” or response-time policies that you share with clients upfront helps establish mutual respect. When you model self-respect and professionalism, your clients usually follow suit.

“The NEW Real Estate Professional”

Stage 4 in each category represents what I call “The NEW Real Estate Professional,” someone who approaches their business with joy, builds deep relationships, exceeds expectations, leverages their unique abilities, collaborates effectively, sees opportunities everywhere, commits to continuous improvement, and upholds true professionalism.

Remember that Stage 4 is always aspirational. It's not about "arriving" at some perfect state; it's about continually seeking excellence and evolving. The journey itself is what matters.

Take time to honestly assess where you are in each of these eight mindsets. Where are you strongest? Where could you grow? Choose one area to focus on first, and make deliberate changes to move toward Stage 4 in that dimension.

Protecting the goose that lays the golden eggs means safeguarding and developing these core mindsets—your unique skills, your relationships, your personal wellbeing, and your long-term vision. This is how you ensure that your real estate career remains profitable, joyful, and purpose-driven for years to come.



Scan the code with your smartphone camera -or- [click here](#) to listen to the tenth podcast episode of this series.

Chapter 11

59 Rules for Becoming a Top 1% Real Estate Professional

Are you familiar with Chef David Chang? He's the host of *Dinner Time Live* on Netflix and founder of the Momofuku restaurant group. In his autobiography, *Eat A Peach*, Chef David Chang wrote about his 33 rules for becoming a chef, and it inspired me to create something similar for real estate professionals.

Based on my nearly twenty-five years in the industry, I've created 59 rules for becoming a top 1% real estate professional. These aren't just theories, they're battle-tested principles that can help you build a sustainable, fulfilling, and profitable real estate career.

I've organized these rules into six key themes: Your Why & Mindset, Connecting, Practicing, Planning & Tracking, Growing, and Playing the Long Game.

Your Why & Mindset

These rules address your core motivation, mindset, and the overarching “reason” you're in real estate.

- 1. Burn Your Bridges:** Commit fully—no backup plan. You are an entrepreneur now. You are no longer employable. Half-measures produce half-results.
- 2. Be You:** Authenticity is your brand. Don't try to copy other successful agents' styles—develop your own voice and approach.
- 3. Find Your Niche:** Carve out the space that aligns with your strengths and passions. Specialization leads to expertise, which leads to premium fees.
- 4. There Are No Rules—Be the Glitch in the Matrix:** Don't limit yourself to industry norms. The most successful agents often break conventional wisdom.
- 5. It's All Made Up:** Everything is open for innovation—why follow rigid formulas? The industry's “rules” were created by people no smarter than you.
- 6. Nobody's in Charge:** Take ownership; there's no ultimate authority to hold you back. You're building your own business, not following someone else's script.

7. JOMO Is the Way: Stay away from FOMO triggers, whether they're people, media, family, mentors, or role models. Find joy in your chosen path.

8. Stay Off Social Media: It's poison for most agents. Stop watching the news too. Focus on what's in front of you, not what everyone else appears to be doing.

9. Be Wary of the Local Board of Realtors: This may be a controversial statement but don't get sucked into things and relationships that don't further your business. The local board can be pretty cliquy and is often a social club for non-productive licensees. Focus on your business instead.

Connecting

These rules revolve around building relationships, setting boundaries, creating collaborations, and dealing with clients and peers.

10. ABC—Always Be Connecting: Prioritize relationships over transactions. Your network is your net worth in this business.

11. Define What's in It for Them: Always frame value from the client's perspective. Nobody cares what you want; they care what they want.

12. Be an Interesting Person: Attract clients and peers by cultivating a rich personal life. People want to work with agents who have depth and personality.

13. Don't Work with *holes:** Protect your energy and sanity. No commission check is worth the toll toxic clients take on your wellbeing.

14. Set Boundaries: Freedom often comes from creating guardrails. Define your working hours, response times, and availability—and stick to them.

15. Be Ready to Walk Away: Not every deal or client is worth your time. The willingness to say “no” is as important as the eagerness to say “yes.”

16. Make Social Media Work for You: If you use it, be strategic about how you connect online. It should be a tool, not a time-suck.

17. Don't Compete: Adopt a mindset of abundance vs. cutthroat competition. There's enough business for everyone—focus on your value proposition.

18. Collaborate: Find ways to partner and leverage collective strengths. Strategic alliances can multiply your impact.

19. Keep a Gratitude List: Maintain a consistent habit that grounds your perspective. Gratitude is the antidote to anxiety and scarcity thinking.

20. Never Pay for a Lead: Avoid quick fixes; build organic lead generation. Purchased leads rarely convert to loyal clients or referral sources.

Practicing

These are your day-to-day disciplines, habits, and tactical approaches to doing the work of real estate.

21. Working One On One with Clients Is Only Part of the Job: Front stage/back stage. Remember the performance is less than 10% of the job. The real work happens behind the scenes.

22. The Boring S* Makes Everything Else Possible:** Admin tasks, follow-ups, and daily routines are the backbone of success. Excellence in the mundane creates excellence overall.

23. Put Your Phone Down: Practice being fully present. Your undivided attention is increasingly rare and valuable.

24. Passing the State License Exam Has Nothing To Do with Being a Real Estate Professional: Real success is about skill, not just licensure. The license is the beginning, not the achievement.

25. Accreditation Will Get You Nowhere: Focus on real-world competence, not just more letters after your name. Clients care about results, not credentials.

26. Be Prepared: Your “office” is wherever you are—always have what you need. Preparation creates confidence.

27. Learn by Doing: Experience is the best teacher. Get yourself in front of a client and figure it out from there—theory only takes you so far.

28. Make Mandatory Continuing Education Mean Something: Don't just check the box—apply what you learn. Find ways to extract value from even the most basic requirements.

29. Copy EVERYTHING: Borrow ideas shamelessly, make attribution in the moment, make them your own, but adapt them to your style. Success leaves clues.

30. Friends and Family Sign Twice: Set your standards as a professional upfront, especially with friends and family. Clear expectations prevent painful misunderstandings.

31. Teams Are a Marketing Strategy Created by the NAR To Grow Their Membership Base: Question the traditional team model; form your own path. Many agents try to position themselves as team leaders even though they don't have enough business to support themselves, much less anyone else. There is nothing prestigious about being a Team Leader with nobody to work with.

Planning & Tracking

These rules emphasize metrics, financial discipline, and the importance of measuring progress.

32. Leverage Constraint: You will never be able to afford everything you want to do, so get creative and get over it. Constraints often spark innovation.

33. Profit First: Pay yourself properly and structure your finances so the business is sustainable. Your business should serve your life, not consume it.

34. Million Dollar Producers Are Usually Broke: High gross sales doesn't mean high net income; watch the bottom line. Volume without profit is vanity, not success.

35. Track Everything Even If You Have Nothing To Track: Build the habit of measurement early. What gets measured gets improved.

36. It's Not About the Split: Focus on purpose and value, not just commission. A smaller percentage of a bigger pie is often better than a bigger percentage of nothing.

37. Find a Partner: A partnership can offer balance and accountability without financial obligation. Everyone needs someone who can cover for them occasionally and vice versa.

38. There Is Zero Upside to Becoming a Broker: Question the "standard" career ladder and find your real path. Many agents become brokers for ego reasons, not financial ones.

39. Stay in Sequence: Follow proven processes without skipping steps. Shortcuts usually lead to long delays.

40. EVERYBODY Has Their Hand Out: Navigate vendors, partners, and service providers carefully. Evaluate every expense based on return on investment, not promises.

41. Focus on What Is Scalable and Sustainable: Build systems that can grow with you, not burn you out. Your business model should work better as you get bigger, not worse.

Growing

Personal and professional development, continuous learning, resilience, and leveling up your career.

42. Get a Coach: Find mentors who challenge you to improve. External perspective accelerates growth.

43. Study Humanities: Broaden your worldview to better connect with clients and ideas. Real estate is ultimately a people business, not a property business.

44. Make Invisible Opportunities Visible: Train yourself to see deals and possibilities others miss. Opportunity rarely announces itself with a fanfare.

45. Buy the Best Equipment You Can Afford: Invest in high-quality tools that support your daily work—mattress, eyeglasses, computer(s). Don't skimp on the tools you use every day.

46. Manage the Strain: Prioritize mental health, downtime, and self-care. You can't pour from an empty cup.

47. Turn Setbacks into Advances: Use failures as a springboard for innovation. Every "no" gets you closer to a "yes."

48. Get Back Up: Be resilient—you will get knocked down—keep going. Persistence outlasts resistance.

49. Soar with Your Strengths: Identify and double down on what you do best. Fix your weaknesses just enough to not be disqualified, then maximize your strengths.

50. The Skills that Got You Out of Egypt Will Not Get You to the Promised Land: Evolve and adapt as you move to higher levels. What works at \$100K in production won't work at \$1M.

Playing The Long Game

Practical rules and habits emphasize patience, longevity, and playing for enduring success rather than short-term wins.

51. Eat What You Grow: Rely on your own production and be accountable for your results. Don't be a parasite. If you are not adding value, you are taking.

52. Embrace the Fallow Periods: Accept cyclical slow times as opportunities to reset and plan. Every business has seasons—use them wisely.

53. Invest in Real Estate: Build wealth by owning what you sell. Apply your professional knowledge to your personal finances.

54. This Ride Never Ends: Real estate is a marathon—avoid the “exit” mentality. Build for decades, not days.

55. Always Save Something for the Swim Back: Manage resources—financial, emotional, and physical—for the long haul. Don't exhaust yourself getting to your destination.

56. 5:00 a.m.: Adopt disciplined routines—early hours can be a game-changer. Win the morning, win the day.

57. Journal: Cultivate reflection and self-awareness. Your journal becomes both a record of progress and a source of insight.

58. The Work and Learn Out: Combine listening to audio books and podcasts with working out. Both will make you a better person and a top 1% professional.

59. The Perfect Week: Structure personal time, buffer time, focus time, etc. Design your ideal week, then work to make it reality.

These 59 rules aren't just about real estate, they're about building a sustainable, fulfilling career that lets you create the life you want. The top 1% of real estate professionals aren't just better at selling houses. They think differently; they play the long game; and they design their business around their strengths.

It's not just about transactions; it's about transformation. And this entire *Protecting the Goose That Lays The Golden Eggs* series has been all about protecting what makes our careers and lives valuable in the long run.

Remember, success in real estate isn't about following a formula or copying what everyone else does. It's about finding your own path, leveraging your unique strengths, and building a business that serves your life—not the other way around.



Scan the code with your smartphone camera -or- [click here](#) to listen to the eleventh podcast episode of this series.

Chapter 12

Protecting Your Golden Goose—The Path Forward

Remember the farmer from our opening story? The one who killed the goose to get all the golden eggs at once? Don't be that farmer.

Throughout this book, we've explored a radical idea: YOU are the goose that lays the golden eggs in your real estate business. Your energy, knowledge, relationships, unique abilities, and wellbeing create the value that clients pay for. When you protect and nurture these assets, when you protect yourself, you ensure a sustainable flow of "golden eggs" for years to come.

This isn't selfish. It's strategic. It's essential. And it might just be the most important business decision you ever make.

The Power of the Shift

When I shifted from running myself ragged to strategically protecting my energy and focusing on my strengths, everything changed. Deals didn't just close faster, they were more enjoyable. Clients didn't just work with me, they became advocates. Income didn't just pay bills—it built wealth.

But most importantly, I found joy again. Real estate wasn't just work; it became a calling. A purpose. A vehicle for creating value in others' lives while building the life I wanted for myself and my family.

This shift—from agent-centered to client-centered, from transaction-focused to relationship-driven, from short-term hustling to long-term building—doesn't happen overnight. It's a journey. A practice. A daily choice to do business differently.

The NEW Real Estate Professional

Throughout this book, I've referenced what I call "The NEW Real Estate Professional." This isn't just a catchy phrase—it's a fundamentally different approach to our business:

The NEW Real Estate Professional doesn't chase every deal but focuses where they add most value.

They don't compete on price but on the unique experience they create.

They don't measure success by transaction volume alone but by the quality of relationships built and lives improved including their own.

They don't fight market forces but work with natural rhythms.

They don't try to be everything to everyone but leverage their authentic strengths.

They don't sacrifice wellbeing for success but understand that wellbeing IS success.

Most importantly, they recognize that protecting the goose—themselves—isn't selfish. It's the most responsible business decision they can make.

Your Next Steps

As we conclude this journey together, you might be wondering what concrete steps to take next. While the specific path will be different for each reader, I offer these suggestions to begin your transformation:

1. Reassess Your Definition of Success

Take time to really consider what success means to you, not what the industry says it should be. Is it a certain income level? Freedom of time? The ability to choose your clients? Creating a legacy? Supporting causes you care about?

Once you're clear on your personal definition of success, every other decision becomes simpler. You'll know which opportunities align with your vision and which are distractions.

2. Identify Your Unique Ability Zone

Where do your natural talents, passions, and skills intersect? This is your Unique Ability zone—where you create maximum value with minimum strain. When you operate from this place, work energizes rather than depletes you.

Use the assessment tools we discussed in Chapter 3, or simply reflect on when you've felt most "in flow" in your work. What were you doing? What aspects of real estate light you up? That's where to focus.

3. Create Non-Negotiable Boundaries

Boundaries aren't just nice to have—they're essential infrastructure for your business. Decide now:

- When you will and won't work (days, hours, holidays)
- What types of clients you will and won't work with
- How you will and won't be contacted
- What services you will and won't provide

Write these down, communicate them clearly, and—this is critical—enforce them consistently. Your boundaries are only as strong as your willingness to maintain them.

4. Simplify One Area of Your Business

Complexity creates stress, inefficiency, and mistakes. Choose one area of your business to simplify first—your listing presentation, your showing process, your marketing, your database management—anything that feels unnecessarily complicated.

Strip it down to its essential elements. Make it clearer, more streamlined, more efficient. Then notice how that simplification creates both better results and more peace of mind.

5. Invest in Your Financial Foundation

If you haven't already, start building your personal real estate portfolio. Use the knowledge, connections, and insights you've gained as a professional to create lasting wealth. Even if you start small—a single property with a tenant covering the mortgage—you're building a foundation for financial security beyond commission checks.

Remember, no one ever looked back at their career and wished they'd waited longer to start investing.

The Ripple Effect

Here's something remarkable about protecting your golden goose: It doesn't just benefit you. When you operate from a place of energy, authenticity, and purpose rather than desperation, exhaustion, and scarcity, everything changes.

Your clients get a better experience because you're at your best.

Your family gets a better partner/parent because you're not constantly drained.

Your peers get a better colleague because you're not driven by cutthroat competition.

The industry gets a better professional who elevates standards rather than racing to the bottom.

And maybe, just maybe, you inspire others to follow your example. To realize they too can build a real estate business that honors their wellbeing, leverages their unique strengths, and creates sustainable success.

That's not just protecting a goose—that's changing the farm.

The Promise Fulfilled

I began this book with a promise: To show you how to build a real estate business that works for you instead of you working for it. A business that supports your financial goals, honors your wellbeing, and creates the life you truly want.

This isn't a fantasy. It's happening right now for professionals who have made the shift—who understand they are the goose that lays the golden eggs and act accordingly.

It can happen for you too.

The path won't always be straight. Markets will shift. Technologies will change. Client expectations will evolve. But the fundamental principles we've explored in this book will remain true: Take care of yourself first. Focus on your unique strengths. Build authentic relationships. Create real value. Keep learning and growing. Simplify wherever possible. Play the long game.

And always, always protect your golden goose.

Your journey starts now. Not with dramatic declarations or complete business overhauls, but with small, intentional choices each day that align with these principles. One boundary set. One niche explored. One skill developed. One investment made. One relationship deepened.

Day by day, choice by choice, you'll build a business that doesn't just generate income but creates the life you truly want—a life worth living and a business worth having.

That's the ultimate golden egg. And it's yours for the taking.



Scan the code with your smartphone camera -or- [click here](#) to listen to the twelfth podcast episode of this series.

Afterword

Find Your ROOST

As you've journeyed through this book, you've discovered what it means to be a NEW Real Estate Professional—someone who protects their golden goose, leverages their unique abilities, and builds a sustainable business that supports a life worth living.

If these principles resonate with you, you might be wondering where to find a brokerage that shares this philosophy. A place where your wellbeing matters as much as your production. Where relationships trump transactions. Where continuous growth is expected but burnout is not.

Welcome to ROOST Real Estate Co.

At ROOST, we've built more than a brokerage—we've created a community of professionals who believe in doing real estate differently. Our name reflects our mission: ROOST = Home. Everyone needs a home, whether they're buying, selling, or renting. And every real estate professional needs a home base where they can thrive.

What makes ROOST different? We actually practice what we preach in this book:

- **We honor boundaries.** We believe in working hard during designated times and unplugging completely during others. No guilt. No pressure. Just a healthy approach to a sustainable career.
- **We focus on unique abilities.** We help you identify your natural strengths and build a business model that leverages them, rather than forcing you into a one-size-fits-all approach.
- **We simplify the complex.** From our training programs to our transaction management, we've stripped away unnecessary complications to create clear, efficient processes.
- **We build lasting wealth.** We encourage all our agents to invest in real estate themselves, and we provide the resources and support to make that possible.
- **We play the long game.** We're not interested in quick wins at the expense of long-term success. We're building something that lasts—for ourselves, our agents, and our clients.

Is ROOST Right for You?

ROOST isn't for everyone. We're selective about who joins our team because we protect our culture fiercely. We're looking for professionals who:

- Value relationships over transactions
- Seek growth without sacrificing wellbeing
- Bring their authentic selves to their work
- Want to contribute to and learn from a community
- Are committed to excellence in all they do

If that sounds like you and you're ready to find a brokerage that supports your vision of success rather than imposing their own—we'd love to have a conversation.

Your Next Step

Changing brokerages is a significant decision, one that shouldn't be made lightly. That's why we invite you to experience ROOST firsthand before making any commitments.

Visit our website at www.ROOSTRealEstateCo.com to learn more about our company, our culture, and our approach.

Or better yet, schedule a no-pressure conversation with me, Chris McAllister, to explore whether ROOST might be the right home for your real estate business. During this 45-minute call, we'll discuss your goals, challenges, and vision—and see if our approach aligns with your needs.

You can schedule this call directly at www.CareerWithROOST.com.

Whatever you decide, remember this: Where you hang your license matters. Your brokerage should be more than a place to process transactions—it should be a community that supports your growth, celebrates your unique strengths, and helps you protect your golden goose.

Whether it's with ROOST or elsewhere, I wish you a business worth having and a life worth living.

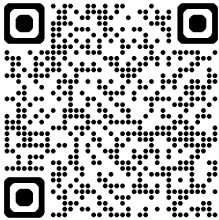
To your success,

Chris McAllister

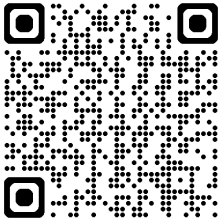
Founder, ROOST Real Estate Co.

Additional Resources

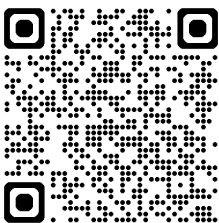
Here are additional resources, tools, and information on how to protect your own goose that lays the golden eggs. Scan the QR codes below with your smartphone camera -or- click the linked text to access these free resources.



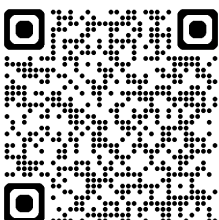
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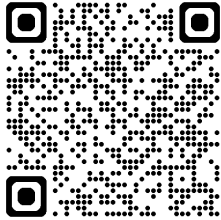
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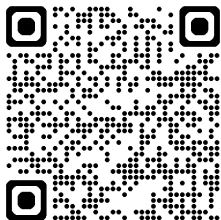
Download your [free book – 8 Success Mindsets of the NEW Real Estate Professional](#) and learn how to make it in the new real estate business.



Visit www.CareerWithROOST.com to see why we want to join YOUR team!



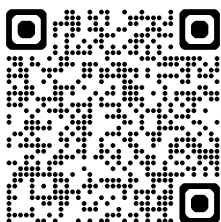
Check out [The Tim Ferriss Show episode featuring Sarah Silverman discussing the Joy of Missing Out \(JOMO\)](#).



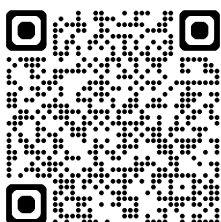
Check out [Simplifier-Multiplier Collaboration](#) by Dan Sullivan. Get inspiration for understanding the power of simplification and multiplication in business.



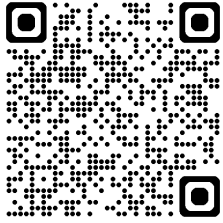
Read [Profit First for Real Estate Investing](#) by David Richter. It's a guide to managing fluctuating commission income and saving for investment goals.



Listen to [The Landlord Profitability Playbook Podcast](#). It's a must-listen for real estate investors looking to maximize profitability and simplify operations.



Download the Real Estate Mindset Scorecard PDF [here](#).



Download the interactive version of the Real Estate Mindset Scorecard [here](#).

About the Author

Chris McAllister is the founder of ROOST Real Estate Co., an innovative real estate brokerage dedicated to helping agents, investors, and property owners build sustainable, profitable businesses. With over two decades of experience in real estate sales, property management, and business strategy, Chris has developed a unique approach to success—one that prioritizes long-term stability over short-term wins.

As a speaker, writer, and host of the *Connect Practice Track & Grow* podcast, Chris shares insights on building bulletproof businesses, maximizing productivity, and making strategic decisions that protect the assets and income streams that matter most. He is passionate about helping professionals simplify their work, focus on high-value activities, and create businesses that support—not consume—their lives.

Through *Protecting The Goose That Lays The Golden Eggs*, Chris provides a framework for real estate professionals and entrepreneurs who want to build enduring wealth without burning out. His principles are drawn from years of hands-on experience and a deep understanding of what it takes to thrive in today's real estate landscape.

To learn more about ROOST Real Estate Co. and access additional resources, visit www.ROOSTRealEstateCo.com.

In the world of real estate, professionals often focus so intently on generating “golden eggs” – closing deals and earning commissions – that they neglect their most valuable asset: themselves.

This book reveals a revolutionary truth: YOU are the goose that lays the golden eggs.

Drawing from nearly 25 years of real estate experience, Chris McAllister shares the mindsets and strategies that define The NEW Real Estate Professional:

- Setting boundaries that enhance success rather than limit it
- Creating opportunities rather than waiting for them
- Leveraging your natural talents instead of copying others
- Working with the market’s rhythm instead of fighting it
- Building financial security through property investment

Whether you’re a seasoned agent facing burnout or new to the profession, this book provides a blueprint for sustainable success that honors both your professional ambitions and personal wellbeing.

It’s time to stop sacrificing yourself on the altar of real estate success. It’s time to protect your golden goose.

“A game-changer for real estate professionals who want to build a business worth having and a life worth living.”

Based on the popular Connect Practice Track & Grow Podcast series from ROOST Real Estate Co.



Chris’s unique ability is creating and coaching business opportunities and strategies that support and add value to real estate agents, home buyers and sellers, and residential real estate investors.

