

AGENT COACH THYSELF

REAL ESTATE BRANDS LTD.

ROOST

REAL ESTATE CO.

AGENT COACH THYSELF!

Agent Coach Thyself! Is a tool to help real estate professionals build bigger futures for themselves and their teams.

How Do The Most Successful Among Us Stay Ahead Of The Competition?

How is it that the most successful among us are able to continuously expand their personal capabilities, and the value they provide their clients and customers, quarter after quarter and year after year? How did you develop these traits? Were you coached, mentored, or are you self-taught? You obviously care about expanding your personal and professional characteristics or you wouldn't have bothered to read this far.

My Goal For Agent Coach Thyself!

My goal for this blog post and set of tools is to give you a framework to use to coach yourself. This tool will help you leverage your strengths and find the 'who's' to help you with your 'how's'. I hope you will take the time to complete the entire exercise. If you find value in this process as I do, I urge you to make time every quarter to track and celebrate your progress, and, set appropriately challenging goals for yourself going forward.

Make This A Habit

This is not a 'one and done' exercise. It is way of regularly focusing on yourself, and your business, so you can get the most out of your unique abilities. Agent Coach Thyself! is a critical stepping-stone to creating your bigger future. It is a tool for expanding The Four Realtor freedoms of Money, Time, Relationship, and Purpose.

AGENT COACH THYSELF

STEP 1

LOOK BACK TO MOVE FORWARD

Look Back To Move Forward is a tool designed to help you look back at the last 90 days and quickly transform the wins, and the disappointments, into lessons, tactics, strategies, and breakthroughs.

Look Back To Move Forward is an exercise that channels the excitement of both your wins, and the pain of your disappointments, into raw material for learning and growth. This tool will help you stop time just long enough to think through each win and disappointment, and think about what worked, and what did not. It allows you the space to think clearly and intentionally, instead of being reactive.

Pro Tip: Tell the truth! Be honest with yourself. That's how this works.

INSTRUCTIONS:

Step 1:

Take five minutes and just brain dump everything that comes into your head.

Step 2:

Pick 5 to 8 things that went well during the last 90 days and list them in column one 'Things That Went Really Well'. These are your 'Wins'.

Step 3:

Pick 5 to 8 things that did not go so well during the last 90 days and list them in column two 'Things That Were Really Disappointing'. These are your 'Disappointments'.

Step 4:

List any ideas you have for improvement in column three 'Ideas For Improvement'.

STEP 1

LOOK BACK TO MOVE FORWARD

Name: _____

Date: _____

Time frame to consider: _____

THINGS THAT WENT REALLY WELL

THINGS THAT WERE REALLY
DISAPPOINTING

ddd

IDEAS FOR IMPROVEMENT

STEP 1

LOOK BACK TO MOVE FORWARD

Name: Chris McAllister

Date: May 25, 2020

Time frame to consider: March 15 to May 31 2020

THINGS THAT WENT REALLY WELL

A New Way Forward blog post helped me make sense of the Covid 19 lockdown.
Property Management has held up better than I feared. We actually grew the business.
Entire team remained focused and committed to helping their clients get through this.
Dean Jackson joined us for our first big team Zoom Meeting
Market Maker Mondays
Getting Listings Phase 1 underway.
Manage w ROOST draft W/ Urbity
Publishing Eternal Profitability broker scorecard book in June.
I made the most of lockdown I could personally and professionally.
Shift-Ology have become great partners in our success.
Kelly was able to help Gretchen and Drew with Palmer so they have vacation time when new baby arrives.
www.ZoomWithROOST.com
Audible, podcasts, and endurance training have been great therapy

THINGS THAT WERE REALLY DISAPPOINTING

Listings and sales were impacted negatively due to Covid 19 lockdown. The future is still uncertain. Potential clients may not have jobs to go back to. Trolls were alive and well over our 3 day notices in Springfield.
Recruiting stalled. Still hopeful for prospects in Nashville.
Had to find and hire a new accountant to audit the FDD documents.

IDEAS FOR IMPROVEMENT

Expand our Zoom capabilities as a company. Out fit staff with cameras for their desk tops and set up a Zoom conference room in spfld like cmh
Invest in the company where it benefits agents directly / drop anything else.
This is the time to continue marketing when others cannot.
Continue to build cash confidence and challenge every budget expense.
Gretchen to host monthly Zoom calls with PM team.
Update the FDD making clear the distinction between ROOST and Lucky Town.

STEP 2

TODAY'S SNAPSHOT IN TIME

Today's Snapshot In Time will focus your thinking on your achievements so you can maintain confidence and stay in the Performance Zone. Tony Schwartz, creator of The Energy Quadrant describes The Performance Zone as a state of feeling calm, optimistic, challenged, confident, and engaged. Learn more at www.TheEnergyProject.com.

The Today's Snapshot In Time exercise is a straight-forward and fool proof way to protect your personal confidence and keep you in the zone. Confidence is the foundation of everyday progress and achievement. When you're not feeling confident, it's hard to act. When you are feeling confident, there is very little you can't do.

Confidence is the result on focusing on, and celebrating, your personal progress over time. Confidence builds on itself. When you take time to celebrate your achievements, you build confidence and momentum for the next future.

INSTRUCTIONS:

Step 1:

Write down all of the things that you are proud of today in column 1 'Celebrate'.

Step 2:

Write down the things that you are doing or working on now that are giving confidence, keeping you in the zone, and putting the wind at your back. These go in the 'Smooth Sailing' column.

Step 3:

Write down what you are most excited about going forward. This is about your bigger future. These are the things that get you out of bed in the morning.

Step 4:

Write down the three most important things you want to accomplish this quarter. These are your future wins that you will hold yourself accountable for achieving.

STEP 2

TODAY'S SNAPSHOT IN TIME

Name: _____

Date: _____

Today's Snapshot in Time

CELEBRATE WHAT I'M PROUD OF TODAY	SMOOTH SAILING THE WIND AT MY BACK	WHAT KEEPS ME GOING MY BIGGER FUTURE

I Am Accountable For These Three Future Wins

1	2	3

STEP 2

TODAY'S SNAPSHOT IN TIME

Name: Chris McAllister

Date: May 25, 2020

Today's Snapshot in Time

CELEBRATE
WHAT I'M PROUD OF TODAY

A1C @ 6 from 8.7 / Down 30 pounds since Jan 10.
Getting Listings Phase 1 successful and expanding roll out.
Introduced team to Dean at Big Team Zoom Meeting.
Broker Scorecard book finalized and formatted
Angela is sending out Buffini E-Reports and ROOST Ramblings to all Referral Maker contacts for all agents.
Property Management The REBL Way 80% done

SMOOTH SAILING
THE WIND AT MY BACK

Move social media marketing to Shift-ology and the Market Leaders
Sharing leadership of the company with Market Leaders.
Zoom as a company wide capability.
Finishing touches on Agent Coach Thyself!
Launch REBLDesignCenter.com
Work with Dean and Brian on ROOST3.0 / Started with PM and on to Agent Landing pages
Test Money Making Websites and Buyer Guides in Columbus and Ft Myers

WHAT KEEPS ME GOING
MY BIGGER FUTURE

100% embrace and execution of The Entrepreneurial Time System
Work With Stuart on the Leadership Book
1st 100 Days exercise on Zoom with Leaders May 28
University area multi-family domination plan.
Update scorecard for The Good Life For Realtors scorecard book.
Test Growth Genius for recruiting.
Expand personal Twitter and LinkedIn presence.
Market to existing property management companies to purchase
DOS conversations with 10 of my best clients.
Adobe Illustrator classes in June so I can update drafts of ROOST and Lucky Town logos myself

I Am Accountable For These Three Future Wins

1

- Work With Stuart on the Leadership Book

2

- Move social media marketing to Shift-ology and the Market Leaders

3

- Sharing leadership of the company with market leaders.

MY NEXT 3 BIG WINS

My Next 3 Big Wins is where this all gets real. This exercise is designed to clarify your intentions and goals for the next 90 days. This is where you decide on what your next three wins will be. This is about commitment.

This exercise will help you clarify what success will look like for each new win. This is where you detail the key events, opportunities, delegations, relationships, and collaborations you need to create your bigger future next quarter.

Before we continue, a word about commitment.



W.H. Murray

"Until one is committed there is hesitancy, the chance to draw back, always ineffectiveness. Concerning all acts of initiative or creation, there is one elementary truth...that the moment one definitely commits oneself, then Providence moves. too. All sorts of things occur to help one that would otherwise never have occurred. A whole stream of events issues from the decision, raising in ones' favor all manner of incidents and meetings and material assistance which no man would have believed would have come his way.

Whatever you think you can do or believe you can do, begin it. Action has magic, grace, and power in it."

STEP 3

MY NEXT 3 BIG WINS

My Next 3 Big Wins is a powerful tool to clarify and focus your thinking. By being intentional, you give yourself and others direction about exactly what you want to have happen and why. You may find as you work through a future win that you're not really sold on it. Maybe you find as you think through it, that it will not really have the impact you want. Maybe it doesn't fit with other priorities right now. Or maybe it is a win you will come back to later.

INSTRUCTIONS:

Step 1:

Based on your notes on Look Back To Look Forward and Today's Snapshot In Time, brainstorm three things that if you made them happen, would be major wins in the next 90 days.

Step 2:

For each win, write down what will make it a win. Define the upside.

Step 3:

What is the consequence of not winning? What is the downside? Write down why not winning is going to suck. Be clear and concise about the potential consequences.

Step 4:

Be very clear on what winning will look like. Describe in detail how success will feel and how it will help you achieve your bigger future.

STEP 3

MY NEXT 3 BIG WINS

Name: _____

Date: _____

My Next Big Win:

My Next Big Win:

My Next Big Win:

THE UPSIDE: WHY THIS WILL BE A WIN:

THE DOWNSIDE: WHY NOT WINNING
THIS ONE WILL SUCK

THIS IS WHAT THE WIN WILL LOOK LIKE:

THE UPSIDE: WHY THIS WILL BE A WIN:

THE DOWNSIDE: WHY NOT WINNING
THIS ONE WILL SUCK

THIS IS WHAT THE WIN WILL LOOK LIKE:

THE UPSIDE: WHY THIS WILL BE A WIN:

THE DOWNSIDE: WHY NOT WINNING
THIS ONE WILL SUCK

THIS IS WHAT THE WIN WILL LOOK LIKE:

MY NEXT 3 BIG WINS

Name: Chris McAllister

Date: May 25, 2020

My Next Big Win:

Work With Steward on the Leadership Book

THE UPSIDE: WHY THIS WILL BE A WIN:

I enjoy the scorecard books and the process of writing them but they are not accessible, or entertaining, and very few people read them. Collaborating with 90 Minute books will make future books marketing tools that will generate interest in ROOST, add value whether or not they join, and create agent, landlord, and franchisee leads.

THE DOWNSIDE: WHY NOT WINNING THIS ONE WILL SUCK

My books - even the scorecard books - have always been an exercise designed to clarify my own thinking about what I want the business to be about. Not collaborating with Steward and Dean will simply make this another vanity project. There is no time or money left for vanity projects.

THIS IS WHAT THE WIN WILL LOOK LIKE:

Impactful cover design
Book written and designed for max social media engagement
Content that adds value
Addresses the concerns of the specific audience it is written for.
Website built concurrently
Center piece of building credibility as a franchisor for Lucky Town.

My Next Big Win:

Move social media marketing to Shift-ology and the Market Leaders

THE UPSIDE: WHY THIS WILL BE A WIN:

I have published everything I have written. Like my previous books they have not been effective at adding owners, recruiting agents, or selling franchises. Turning day to day social media marketing to the Leaders and the professionals will up our game and spur growth.

THE DOWNSIDE: WHY NOT WINNING THIS ONE WILL SUCK

What I am doing is not working and frankly I am out of content. What works is highlighting people. That is why the Hero Spotlight videos are so successful. This company has to far far more than just me. It has to be and is, about the agents we service and the clients they serve.

THIS IS WHAT THE WIN WILL LOOK LIKE:

Meet with Emily and Melanie and share my plans.
Ask them to host a Zoom call with the Leaders to get their input on the new strategy going forward.
I am only involved when they ask me to be.
I will continue to contribute new scorecard books and blog posts like A New Way Forward, and Agent Coach Thyself!.

My Next Big Win:

Sharing leadership of the company with the Market Leaders.

THE UPSIDE: WHY THIS WILL BE A WIN:

The unique abilities of our agents are different than mine. They take our culture and ideas to the world one client at a time and make dreams come true every day. I create an environment to make that possible. I strive to take as much of everything else off their plates as I can. My job is to simplify the business, their job is to multiply the businesses.

THE DOWNSIDE: WHY NOT WINNING THIS ONE WILL SUCK

We grow slow and possibly not at all. One thing being in lockdown for 2 months has made clear is that if all of us don't commit to doing what we do best, we will all simply stagnate, struggle, and eventually burn out. Life's too short.

THIS IS WHAT THE WIN WILL LOOK LIKE:

Susan will work with Rena and bring ROOST to Florida and build her personal business at the same time. Kelly S will do the same in Nashville. We give her the tools and marketing materials that she needs for Nashville and the rest will take care of it self. Priscilla will work with the agents in Springfield and beyond. Priscilla will work with the agent service managers to ensure that every agent gets the support they need, seamlessly delivered, and on demand. Gretchen will continue to expand her role as Director of Property Management working with the PM teams to grow the business and sustain / improve our service levels. As the Principle Broker in Columbus Helen will grow the business in central Ohio through recruiting, acquisitions, and working closely with the team to set them up for success and to grow with us. The first 5 Market Leaders become a cohesive team among themselves. They share ideas and successes, create company strategies together, and support each other in the achievements of future goals and wins. Create social media plans w Shift-Ology to introduce the Market Leaders to the local market and real estate communities.

THE STRUGGLE IS REAL WORKSHEET

The Struggle Is Real Worksheet is a problem solving and planning tool that helps you transform obstacles, problems, and setbacks into strategies to achieve results. This exercise will really help you with the hard stuff. It is a great tool to think through projects or wins you have been putting off because they are just too big and complicated to get excited about.

THIS TOOL WILL HELP YOU:

- Visualize goals, achievements, projects, and improvements that will make your life better.
- Put these thoughts on paper so you can have a clear view of the situation and what you want.
- Define your goals and imagine the desired result. Doing this will paint a picture of your vision in your mind. Once your mind is on the same page as your imagination, you can then confidently consider any obstacles in the way.
- You can be confident because the obstacles that appear to be in the way of your future success are actually the crucial material for achieving your end result.
- Once you're clear on the specific obstacles, you can plan for each one, and then act.
- This exercise will give you the confidence you need to get started on a big goal or project, along with a plan to see it through.

THE STRUGGLE IS REAL WORKSHEET

I am always amazed at the magic that happens when I do one of these exercises.

Sometimes, just as I commit the perceived obstacle to paper, a strategy immediately presents itself. Sometimes I write down an obstacle that is holding me back and realize that it's not an obstacle at all. I can't tell you how many times I have spontaneously brainstormed strategies that have transformed my business. It really feels like magic.

Using The Struggle Is Real Worksheet is a skill that you will get better at over time. Try it. I think you will be glad you did.

INSTRUCTIONS:

Step 1:

Choose one of your future wins from your My Next 3 Big Wins exercise. This could be win may be in the form of a goal, project, or transformation.

Step 2:

Write down all of obstacles (crap) holding you back, real or imagined.

Step 3:

Write down a strategy that will make each piece of crap disappear.

Step 4:

List your big take-aways / to-do items from the exercise.

Step 5:

Complete a Struggle Is Real Worksheet for each of your next big wins.

Step 6:

Go forth and do hard things!

AGENT COACH THYSELF

The Tool For The Really Hard Stuff

THE STRUGGLE IS REAL

GOAL
WHAT'S THE BIG WIN?

OBSTACLES
ALL THE CRAP HOLDING YOU BACK

STRATEGIES
CRAP IS THE RAW MATERIAL FOR BIG WINS

MY TO DO'S

THE STRUGGLE IS REAL

GOAL WHAT'S THE BIG WIN?

Sharing leadership of the company with market leaders.

OBSTACLES ALL THE CRAP HOLDING YOU BACK

Can I do this? Am I ready to do this? What choice do I have?
This is a massive personal transition for me.
How do I do this without disrupting the company?
We are doing just fine right now thank you very much.
I have to tell the truth that I am no multiplier - I cannot grow ROOST / Lucky Town by myself.
This is a start up. It is about a bigger future. Hard to quantify that.

STRATEGIES CRAP IS THE RAW MATERIAL FOR BIG WINS

Complete an impact filter to define the WHY so I am personally 100% sold.
Use the A New Way Forward blog post tools to clarify my intentions.
Do an impact filter for each of the 5 new Leaders and Directors so that we can have a productive Zoom call.
This is a collaboration. They are the multipliers I will never be.
After meeting with each of the Leaders, make personal calls to agents.
Compose a letter - Chris's New Way Forward - and share with Leaders and agents during one to one calls.
Set a date to get the letter out and make it official
Zoom call with Leaders every couple of weeks to start to ensure we are all on the new path - especially me.
Schedule First 100 Days exercise with Leaders. (May 28)

MY TO DO'S

- Meet with Gretchen, Susan, Priscilla, Kelly S, and Helen.
- Make personal calls to each agent to discuss my thinking.
- Write a letter to the company defining expectations and roles.

FACILITATOR ACTION PLAN

If you have a coach, manager, broker, mentor, or another agent as an accountability partner, the **Facilitator Action Plan** will help them help you, stay on track.

When I am coaching an agent, partner, or team member, I like to keep a record of each conversation / coaching session. That is what this tool is for.

This coaching session will work much better if the person you are coaching has completed, or at least started, **Agent Coach Thyself!**

THREE KEY CONCEPTS:

Concept 1:

The Relationship Factor Question, or the R-Factor Question for short, is a way to get your partner to begin the process of thinking about their bigger future. This is one of my all-time favorite Dan Sullivan concepts from Strategic Coach and it goes like this:

*If we were sitting here three years from today, looking back on that time, what would have to happen for you personally and professionally for you to feel great about your progress?
Great question, right?*

Step 2:

The DOS Conversation is when you ask someone about the dangers, opportunities, and strengths (DOS) they are experiencing today. This is another Strategic Coach idea that is a variation on the SWOT analysis. SWOT stands for strengths, weaknesses, opportunities, and threats and is a common tool for in business consulting.

I don't believe in focusing on weaknesses – that just makes my weaknesses more pronounced – so I choose to focus on DOS.

As a coach, leader, manager, I want to keep top of mind each agent or team member's R-Factor goals and DOS. That's why there is a space for it on the form below.

Step 3:

Unique Ability describes the one thing that you as a professional and human being do better than anything, and often, anybody else.

This is my unique ability statement:

I create and coach business opportunities and strategies that support and add value to the lives of real estate professionals and their clients.

If you would like to dig deeper into the concept of unique ability, check out www.UniqueAbility.com.

HOW TO USE THIS FORM:

Step 1

The facilitator will write down the key ideas that resulted from the R-Factor question in the 'R-Factor' box.

Step 2

The facilitator will record the biggest dangers, opportunities, and strengths that came up during the DOS Conversation in the next set of boxes.

Step 3

In the Unique Ability / 100% box, list the activities that would transform the agent's, or team member's life, and business, if they could spend 100% of their time just on these activities.

Step 4

List in 'Who Not How' box, any technologies, or other people's unique abilities, the agent or team member could employ to get things that are not part of their unique ability done and off their plate.

The agent or team member may be really good at some of these things, but if they are not helping them realize their bigger future, they go here 'Who Not How', NOT in 'Unique Ability'.

Step 5

List the 'Next Steps' the agent or team member is committed to taking over the next 90 days to intentionally maximize their unique ability and unique advantages. .

These are the future wins that will set them apart from the maddening, commoditized, and just plain basic competition.

FACILITATOR ACTION PLAN

Name: _____

Date: _____

RFACTOR:

DANGERS

OPPORTUNITIES

STRENGTHS

UNIQUE ABILITY
100% GOAL

WHO NOT HOW
UTILIZE THEIR UNIQUE ABILITIES

NEXT STEPS
MAXIMIZE UNIQUE ADVANTAGES

FACILITATOR ACTION PLAN

Name: Chris McAllister

Date: May 25, 2020

RFACTOR:

Creating and coaching business opportunities and strategies that support and add value to the lives of real estate professionals and their clients.

DANGERS

Business could suffer over the next few months do to a slow re-opening of the economy.
The worst may be yet to come.
Agent could get discouraged if they are doing the right things and business still does not snap back quickly.
Sellers are leary about selling into a possible downturn in the economy keeping available inventory low.

OPPORTUNITIES

The Getting Listings Pilot Program is showing early positive results.
CINC in Nashville is still generating multiple leads on a daily basis.
Growth Genius promises to harness the LinkedIn network to boost our recruiting opportunities
Testing 2 Money Making websites and buyers guides in June.
ROOST3.0 with Dean and Urbity / Leaders Team and Shift-Ology
REBLDesignCenter.com will stream line personalized agent marketing and new agent onboarding.

STRENGTHS

We are quick to respond to the needs of the agents and the market.
The property management business continues to cover a lot of overhead allowing us to invest in new initiatives where competitors are being forced to retrench.
We have the very best agents, team members and leaders in the market who all understand that relationships are infinitely more valuable than any single transaction.

UNIQUE ABILITY 100% GOAL

Daily Focus Time writing, communicating, coaching, and scaling personalized marketing strategies throughout the operation. Remain alert to new collaborative opportunities that further the interests of our agents.

WHO NOT HOW UTILIZE THEIR UNIQUE ABILITIES

The Leaders are the multipliers I will never be.
Melanie and team at Shift-Ology taking over daily marketing and social media presence.
Dean and team simplifying marketing strategies that will set the company apart for years to come. Mad Market Mondays / LMI / ROR / Getting Listings.

NEXT STEPS MAXIMIZE UNIQUE ADVANTAGES

Embrace Free Focus and Buffer days to stay in top form and avoid burning out.
Double down on coaching to ensure that we have access to the very best entrepreneurial minds on the planet and are able to bring the world to us.
Set up Zoom conference rooms at home and in Springfield like we did in Columbus.
Expand as needed / able.

FACILITATOR ACTION PLAN

Name: Priscilla

Date: May 25, 2020

RFACTOR:

Priscilla's unique ability is listing, marketing, and closing property in Clark County Ohio and the surrounding areas at all price points for a diversified client base.

DANGERS

Priscilla tends to over extend herself and take on too much responsibility for her clients.

If Priscilla does not learn to embrace the staff and get comfortable with delegating the routine tasks others can do, her business will stagnate and she will burn out.

OPPORTUNITIES

Working with a Buffini Coach has enabled Priscilla to grow her business at 20% a year for the last 4 years. 20% on her current volume is a BIG number.
Incredible following of past clients and sphere of influence.

STRENGTHS

Priscilla's approach to listings and open houses in particular is unique in the market. Where others do not see the obvious value in open houses, Priscilla uses her weekly open house marketing structure to manage her listing inventory, communicate value added information to her clients, obtain timely price reductions, and bring buyers and sellers together. Massive social media following that builds on her working by referral business model. Smart, passionate, supportive, approachable
A role model for every agent in the Board of Realtors

UNIQUE ABILITY 100% GOAL

Being in front of clients.
Negotiating / putting deals together
Going on listing appointments
Marketing
Doing videos
Calls Notes and PopByes

WHO NOT HOW UTILIZE THEIR UNIQUE ABILITIES

Refer out any buyer leads that are not direct referrals.
Partner with new agents in the office to market any listings priced at less than \$70k
Embrace Morgan, Jenna and Angie as your team.
Obtain pay off authorization signatures from sellers.
Schedule your buyer tours in 15 minute increments
Wrangle tenant consent for showings on your listings so you don't have to.
Address and assemble note cards for priscilla to write.
Put together in house listing packages with lender info, RPD, MLS sheets etc
Drop off List With ROOST brochures ahead of time if appropriate
Mail MLS sheet to seller.
Execute Just Listed and Sold card mailings.
Put up signs

NEXT STEPS MAXIMIZE UNIQUE ADVANTAGES

We need to market Priscilla so she does not have to. But she still needs to commit to a Hero Spotlight video with Shift-Ology.
Update Listing and Selling checklists so that unlicensed Agent Service Managers can complete those tasks on the agent's behalf.
Commit to buyer meetings where you do live MLS searches with the customers to show them what realty looks like in real time.
Utilize the mobile PopBy feature in Referral Maker and keep and inventory of popby items in the car.
Chris to get ROOST 2 pocket folders for listing and buying presentations,
Avoid round table closings and schedule seller signings at your convenience. Loop in title partner.

CONCLUSION

Most of us never consider our own thinking for more than a fleeting moment. Being able to step back and objectively consider one's place in the world is a great skill that only the most successful among us ever master.

Thinking about your thinking is a skill that you can get better at over time. This is more than simple 'navel gazing'. This is about taking control of your life and your future.

OUR WAY IN THE WORLD

At ROOST Real Estate Co. and Lucky Town Real Estate Co.

- o We work by referral.
- o We know that relationships are infinitely more valuable than transactions.
- o We understand that to succeed magnificently we must always provide more value and expertise to our clients and customers than they can find anywhere else.
- o We provide continuous support for every person in the organization with a desire to expand their individual skills and capabilities.
- o There is great strength in the intentional identification, and exercise, of the unique talents and abilities of everyone we work with. When everyone is free to do what they do best, we all do better.
- o There is joy in the consistent application of documented best practices and processes when serving the needs of our clients, team members, agents, and partners.

For more information visit us at www.ROOSTRealEstateCo.com