

Becoming a Listing Agent is First a Decision Paired with a Plan of Action!



A Many have sporadic ideas of **Getting Listings**; but few develop a **Listings' Playbook**; a Plan of Attack that helps them consistently generate 15 to 30 Listings a year. Developing this type of **Mindset MUST** start with a **Decision** - You have to let the Universe know: "**I am first and foremost a Listing Agent!**" Your Long-Term Career is grounded on your **Prospecting Skills**; more precisely your ability to Engage Homeowners; **Get Listings**; then bring said Listings to the Marketplace. No One is born a Listing Agent - You develop the **Skills**; then you **sharpen** your skills by daily implementing your **Prospecting Plan**. **#8WeekSuccess #GettingListings #GoGetter**

► Handout - Please Silence your Phone - [Be Here Now](#)

- Please make sure you are in **possession** of **Today's Handout** with a **Pen/Pencil** and take **Good Notes**.
- There are several **Blanks** in your Handout - the text on the **screen "Red and Bold"** is what you are supposed to fill in.
- Please **be engaged, interact, ask questions** - and trust yourself and your **ability to learn**. The **Notes** you take during the Workshop are as important as the Handout I give you.

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► Success Thinking - *Ponder these Paraphrased Quotes on Success:*

- "**Ambition** matched with _____ is the Path to **Success**. _____ is the **Vehicle** you arrive in." – *Bill Bradley*
- "If you are **not** willing to _____ the **usual** you will have to settle for the _____." – *Jim Rohn*

► Two (2) Big Questions

- Why is it that nearly **80%** of all Real Estate Transactions are done by a little more than **20%** of the Agents?
- Why is it that only **some** Agents become **Listing Agents** and the rest struggle with **less** than 5 Transactions a year?

► Decision

- Many wait to **learn the skills** before they _____ who they are going **to be** in the Real Estate Business - **That's Backwards...**
- _____ you are a _____, then **go gather the knowledge** and the **tools** to deliver on that Decision. **Learn to Ask for Business.**

Say: “**I am first and foremost a Listing Agent!**”

► Prospecting

Call it **Fishing**; Call it **Hunting**; or call it _____ – Those who learn to **Ask for Business Consistently Always** do well.

Those who **Wait** for Business to come to them _____ the most in this Business...

Learn to **Catch the Leads**; _____ Just How to **Service** the Leads!

► Blind-Spots in The Fundamentals

The Areas of **Utmost Consideration** can be reduced to these **five (5)** Major Business Imperatives:

1. Agents’ **Entrepreneurial** _____ **and Planning**.

2. Agents’ **Consistency with** _____ **Activities**.

3. Agents’ **Control of Listing** _____.

4. Agents’ _____ **and Daily Habits**.

5. and Agents’ **Mental** _____ **and Stamina**.

► Consider this Idea

When you develop **Good Business Habits** you Make **Time** an _____ and your **Ally**.

When you develop **Bad Habits**, you Make Time your _____ and you get enchanted by **Excuses!**

So, in Essence, **Time** is a type of _____ of whatever you have **planted inside of you** - Good Habits create _____ - Bad Habits create **Excuses**.

► Basic Math

In the United States there are _____ Real Estate Agents of which _____ are **Realtors**.

- In the U.S. there are _____ **Listings** a year or about **11** Million transactions or sides.
- So, we only really **Need** about _____ to service the whole business; those are the **Full-Time** _____ (**Hunters**) the rest just dabble and are mostly **Order-Takers** – The Problem is we do **not** need that many order-takers in our industry.

▶ **Keep This Idea in Mind as a Prospector**

- For every **100 Homeowners** picked at random in the North America at any point:
- Group 1: 1 to 2** have **made the decision to sell** and are already working with someone else – hopefully some of you.
- Group 2:** another **2 to 3** are currently _____ thinking about **Selling** and struggling about it as we speak – they are in the **research mode**.
- Group 3:** another **3 to 5** will **join** Group 2 in the next 4 to 6 months. These Group 3 and Group 2 are **who we are** _____.
- Group 4:** the rest, usually **85 to 90** are **not** thinking nor interested in selling and will probably tell you they'll never sell... PS: Which is really not true - because **Life Happens then Real Estate Happens**.

▶ **Prospecting**

- Prospecting** is the Act of _____ – we are in **the Business of Asking for Business**.
- The top **2 Prospecting Activities** are _____ others and _____ **to People face to face** - that includes **Neighborhood Canvassing**.
- Smart Agents develop _____ that they continue to fine-tune so they can create **2 to 3 Appointments a week**.

► Mindset Boss Script

The Purpose of this daily script is to focus you on your _____ – each **Prospecting Hour** is the equivalent of **5 to 6** regular business hours:

My Name is **Susan, Susan Smith** and **I am the one in Charge**. I am the _____ of my Real Estate Business and **The Buck Stops with Me!** I am Responsible for **Generating Appointments** first and foremost, and I do that by dedicating **Daily** no less than “_____” for Lead Generation, Lead Cultivation, and Follow up to create **Listings** and **Referrals!**

Write your own version of this script and read it to yourself every morning for the next 8 Weeks – Your Life and Business will be the better for it!

► Your Minimum Daily Plan

- 35' to 45'** Time Block focused on _____ **Follow Up**. PS: Always Take **Breaks** between Time Blocks.
- 35' to 45'** of Lead Generation and _____ Acquisition. You may **need** to do **2** of these a day.
- 35' to 45'** Time Block of _____ and/or Sphere of Influence Calls.
- Double Up** on time blocks by placing some of them towards the **end of the day**, 4pm and 6pm.

► The #8WeekSuccess Boot-Camp

- I hold 2 to 3 **Intensive Boot-Camps** a Year with a limit of about 15 to 20 Agents/Brokers.
- URL: <https://bit.ly/8waj22>
- Prior to the Sessions Participants must complete **3 Assignments**.
- Each **Live** Session is 3 Hours + **Assignments** + **Accountability** + **Collaboration** with **Success Partners**.

► The Accountability Side

- This Boot-Camp is the fruit of decades of **Managing, Coaching, and Mentoring**.
- Proper **Well-Planned Activities**, Connected to **Checklists** and **Systems**, require **Accountability** to produce results.
- I consider the Boot-Camp a **Mentoring and Coaching Program at the Group Level** with built-in **Accountability** and **Progress Reports**.

► Who Benefits?

- Brokers, Experienced Agents, and New Agents benefit from this **All-Encompassing Course**.
- I cannot create the **Inner Burning Desire** for you to Excel and Succeed; but those who bring an **ember of intention** will turn it into a **roaring Fire of Excellence**.
- Being **Coachable** and **Collaborative** are a **Must** – the first **3 Assignments** before the course starts are a requisite for all participants.

► Boot-Camp Dates

- 8 Fridays** in a row, starting **April 22nd**; **7** are **Live** through Video Conferencing and Webcams; each **3 Hours Long**, from **9:30am EST** to **12:30pm EST**. Log-in no later than **9:15am EST**.
- 1 Session** is **Self-Directed**; It means that the participants will receive **Videos with Handouts** to watch on their own; contact their **Success Partners**; and Work on the **Assignments**.
- Boot-Camp Dates: **Fridays Apr 22nd Live; Apr 29th Live; May 6th Live; May 13th Self-Directed; May 20th Live; May 27th Live; Jun 3rd Live; and Jun 10th Live.**

► Some Fundamentals

- You must be logged in via a **Laptop** or Desktop, hooked up to **active Webcam** from a place where you can focus for **3 hours**. This is an **Active** and **Very Interactive Course** – **Not** an observing-only webinar - Everyone Participates.
- You will have **2 Required Small Daily Assignments**; 20 minutes in the Morning to **Prepare** your Business Day; and 20 minutes at the end of the day to **Wrap it Up**.
- You are **Required** to select **2 Success Partners** from the **20** or so Participants and **Collaborate** with them with all your **Assignments** and hold each other **Accountable**. You will also join a **Private Facebook Group** to work your **Weekly Video Scripts**.

► Some of The Topics

- Prospecting Day by Day; Inbound Marketing; Door Knocking Strategies; Web and SEO Fundamentals; Time-Blocking; Internet Spiders; CRM Management; Meta Tags; Landing Pages; Open House Prospecting; Navigation Management; Lead Generation; Keywords Management; Direct Response Marketing; Social Media Marketing; Blog Marketing; Pay per Click Management; Internet Video Marketing; Leads Follow-Up Systems; Business Planning; Success Partner Growth; Squeeze Pages; Lead to Close Management; and much more...**
 - And Yes, they are all logically connected!**
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► The 3 Pre-Assignments

- You are first given a Week to fill out an **8-Page Vision and Business Questionnaire**; then I will call you for a **One-on-One Business Interview**.
 - After a brief review you will be given a Video to Watch in order for you to put together a **Proper Internet Marketing Bio**. You will have a week to complete it.
 - Assignment #3 are **2 Videos**; One focused On how to develop **Success Partnerships**, the Other on the **Fundamentals of Inbound Marketing**. All Assignments come with **Handouts** and must be completed before being invited into the course.
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► Bonuses and Program Cost

- Each Session is Live **3 Hours** with a 15/20 Page **Handout**. You will end up with a Binder with about **200 Pages** of Instructions.
- Bonus worth \$500**: You will be given access to Private Collection of over **75 How-To Videos** and Additional Strategies to help you grow your Business.
- The Course is **\$1,299** per agent; for EXIT Agents it is **\$899**, and only **\$399** per Participant if registered by **April 15th**. It is limited to **15 to 20 Participants**.
- Full Payment** Due after First Assignment and Interview.

► Observation

- For every **100 Real Estate Professionals** I come across there are usually “**2 to 5**” who seek **Excellence** and who are not satisfied with simply making it – they **seek** to reach the **Top of Success**.
 - I designed this **Rigorous Boot-Camp** for **The Go-Getters**; **NOT** for those who simply want to dabble in Real Estate – we have **too many dabblers**, as it is, in our Industry.
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► Big Picture Being - *Ponder these ideas on Preparation:*

- “The Best **Preparation** for your Tomorrows start by giving **Your Best Today!**”
 - “**Luck** is **NOT** something you **pursue**. **Preparation** and **Resilience** with your Planning create **Opportunity**; and ironically, **Luck favors the Prepared!**”
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Key Yessaad is a Real Estate **Mind-Set Trainer**, Prospecting Coach, Internet Strategist, and creator of **The #8WeekSuccess Real Estate Training Boot-Camp**. Key has been a Trainer and Business Coach for the past 2 decades focusing especially on empowering Agents develop **the Skills and Habits of Prospecting**, Web Services, SEO Strategies, Time Blocking, Blogging, Internet Marketing, Lead Generation, and **Listing Success**. (910) 538-6610 - <http://bit.ly/KeyYessaad>

The #8WeekSuccess Prospecting Boot-Camp:

Getting Listings is a Skill, Layered with Strategic Planning, Scripts, Time-Blocking, and Confidence!



“\$399”

Weekly Sessions, Assignments, and Accountability: \$899 (\$1,299)
Week 1: Friday, Apr 22nd 2022 - 9:30am to 12:30pm EST.
Each Live Video Conferencing Session Over 3 Hours Long
MUST Register by Apr 11th - <https://bit.ly/8waj22>
Strict Requirements - Please Read Them Carefully!



The #8WeekSuccess Training Boot-Camp was designed for Real Estate Agents, Brokers, and Team Leaders who believe that Job 1 are **Listings** and **Prospecting** followed by **Deliberate Lead Generation**, Smart Internet Marketing, Robust Conversion Systems, Practical Checklists, Purposeful Proven **Scripts**, Courageous Engagement, and a **Great Attitude** towards their Careers as **Entrepreneurs**. Open to **New** and **Experienced** Agents.

This **Rigorous Course** is not for everyone; it is intended for **Go-Getters** who want to design their Real Estate Business properly, and include an **Organic Web Presence**, Sales Strategies, **Scripts**, Social Media, Blogging, **Video** Exposure, and Inbound Validation. You must commit to a **Prospecting Agenda**, be **Coachable**, and be **Full-Time** or planning to become Full-Time in the Real Estate Industry. **Only 15 to 20** Participants are accepted into each course.

Some of the Topics I will cover: **Prospecting Day by Day; Inbound Marketing; Phone Canvassing; Door Knocking Strategies; Web and SEO Fundamentals; Time-Blocking; Internet Spiders; Landing Pages; Open House Prospecting; Navigation Management; Lead Generation; Keywords Management; Direct Response Marketing; Social Media Leverage; Blog Marketing; Pay per Click Management; Internet Video Marketing; Time Blocking and Business Planning; Success Partner Growth; Squeeze Pages; Lead to Close Management; and much more...** Link: <http://bit.ly/8waj22> (Case Sensitive)

Registration Open - MUST Register Soon.

Week 1: Friday **Apr 22nd** Live 9:30am to 12:30pm
Topic: **Prospecting Mindset and Time-Blocking**

Week 5: Friday **May 20th** Live 9:30am to 12:30pm
Topic: **Buyers' Counseling and Leads Conversion**

Week 2: Friday **Apr 29th** Live 9:30am to 12:30pm
Topic: **Phone Canvassing and Expired Listings**

Week 6: Friday **May 27th** Live 9:30am to 12:30pm
Topic: **Listing Presentation and Sellers Wanted**

Week 3: Friday **May 6th** Live 9:30am to 12:30pm
Topic: **Math of Prospecting and Open Houses**

Week 7: Friday **Jun 3rd** Live 9:30am to 12:30pm
Topic: **Landing Pages and Web Leads Generation**

Week 4: Fri **May 13th** - **Self-Directed Video Class**
Topic: **Sphere of Influence and Hesitation Script**

Week 8: Friday **Jun 10th** Live 9:30am to 12:30pm
Topic: **Long-Term Planning and EDDM Strategies**

All Times are **Eastern Standard Time**. 7 Sessions are **Live** via Video Conferencing. You are expected to be logged-in on your computer with a **webcam** and **microphone** fully tested before **9:15am Eastern**. We start promptly at **9:30am Eastern!**

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Course Spirit and Requirements

All Participants **Must Register** and fill out an **Online Questionnaire**. Note this is a **Demanding Course - it was not designed for everyone!** The course comes with an additional **60 hours** of How-To Videos, and **200+ pages** of Handouts. Requirements are **Strict and Non-Negotiable** - Please Read them Carefully. **It is best to Register 3 to 4 Weeks Prior.**

- You agree to **Read and Understand** every bullet point in this Requirement Flyer.
- You are striving and of the **Mindset** to become a **Listing Agent** – this does not mean you do not work with Buyers – but that you are striving to become a **Prospecting Agent**.
- You must first complete three (3) **Important Assignments** before you are invited to attend this course. Once you complete your first Assignment you will be asked to pay for the course - there are **no refunds**. You will then receive the 2 Additional Training Assignments before the course.
- If you **frivolously miss** a session, you will be cut from the course and there will be **No Refunds**. Note: If you are prone to lots of emergencies in your Life this course is probably not for you.
- You must agree to **work well** with others, add to the experiences of others, and have a **Great Attitude** about tackling your Business Challenges.
- You must agree to **Participate** uninterrupted for the duration of the **live sessions** and not schedule any events, side tasks, or emergencies during the hours of the live instructions.
- You must have an Actual **Laptop** (PC or Mac) – Laptop can be substituted by a Desktop. **No Attendance** via Smartphone is allowed.
- Each participant must agree to **work** closely with at least 2 members of the Program and support each other through a process called: **“Success Partnership.”** – You will be asked to view a video and agree to participate with the spirit of that video.
- You must Collaborate and **Practice Scripts** Weekly with Success Partners. At least once live or on the phone; and at least once Face to Face via Facetime, Google Duo, Zoom, Google Meet, etc.
- You must agree to **complete all assignments** to the best of your ability and refrain from resorting to excuses. **This is a NO-EXCUSES Boot-Camp.**
- In order to take full advantage of the course you may want to have a proper Real Estate **Website** – if not sure how to proceed, you and I will discuss your personal needs during the interview.
- **The 10/5 Book Assignment:** You agree to **read** a chosen business book (you may choose it) for a minimum of 10 minutes **every** morning and have a Business Journal to **write** your reflections. If not sure what book to pick consider **“No Excuses! The Power of Self-Discipline”** - by Brian Tracy; **“Atomic Habits”** by James Clear; or **“Organize Tomorrow Today”** by Dr. Jason Selk.
- The Web-Conferencing room will be open at 9:00am Eastern. You are expected to be logged-in with webcam and microphone fully tested before **9:15am**. We start promptly at **9:30am Eastern** until **12:30pm EST**.
- I can only Mentor, Coach, and Train **15 to 20** individuals in this program; if you really know yourself not to follow through, please do not register and allow the space for others - **Thank You!**

Weekly Sessions, Assignments, and Accountability:

\$399 - Course Price: ~~\$1,299~~

Avoid Late Registration 7-Days prior to first session \$899

Payment via PayPal or Credit Card.

Session 1: **Live Video Conferencing Friday April 22nd**

Registration Link: <http://bit.ly/8waj22> (all lowercase)



About the Trainer: **Key Yessaad** is a Real Estate **Mindset Trainer, Prospecting Coach**, Internet Strategist, and creator of the **#8WeekSuccess Real Estate Boot-Camp Program**. Key has been a Trainer and Business Coach for 2 decades focusing primarily on empowering Agents develop the **Skills and Habits of Prospecting, Web SEO Strategies, Time Blocking, Blogging, Lead Generation, and Listing Success.** #KeyWorkshops - (910) 538-6610 - <http://bit.ly/Key-Yessaad>

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