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Your Life-Changer Stories!

 **What's Working? What's Getting Results?**
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U.S. Division

EXIT MOMENTUM

VOLUME 9, ISSUE 12



TRAINING UPDATES

Admin Webinar — 1st Wednesday @ 11am EST
Broker/Owner Call — 1st Thursday Monthly @ 11am EST
Business Builder Webinar — 1st Thursday Monthly @ Noon EST
Business Development Call — 2nd Tuesday Monthly @ Noon EST
Agent Webinar — 2nd Wednesday Monthly @ Noon EST
Broker Webinar — 3rd Wednesday Monthly @ Noon EST
Building Residual Income Call — 3rd Thursday Monthly @ Noon EST
Techinar — 4th Wednesday Monthly @ Noon EST

UPCOMING EVENTS

Master Broker Summit | Jan 21 - 22, 2020 | Orlando, FL
Regional Refresher | Jan 22 - 23, 2020 | Orlando, FL
Broker/Owner Training | Mar 30 - Apr 3, 2020 | Toronto, ON
Broker/Owner Training | Aug 17 - 21, 2020 | Toronto, ON
2020 EXIT Convention | Oct 27 - 30, 2020 | Fernandina Beach, FL

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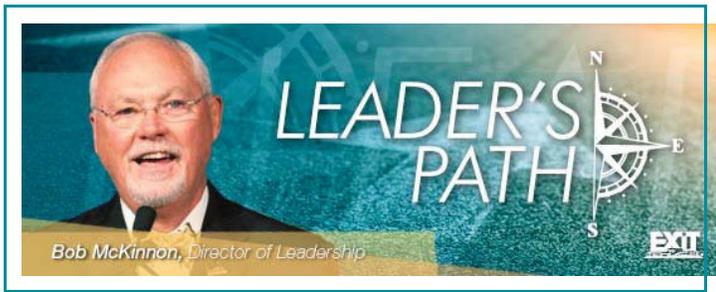
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WHERE IS THE **TARGET?**



Create in your mind a picture of an archer with a fine bow and true arrows, the string pulled back, ready to shoot. A keen eye, determined and purposeful, is focused. Swoosh, the arrow flies and hits a wall with great impact. The archer now goes over to the wall and paints a four-circle target around the arrow and smiles with satisfaction. Sounds like the old axiom, "Ready! Fire! Aim!", doesn't it? It's sad to think how many people live like that, constantly shooting arrows at no specific target.

The new year and the new decade deserve more than that, don't you think?

The bow, the arrow, and the eye have no real value until the target is established. Once the target is established everything else has a purpose.

Targets need not be complicated, but they are necessary. Write down just three targets you really want to hit in 2020, right now. Once done, you may want to add a few more until you are excited about the possible benefits of a life with those things accomplished.

Speaker and author Brian Tracy says that the number one skill for self-improvement is that of setting goals, and I personally agree. I have noticed that I only accomplish about 65% of all the goals I write every year. That may be normal, but you can guess what two of my targets for 2020 will be: fewer and more specific goals and to accomplish 80% of them.

Join me, will you?

—Bob

**A GOAL PROPERLY SET IS
HALFWAY REACHED.**

Zig Ziglar

GOALS.

THERE'S NO TELLING
WHAT YOU CAN DO WHEN
YOU GET INSPIRED BY
THEM. THERE'S NO
TELLING WHAT YOU CAN
DO WHEN YOU BELIEVE
IN THEM. AND THERE'S
NO TELLING WHAT WILL
HAPPEN WHEN YOU ACT
UPON THEM.

Jim Rohn

DID YOU KNOW...?

The New Digital Sponsoring
Package is available now in the
Resource Center.

Include this new resource as part of your post-transaction communication or to start - or restart - a conversation with a co-broke agent. Remember, you can sponsor anywhere there is an EXIT office in North America, so think beyond your marketplace. Easily rendered in just a few minutes, this piece is sure to make an impression on the recipient.

Included in this package is our new text code. **Texting THINK RESIDUALS to 85377 will provide a link to the Residuals Calculator** where agents can see for themselves the unlimited income potential of the EXIT Formula. **Log into the Resource Center>EXITizeMe>My Presentation and then create and send your first digital sponsoring package today!**

For assistance, reach out to Franchise Support at support@exitrealty.com, 888.668.3948 or through Live Chat in the Resource Center.

The Team at EXIT



Lorenzo Castillo Receives 2019 EXIT Realty Corp. International Humanitarian Award

Lorenzo Castillo, Broker/Owner of EXIT Castillo Realty in Oxnard, California, was honored with the EXIT Realty Corp. International 2019 Humanitarian Award at the company's annual Convention held recently at the Gaylord Opryland Resort & Convention Center in Nashville, Tennessee.

[Castillo](#) was recognized from among thousands of real estate professionals across the U.S. and Canada for his work in the substance abuse recovery movement, assistance of farm workers, and advocacy for supportive housing.

Castillo was born in Mexico and emigrated to the United States in 1967. His family lived in migrant farm worker camps, and at age 9, he went to work picking lemons in the fields with his father. The family eventually moved to California where he attended school and worked in the fields until 1978.

After a career that included selling furniture door-to-door and restaurant management, Castillo obtained his real estate license, serving clients under both the RE/MAX and CENTURY 21 banners until 2005 when he opened his own, independent office. During this time, he grappled with substance abuse, working hard to achieve sobriety in 2004, and he has since been actively involved in the recovery movement. Given his firsthand knowledge of how crucial a stable housing environment is to achieve and maintain successful recovery, he established two recovery homes in Oxnard in 2007, both of which he still owns and operates.

In September of 2012, Castillo joined the EXIT Realty family of franchise brokerages under the EXIT Castillo Realty banner.

In January of 2014, he purchased and began operating the Garden City Labor Camp. As a result, he became acutely aware of the need among both the farm workers and single adult population for supportive housing that provides affordable, permanent sober living opportunities. It was that awareness that led him to begin the development of the proposed affordable Garden City Supportive Housing project on the labor camp property.

In 2018, Castillo became the owner and property manager of the Santa Paula Motel with the intention of developing the site into additional affordable supportive housing. That same year, he proudly became a citizen of the United States. Castillo has been married for more than 40 years and has three children and seven grandchildren.

"We are so thankful for the selfless efforts put forth by Lorenzo," said Craig Witt, President of the U.S. Division of EXIT Realty Corp. International. "The Humanitarian Award recognizes the work of people like Lorenzo in communities throughout the United States and Canada who are devoted to the welfare of humanity. Lorenzo continues to serve his community with passion and faith to inspire the people with whom he comes into contact so they, too, can serve others."

[Click HERE](#) for the original article on EXIT's blog site, [RealEstateIndustryLeaders.com](#).

EXIT MOMENTUM

TEAM PRODUCTION REPORT - ALL REGIONS

(Includes ONLY Closed Transactions posted in MEMO from **November 1 - 30, 2019**)

November Top Teams in GROSS CLOSED COMMISSION

Rank	TEAM NAME	EXIT OFFICE	CITY, STATE/PROVINCE
1	Chad Schwendeman Real Estate Group	EXIT LAKES REALTY PREMIER	Baxter, MN
2	Team Vasile	EXIT REAL ESTATE PROPERTY SOLUTIONS	New Smyrna Beach, FL
3	Tessier Team	EXIT REALTY MATRIX	Embrun, ON
4	Shannon Linton Team	EXIT REALTY LIFTLOCK	Peterborough, ON
5	K & S Nandrajog	EXIT REALTY HARE (PEEL)	Brampton, ON
6	The Lancaster Team	EXIT RIGHT REALTY	Laurel, MD
7	The Yerxa Team	EXIT REALTY ADVANTAGE	Fredericton, NB
8	Sherri & Carrie	EXIT REALTY TOWN & COUNTRY	New Minas, NS
9	The Messecar Traversy Team	EXIT LIFESTYLE REALTY	Midhurst, ON
10	GJN Corporation, Inc.	EXIT REALTY ASSOCIATES	Lorton, VA

November Top Teams in CLOSED ENDS

Rank	TEAM NAME	EXIT OFFICE	CITY, STATE/PROVINCE
1	Chad Schwendeman Real Estate Group	EXIT LAKES REALTY PREMIER	Baxter, MN
2	Team Vasile	EXIT REAL ESTATE PROPERTY SOLUTIONS	New Smyrna Beach, FL
3	Vurganov Group	EXIT PREFERRED REALTY	Bel Air, MD
4	Tessier Team	EXIT REALTY MATRIX	Embrun, ON
5	Sherri & Carrie	EXIT REALTY TOWN & COUNTRY	New Minas, NS
6	The Yerxa Team	EXIT REALTY ADVANTAGE	Fredericton, NB
6	The Marc Austin Highfill Team	EXIT FIRST REALTY	Richmond/Glen Allen, VA
7	The Umbarger Group	EXIT REALTY PARTNERS	Manchester, TN
8	The Green Team	EXIT REALTY CRUTCHER	Louisville, KY
9	The Smart Team	EXIT REALTY 1ST	Jackson, MI
9	Bougie Bedard	EXIT REALTY MATRIX	Embrun, ON

IMPORTANT: Compilation of Top Team statistics, above, is based ONLY on closed transactions which have been reported using the Team Function in MEMO. If you feel a team in your office should have made this list but didn't, please check with your Broker and make sure they are utilizing the Team Function.

5 YOGIC SECRETS TO A GOOD NIGHT'S SLEEP



Nav is a high achiever. She has lots on the go and tight deadlines to meet. She loves Chai lattes and spicy food. As much as she enjoys her busy schedule, it affects her sleep. She has a hard time falling asleep and wakes up anxious in the middle of the night unable to fall back asleep. Not getting enough sleep makes her grumpy and groggy; not the best state of mind for a woman with plans for success. Yoga to the rescue! Here are 5 yogic secrets for Nav (and you) to get what she needs – a good night's sleep.

Lengthen and deepen your practice. Twenty to thirty minutes of daily stretching and muscle strengthening cues the body to use sleep for regeneration and repair, resulting in a deeper quality of rest. A regular yoga practice helps manage stress and anxiety which are key triggers for sleeplessness. Try a morning or early evening practice time for best effects.

Pay attention to your feet. Wash your feet with warm water in the winter and cool water in the summer to relax and regulate your body temperature before bed. Another option is to massage your feet for five minutes before bed. There are thousands of nerve endings in the soles of the feet. These nerve endings or meridian points are connected to different organs and glands in the body. Massaging the feet can help to relax your entire system. Engaging in a quiet and connective activity before bed allows your body to set an internal rhythm for sleep. Try sharing a foot massage with your partner, children or parents.

Massage your head by using a wooden comb. According to the ancients, using natural fibers to work with your crowning glory protects your hair and strengthens your aura. A strong aura helps keep negativity away. Negativity includes, you guessed it, stress inducing situations.

Breathe through your left nostril. Sit cross legged and use your right thumb to cover the right nostril. Keep the fingers of your right hand stiff and pointed straight up like an antenna. Breathing deeply like this for 5 minutes to relax and welcome sleep. For more information on these breathing tips check out [this video](#).

Lie down on your stomach and turn your face to one side. Just as you are falling sleep, turn onto your right side allowing your left nostril to remain dominant. This is another way to provide the relaxation needed for a deep sleep.

Nav has since learned to relax in the evening. She eats four hours before sleeping and leaves the TV off most nights. She has re-connected with her body through her yoga practice and wakes up refreshed and ready to go.

Contributor: [Salimah Kassim-Lakha](#) See this and other health and wellness related articles at EXIT Realty's [focusongoodhealth.com](#).

The statements made in this article have not been evaluated by Health Canada or the U.S. Food and Drug Administration. None of the information presented is intended to diagnose, treat, cure or prevent disease.

The body is like a *piano*;

Henry Ward Beecher

And happiness is like *music*.

It is needful to have the instrument in *good order*.



WINDOWS OF OPPORTUNITY FOR YOUR 2020 BUSINESS STRATEGY

By Tami Bonnell, CEO, EXIT Realty Corp. International

Your number one job as a real estate professional is to be a resource to your clients and prospects. We've all heard the phrase "trusted advisor" and part of that obligation involves becoming an expert. If the market is slowing down in your area as the year comes to a close, shift your focus toward educating yourself on the latest changes and trends in the industry so you can hit the ground running in 2020.

FHA changes to condominium financing. The changes that came into effect on October 15, 2019, will create tens of thousands of transaction opportunities across the country. Now, when the FHA approves a condo project, they're approving it for three years instead of the previous two and they're being much more flexible with how many investors can be involved in that project. Previously, a certain percentage of the project had to be owner-occupied; now, by lowering that percentage, they've made it possible for more condo projects across the country to be eligible for FHA financing. This long-awaited change will help a tremendous number of first-time home buyers get off the fence and onto the property ladder.

Adjust your Dirty Dozen to include someone on the planning board. Your Dirty Dozen is your group of advisors who work around the real estate industry but who are not REALTORS® (like mortgage and insurance brokers, title company reps, etc.). As you plan for 2020, I strongly urge you to include someone from your city or county planning and development board. New construction is slowing down due in part to the cost of material, lots, labor and negative media reports so creativity on the part of municipal planners will be necessary to make new construction – especially in and around urban centers – more affordable.

In the community where I live, if a homeowner had an apartment on their property for their parents or kids returning from college, that apartment had to be 800 square feet or less. In a rural community made up of old farms like mine, someone's "apartment" could very well be a couple of thousand square feet or more and still be smaller than the main house. In fact, a lot of the elderly farmers wanted to live in the apartment and have their kids take over the main house and mortgage payment. Recently, the bylaw was changed to increase the allowable square footage, which actually added value to approximately 500 homes by a couple of hundred thousand dollars in my small community of 9,000 people. I discussed this change with a local agent who saw it as a window of opportunity to go door knocking, and as a result, he believes he will list 45 of the 500 homes, which are owned by seniors who want to capitalize on their increased property value.

Identify and take advantage of trends. According to a report by the National Association of Hispanic Real Estate Professionals, Hispanics accounted for 39.6% of U.S. household formations and Hispanic homeownership gains represented 62.7% percent of the U.S. net homeownership increase. If you're a broker/owner, diversity in your office is a great priority if you want to stay ahead of the curve.

Be the solution. It is reported that more than a hundred million online real estate leads were generated last year, but there will only be approximately 5.1 million transactions next year. Obviously 100 million leads don't represent the actual number of people who want to close a real estate transaction because people have registered on multiple sites. Concentrate instead on building your business by being the solution for the people in front of you – your existing sphere and client base – so they will eagerly refer you. Use technology as a means to better communicate or provide service to your clients, not because it's the latest shiny object. Use social media strategically to promote your service and stay in touch with your peers, community, and clients. Build your arsenal to include tools and resources to both educate yourself and share with your clients to help position you as their trusted advisor. Here

are a few I suggest:

- ◆ [Down Payment Resource](#)[®] tracks more than 2,400 sources for down payment assistance and grants.
- ◆ [FDIC's Money Smart](#) offers free resources to help learn and teach personal financial management.
- ◆ [Freddie Mac's Working with Real Estate Professionals](#) provides materials and resources to enhance your role as trusted advisor.

The best way to compete against big marketing companies that are spending millions, even billions of dollars in the real estate space is to be the expert your client needs you to be. At the end of the day, they want to know how the trends, the news, and the market affect them, and it's up to you to provide the answers.

NOTE: All underlined words are links to related info. [Click HERE](#) for the original article on EXIT's blog site, RealEstateIndustryLeaders.com.

#20in20

by Key Yessaad, EXIT International Trainer



Managing and **Creating** one's **inventory** in Real Estate are the ultimate goals for an agent ([#8WeekSuccess](#)), yet many agents keep focusing on the number of closed transactions and the income they will make. Of course, the number of deals you close in a year dictates your income, so those are important things to keep an eye on. But let us go to the heart of the matter: Buyers tend to choose to purchase properties from the ones put on the Market by **Listing Agents**. This simply means there is a tendency to believe **Listing Agents control the Real Estate Market**. However, I want all agents to realize that they can play in that arena as well.

Which gets me to the origin story for [#20in20](#) and my work with [David Tovar](#). During one of my coaching sessions with David recently, we discussed his future in the real estate industry and his desire for becoming a **Broker/Owner**, which seemed closer at hand. As we chatted about it, I told him he wasn't yet ready; he's **missing** a major ingredient. Now don't get me wrong, I believe that David will make a great broker and he is destined to get there, but I was speaking about the big picture of Success for a Brokerage.

Even though David does well in the business and generates listings consistently in a very tight Southern California market, he has not yet cracked getting **20 traditional listings per year**. Let me share some context. Homes in SoCal start at \$350K for a Condo; the median home price for a single-family home is \$500K+, so he is in a market where 1 listing is the equivalent of 2 listings, nationally. The role of a brokerage is to **take listings from the community** and help the neighbors **sell** their homes, not just welcome buyers to the area. If David wants to become a broker, he needs to become a **rainmaker** for his office, and the only way to do that is to consistently get listings. I went on to explain that committing to getting **20 listings minimum in 2020** would be a good marker indicating he was ready. He loved the idea of **20 in 2020!**

During our coaching sessions, I helped David formulate a **Plan**

of Action, a Prospecting Plan, a Marketing Plan, a Family Plan, and a Financial Plan to tackle 2020 properly so **20 listings happen**. One thing to also remember is listings make babies. He will get 8 to 10 more transactions from buyers simply because he has listings, which is why **rainmakers in real estate focus on listings**. Listings make the phones in the office ring, they generate leads to websites, and they make recruiting and sponsoring a natural exercise.

Which brings me back to **the Hashtag #20in20**. As a Real Estate Trainer and Strategist I know thousands of brokers, and I like calling them this time of year to get a report from them about their market, their feelings about their offices, their challenges with their agents, and how they are coping with their competition. Since I had not talked to [Angelina Peña](#) in a while, I called her and we had a lovely chat about the real estate business. During our conversation I told her that this year I was preparing training workshops and courses to help our agents go for **20 Listings in 2020**, if they wanted to, of course. She liked the idea. After the call, I posted the following on Facebook, tagging **Angelina**, which said, in part: "...20 Listings minimum in 2020... it is so do-able! Yes, they need a Good Plan. Yes, they need the proper mindset. Yes, they need good checklists. But the goal is so, so worthwhile. The benefits would be so amazing..." Her response was, "Let's do it!!! I'm taking the challenge [#20in20](#)." So, **the Hashtag #20in20 was born**, and I have adopted it as my word for 2020.

I want to be absolutely clear that I am not pushing agents to pick my vision for their business in 2020. However, any real estate professional who wishes to truly become a **rainmaker** and understands that 20 listings a year makes for a solid foundation are welcome to adopt the **#20in20** as a visual target of accomplishment. I am also very comfortable with any agent who might see #20in20 as the minimum number of transactions they will do in 2020; or with those with smaller goals altering the Hashtag and creating their own, as in #10in20.

The point of this exercise is not the Hashtag; the point is to have **goals for 2020** and to start designing them now. Running a real estate business should not be reduced to a New Year's Resolution and a simplistic Hashtag. It should be driven by **proper business planning, strategic Marketing, and a solid Prospecting Plan.**

In short, **#20in20** is the Hashtag I am adopting as **my word for 2020 to Encourage, Train, and Nurture** our Agents to go for **20 listings minimum in 2020.** Help me spread the word! We must arm our agents with **purpose, with proper planning,** and the beneficiary will be our customers, the home buyers and the property owners. [#KeySuccessIdeas](#)

Original blog post: <https://www.realestatewebtrainer.com/apps/blog/show/47306108-what-is-and-how-did-the-real-estate-hashtag-20in20-get-started-8weeksuccess>

For more information on generating and marketing listings check out David Tovar's October Agent Webinar "[How I Make \\$100K a Year by Holding Open Houses.](#)" and the book [Accelerated Farming](#) by Steve Morris which is available to listen to on the RC.

ABOUT KEY YESSAAD:



KEY YESSAAD has a long history with EXIT Realty starting as far back as 2005. His most current role, working alongside veteran MIND-SET Trainer Kevin Ahearn as part of the Live and Interactive Training Program, has provided excellent training and coaching to EXIT Associates and has received rave reviews and excellent results for multiple years running. Key is now further branching out to provide even more valuable training to our EXIT Associates as he enthusiastically imparts his passion for inbound marketing strategies, social media lead generation, video marketing, SEO, best real estate blogging practices, advanced prospecting and a slew of other ever-changing current topics.

[Real Estate Training Institute, Inc.](#) | [i-FASTTRAC](#)

WHAT IS YOUR WORD FOR 2020?

