



***mo*mentum**SM
MAXIMUM RESULTS

AGENT TRAINING
Real Estate Perspective

THE PURPOSE OF THE MOMENTUM PROGRAM

As a RE/MAX Affiliate, you're a member of the most professional, most productive real estate network in the world.

There are many decisions you must make each and every day to run a successful business. The Momentum program provides basic information to help you. Please note: The Momentum program and materials are designed as a resource to reference. The suggestions made within are not mandatory.

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IRREFUTABLE FACT #1

Real Estate Sales is a GET RICH Business!

READ, UNDERLINE, SHARE

When face-to-face with your own mortality, you will undoubtedly say one of two things: “I’m glad I did” or “I wish I had.”

The **CHOICE** is yours!

A career in real estate sales offers the genuine opportunity to generate an unlimited income. Unlike typical corporate and government jobs, no one dictates how much money you can or will earn each year. As a real estate agent, you can make as much money as you have reason and passion to make. You can give yourself \$30,000, \$50,000 even \$100,000+ raises every year for simply having good reasons “why” and focusing on the right activities. It is definitely one of the best careers in the world for people possessing unlimited passions and wanting to live life at the highest level.

Before you get too excited, you should also be aware that a career in real estate sales also has a dark side. Real estate agents can work 80 hours per week and earn absolutely nothing. How? By not having a clear direction and succumbing to the illusion that busy work and productive work are one in the same. Simply put, if you have a clear plan and choose to implement the right activities, your success is inevitable. Likewise, if you have no plan and choose to focus on the wrong activities, your demise is inevitable. The bottom line is that if your real estate business is not reaping rewards at the levels you desire, chances are you are not sowing the right seeds.

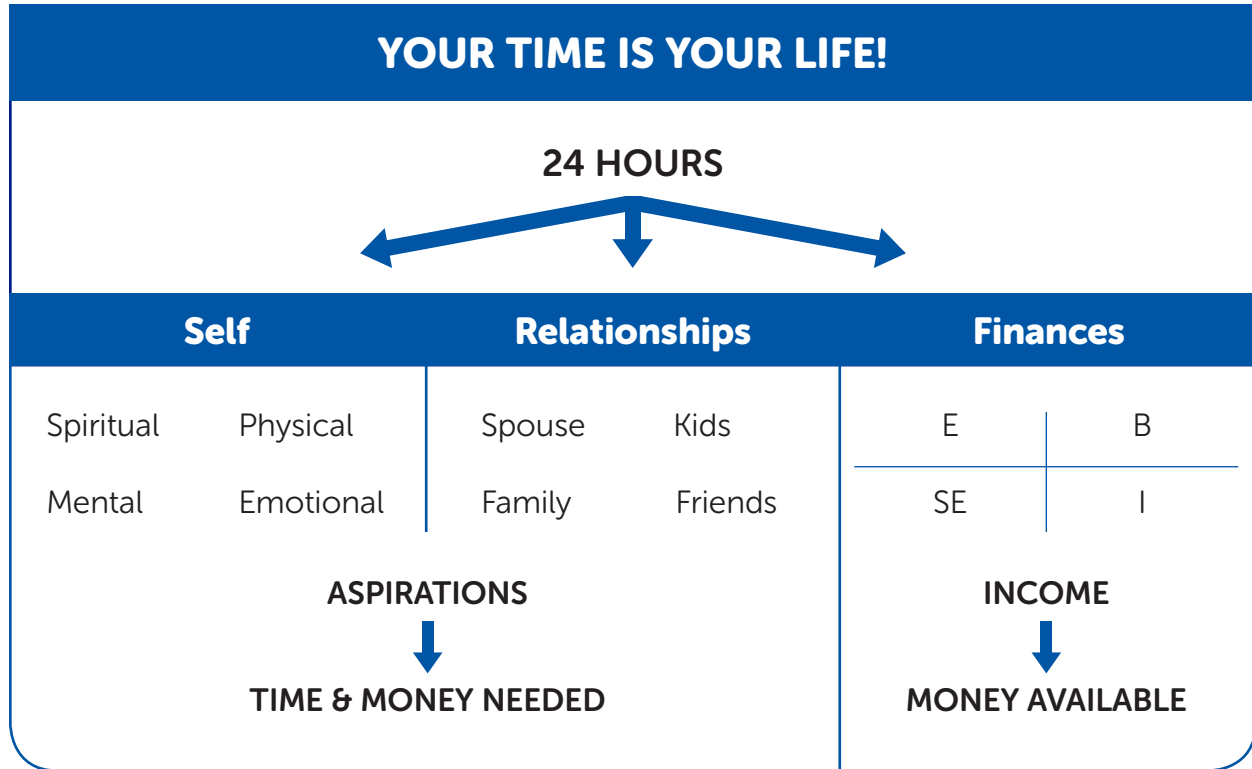
One of the key differences between top earners and the rest of the real estate “herd” is that top earners intentionally move toward productive and stay away from busy. They are keenly aware that very few activities are classified as dollar-productive, and as a result, choose to focus their time, energy and efforts on just those tasks that generate the highest amount of income per hour.

Unfortunately, a majority of agents today choose to act in very spontaneous and reactive ways, and as a result, end up spending a lion share of their time on irrelevant activities. When results don’t show up, they resign themselves to blaming external factors such as market conditions instead of looking inward toward things they can actually change and control. Given this behavior, it’s not hard to see why most real estate agents earn far less than they should – but get exactly what they deserve.

To succeed at the highest level, you can’t incorporate a wish, wait and hope strategy. This industry will give you what you truly aspire to as long as you maintain a purposeful direction, take vital action and remain focused on the priorities of goal achievement. IT’S UP TO YOU!

WHY WORK?

Answer: _____



YOU DON'T LIVE TO WORK. YOU WORK TO LIVE!

Creating an unlimited life of abundance requires both time and money

Earned Income
↓
Work is a Necessity
↓
Money

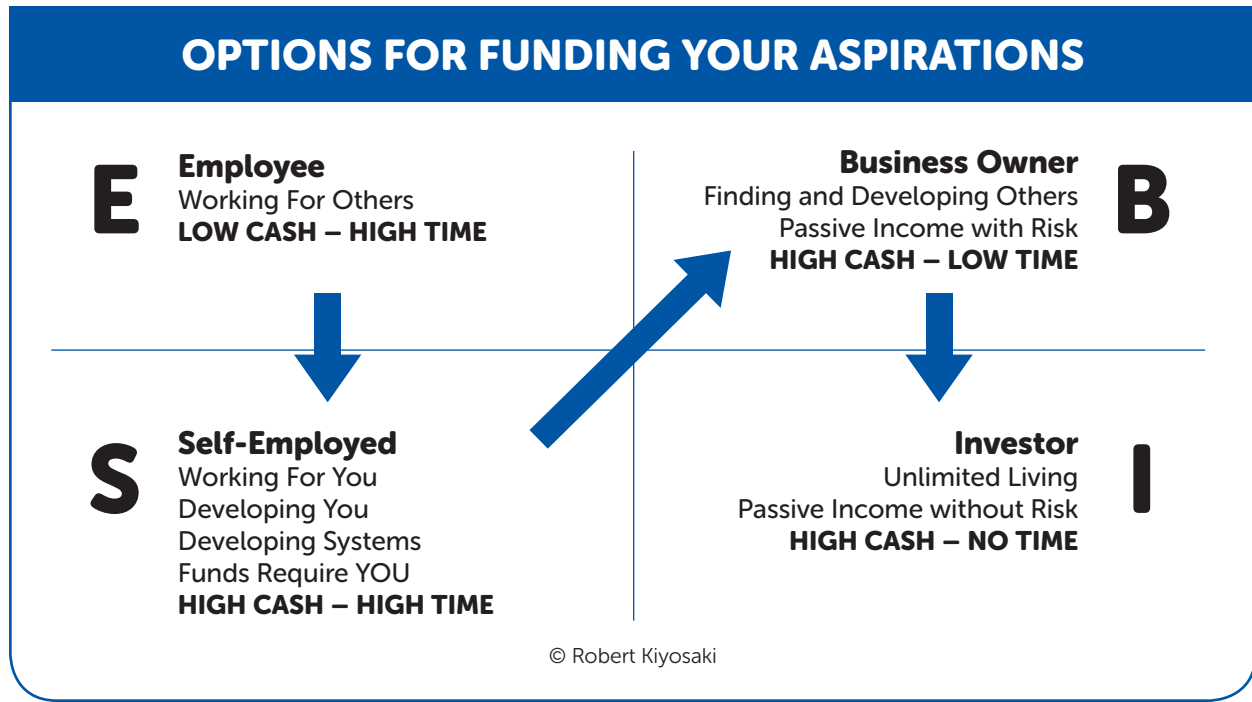
Passive Income
↓
Work is a Choice
↓
Time & Money

REMEMBER:

The goal is to live an unlimited life in a limited amount of time!

WHAT ARE YOUR CAREER OPTIONS?

If you want to live an unlimited life, you must generate an unlimited income!



The only options that truly allow for an abundant life are on the right side of the graph. If you're employed by someone else, your salary will be limited by the amount your boss is willing to pay. If you're self-employed, your income will be limited by the number of hours you are willing and able to spend in your business.

NOTE:

If you want to fund an unlimited life, you must choose a career that allows an opportunity to leverage the work of other people.

IT BEGINS WITH THE WAY YOU THINK

You can transcend any situation!

RIGHT THINKING. READ, UNDERLINE, SHARE.

Thoughts rule the world for the simple reason that thoughts determine feelings and actions. We can think ourselves into happiness or a deep depression. We can think ourselves into health or illness. We can think ourselves into peace of mind or a raging fury. We can think ourselves into a narrow, limited world characterized by procrastination and paralysis, or we can think ourselves into a noble, creative life and the actions that give it shape and substance. If we only take care of our thoughts, our feelings and actions will take care of themselves.

For better or worse, we give to others the fruits of our own thinking. By the same token, we are influenced by the thinking of those with whom we associate. It certainly helps to make friends with people who have made friends with their own minds. Observe people who are chronically bored or depressed, and you will invariably find that they dwell on negative thoughts. Observe people who are consistently happy, creative and productive, and you will find remarkable similarities in the quality of their thinking.

By our thinking, we create our individual and collective experience of reality. Changing our thinking for the better improves the quality of our own lives, and in so doing, uplifts all around us. – Source Unknown

truth

Most people don't progress because they place limits on themselves, which usually show up in the form of excuses as to why they "can't"!

THOUGHTS MATTER

In order to create a life of abundance, you must train your mind to think in UNLIMITED terms!

The quality of your world is directly related to the quality of your thinking! Limited thinking leads to a limited world of scarcity. Unlimited thinking leads to an unlimited world of abundance! The **choice** is yours!

So, what are **limited** beliefs?

WRITE 5 LIMITED BELIEFS YOU POSSESS

1. _____
2. _____
3. _____
4. _____
5. _____

These may seem harmless until you realize that your beliefs form the rules by which you play the game of life!

What are **unlimited** beliefs?

REWRITE YOUR LIMITED BELIEFS AS UNLIMITED BELIEFS

1. _____
2. _____
3. _____
4. _____
5. _____

KEEPING AN OPEN MIND

**"We choose our next world through what we learn in this one.
Learn nothing, and the next world is the same as this one."
– Richard Bach**

Growing to your next level requires you doing something beyond what you are currently doing (adding), doing what you are currently doing at more effective, efficient levels (improving), and/or leveraging yourself and your business (developing). All three require an open mind and willingness to learn. Since **growth requires change**, the key is becoming and remaining learning-based!

LEARNING-BASED:	"I <u>know</u> what I <u>know</u> and there is more to <u>know</u> !" If you're not learning-based, you're <u>ignorance-based</u> !
IGNORANCE-BASED:	"I <u>know</u> what I <u>know</u> and I'll ignore everything else!" or "I <u>know</u> it all!"

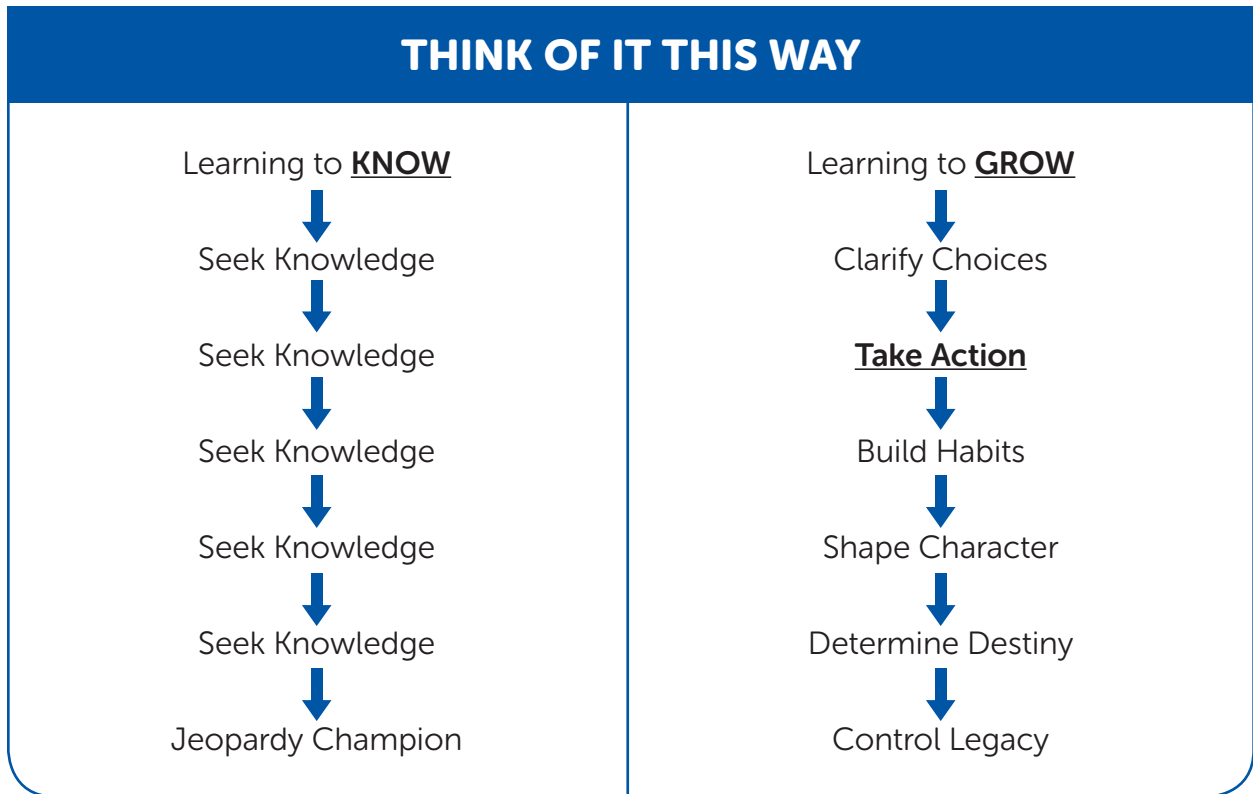
The fact you are here today indicates one thing: you are **learning-based**!

QUESTION:

Can someone be learning-based but **not** committed to self-mastery? Y N

TWO OUTCOMES TO LEARNING

Don't learn for the sake of knowing; learn for the sake of growing!
So which path are you on today?
Is it "Know and Go" or "Commit and Grow"?



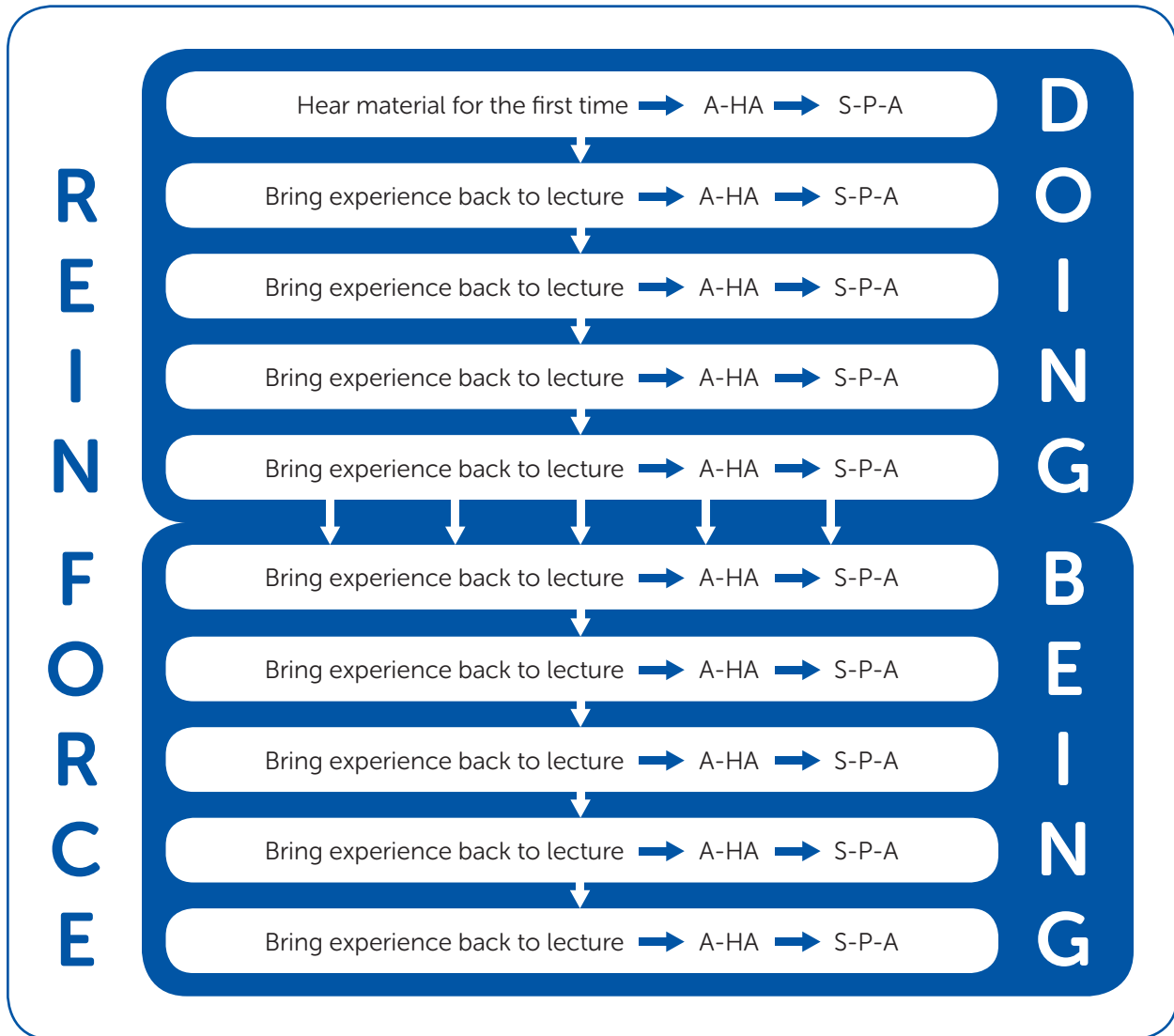
Learning new and irrelevant things may be entertaining, but it doesn't increase the bottom line! What increases the bottom line is your **willingness to study, practice and implement the vital activities of a thriving agent**. A willingness to focus only on the basics!

truth

It's not about gaining an understanding of the basics; it's about MASTERING the basics!

THE PATHWAY TO MASTERY

Mastery is more about going “deep” than learning something new!

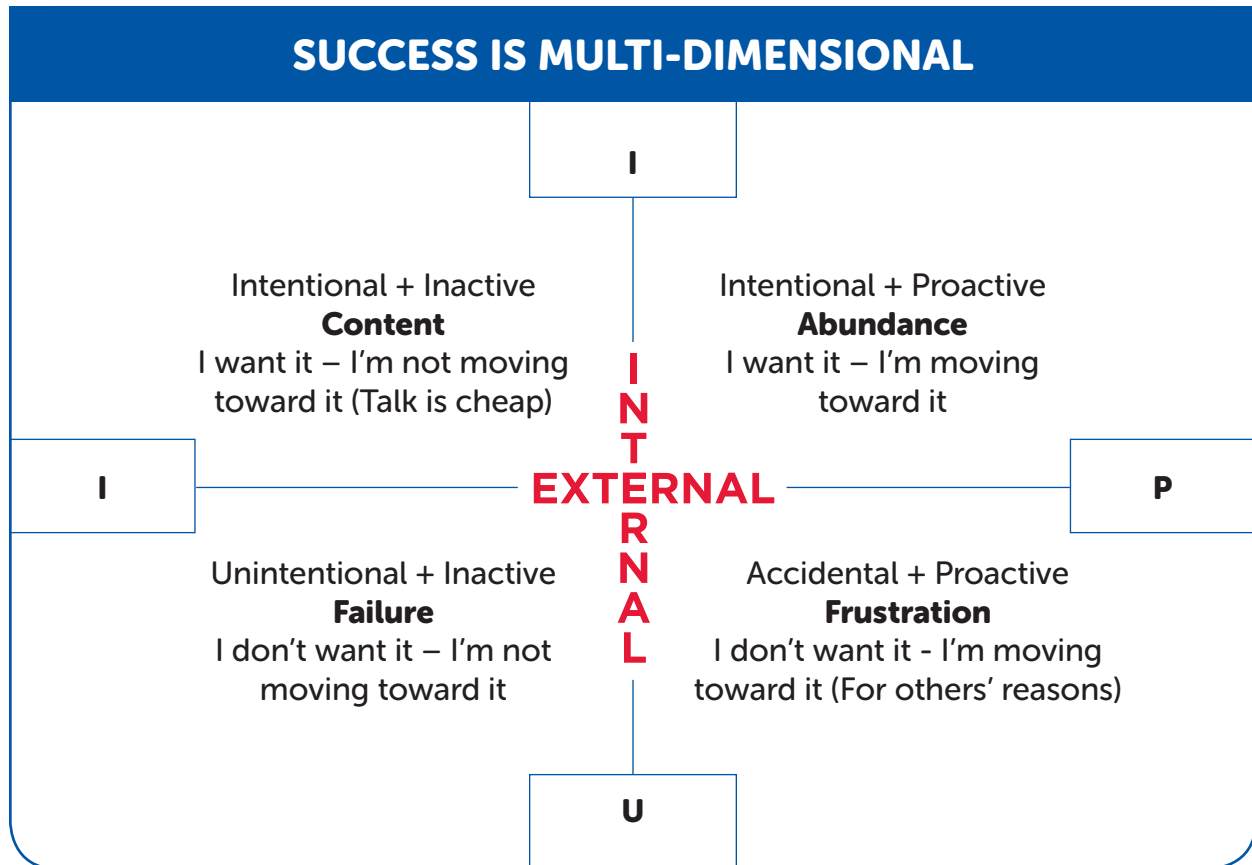


truth

Talent is overrated! Mastery is simply about **time on a task over time**! 10,000 SPAR hours required! (SPAR = **S**tudy, **P**ractice, **A**ction, **R**einforce)

WHY DO PEOPLE SUCCEED?

Answer: _____



INTERNAL DIMENSION: An overwhelming, burning **commitment** to take action. (An intense feeling of passion stemming from specifically defined aspirations and plans.)

The internal dimension is more about **willingness** than anything else.

EXTERNAL DIMENSION: Moving toward an environment that best **supports** your goals. (Seeking out the training, systems, tools and relationships needed to achieve your aspirations.)

The external dimension is more about **ability** than anything else.

BECOMING INTENTIONAL & PROACTIVE

**Your commitment to your decisions, not your conditions,
shapes your destiny!**

A MODEL FOR SUCCESS

- Intentional:**
1. Define Your **Aspirations** - what do you want?
 - Must be specific
 - Hope springs eternal
 2. Develop **G**oals, **P**lans & **S**trategies for Achievement
 - **Direction** is established
 - Hope turns to expectations

Willingness (motivation) + Ability (training) = Expectations

- Proactive:**
3. Implement "Vital" Activities - move toward them!
 - Consistent **action**
 - Efficient **action**
 - Proficient **action**
 4. Be Accountable on a Weekly Basis
 - **Focus** on progression
 - Identify strengths and weaknesses
 - Expectations turn to reality

ASPIRATIONS + DIRECTION + ACTION + FOCUS = ACHIEVEMENT

NOTE:

Your **willingness and abilities** must match your expectations. If you are unable to effectively and efficiently implement the strategies necessary to achieve your goals, you must seek out the necessary training.

DEFINE YOUR ASPIRATIONS

Behind every productive act is a great reason “why”!

Your journey begins with two simple questions:

1. WHAT DO YOU WANT?

In a macro-sense, what needs funding in your life?

Specificity is crucial because the answers, when “linked” to your business, become requisite justification for leaving your comfort zone. (Which is required.)

2. HOW BADLY DO YOU WANT IT?

All aspirations begin as wants, however wanting something is not enough. Therefore, your wants must evolve if you expect them to be realized.

THE FOUR STAGES OF AN ASPIRATION

1. **Want** - Define and talk about it (talk is cheap)
2. **Desire** - Move toward it as long as the path remains easy and convenient (comfortable)
3. **Passion** - Willing to “suffer” for it (get uncomfortable)
4. **Obsession** - Let it take over and totally control your life (unhealthy)

YOU MUST BE WILLING TO PROGRESS TO THE PASSIONATE LEVEL!

truth

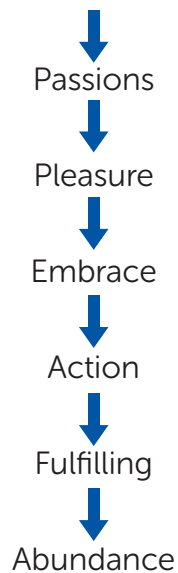
No one is passionate about making more money. They are passionate about what making more money provides. Vague aspirations end up in a vast wasteland of wants and desires.

WHY IS THIS SO IMPORTANT?

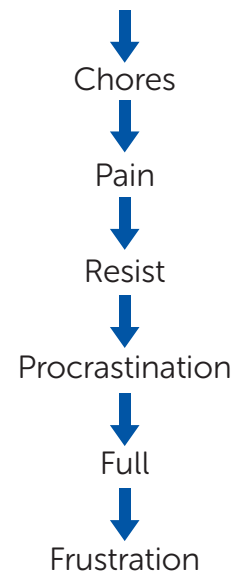
When you attach your personal needs, wishes, dreams and endowments to your career activities, you in essence create passion links!

HOW YOU VIEW YOUR DAILY ACTIVITIES MATTERS!

GET TO



HAVE TO



**DAYS ADD TO WEEKS ADD TO MONTHS
ADD TO YEARS ADD TO LIFE!**

You must view your daily activities as the means to a passionate end!

truth

Passion links help you endure the temporary pains of being out of your comfort zone!

28 BELIEFS

Success begins and may very well end with the way you think!

CORE ENTREPRENEURIAL BELIEFS

1. There is no growth without discomfort!
2. I live in a world of abundance!
3. The market does not and will not determine my income!
4. My only limit is time!
5. Focus is the key to success!
6. I reap what I sow!
7. Success stems from duplicable processes and systems!
8. It is unacceptable for my business to earn \$0!
9. People have lived before me!
10. Leverage is the key to abundance!
11. It's win-win or no deal!
12. Cost is only an issue in the absence of value!

REAL ESTATE SALES BELIEFS

13. Real estate sales is a get-rich business!
14. Real estate sales is basic!
15. Real estate sales is a task business!
16. I will not convert 100% of the leads I do not generate!
17. People will trust and follow only what I can logically and tangibly explain!
18. It's unacceptable to leave the client's money on the table!

LISTING BELIEFS

19. Homes sell for two reasons: price and exposure!
20. The pricing game is all about justification!
21. Pricing is neighborhood specific!
22. What's put in motion stays in motion!
23. Pricing homes is not an exact science!

BUYER BELIEFS

24. Time reveals all!
25. Motivated, qualified and loyal people buy homes!
26. Having a process reduces the risk that comes with buyers!
27. If they won't meet me, they are not a buyer!
28. "A" buyers deserve my immediate time and attention!

IRREFUTABLE FACT #2

Real Estate Sales is BASIC!

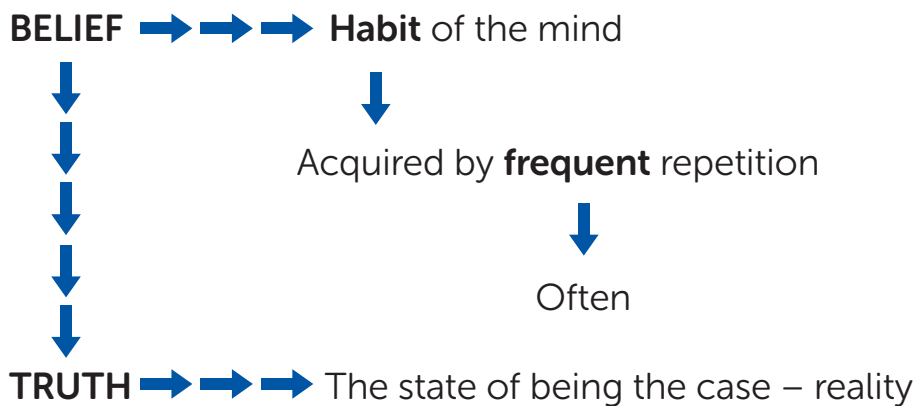
THE IMPORTANCE OF ESTABLISHING BELIEFS

Every thought has a physical consequence, for better or worse!

Beliefs determine perspective and justify behavior. In order to stay focused on the right activities, you must establish and internalize positive, productive beliefs.

The beliefs you possess act as behavioral filters, and when pieced together, begin to create your character and shape your legacy.

DISSECTING A BELIEF



THE TRUTH ABOUT TRUTHS

1. What you **frequently** think about becomes internalized and accepted as truth.
2. Truths, once internalized, **guide** your thinking and thus your behavior.
3. Your beliefs ultimately define **YOUR** reality and thus your world.
4. Having well-defined beliefs makes it **easy** to say yes or no.

REAL ESTATE OPERATIONAL MODEL

Real estate is a task business!

THE BASIC OPERATIONAL PREMISE



THE 12 CORE TRAINING COURSES

LEAD GENERATION CLASSES:

- Expired Boot Camp
- FSBO Boot Camp
- Open House Boot Camp
- Marketing Boot Camp
- Referral Boot Camp

LEAD CONVERSION CLASSES:

- Listing Conversion
- Listing Objections Boot Camp
- Pricing Boot Camp
- Buyer Conversion

BUSINESS CLASSES:

- Real Estate Sales Perspective
- The Leverage Summit
- Activities Management

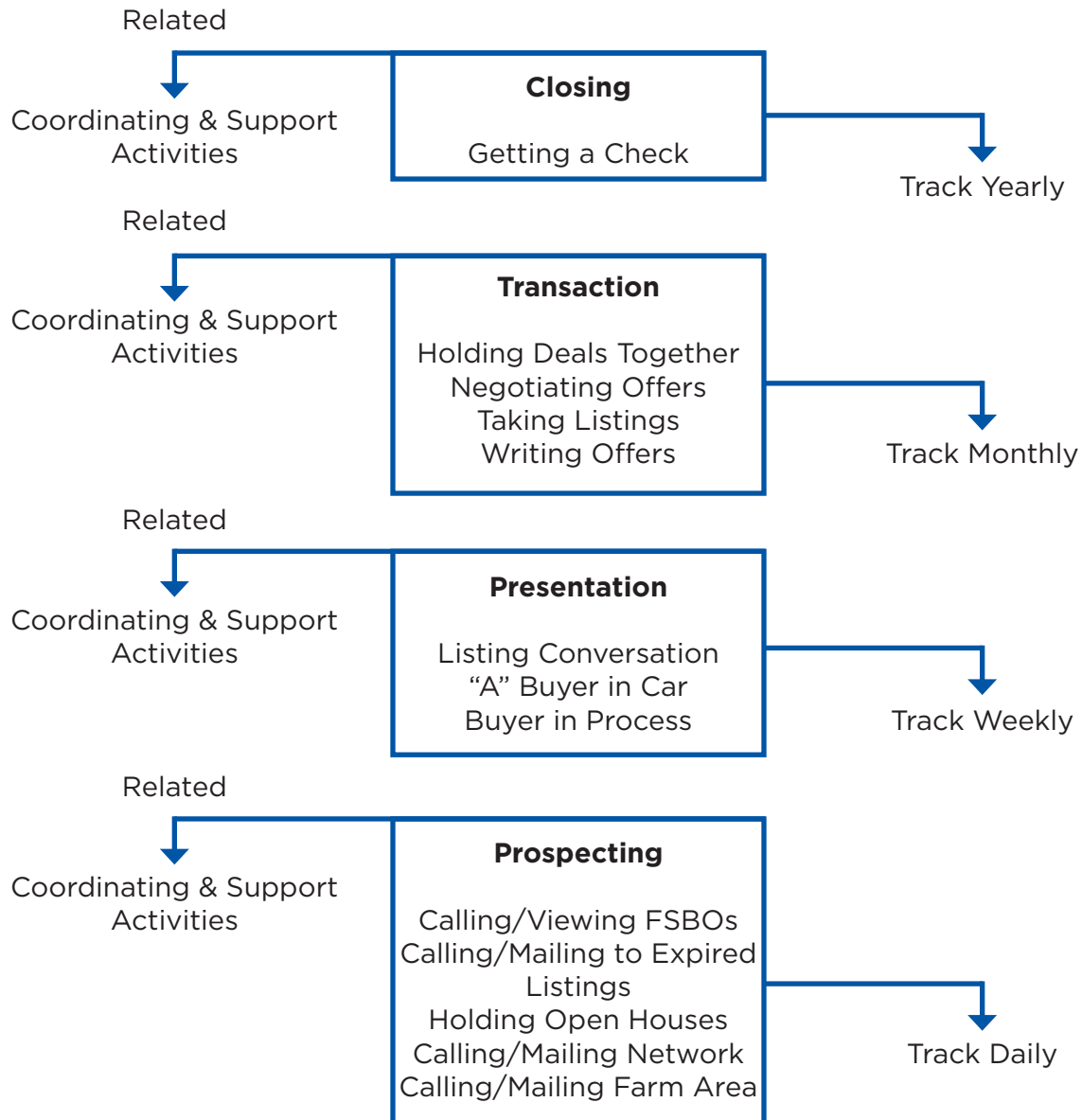


“All men can see the individual tactics necessary to conquer, but almost no one can see the strategy out of which total victory is evolved.” – Sun Tzu

13 DOLLAR-PRODUCTIVE ACTIVITIES

**The real estate industry can look overwhelming
if you don't understand priorities!**

THE DOLLAR-PRODUCTIVE FOOD CHAIN



**YOUR GOAL IS TO MOVE FROM BEING TOTALLY "VITAL"
TO TOTALLY "DOLLAR-PRODUCTIVE"**

24 HOURS

"Time Management" is an oxymoron!

YOU MUST USE "THE TIME" AS PARAMETERS FOR "YOUR TIME"

All of "your time" should be blocked in one of **four categories**:

1. Lead Generation (Prospecting and Marketing; Study & Practice)
2. Lead Conversion (Seller Meetings and Buyer Meetings; Study & Practice)
3. Client Care (Sign-to-Close and Contract-to-Close)
4. Personal Development (Consulting, Training, Accountability and Mastermind)

These are the **only** four categories that lead to real estate sales revenues.