

# How to Select a Success Partner and hold a Productive Real Estate Weekly Wrap Up



Real Estate is a business endeavor that can be quite **isolating**; it is crucial that agents find the **right partners** and form alliances that help them grow their Business. So what is a **Success Partner**? What are some of the activities that create the best **support system**? How do you get the best of each other and build a lasting friendship? What is this activity called the '**Mind Dump**' that Key keeps asking agents to perform at the end of each week? I have just recorded at 39' video for our Participants to put into practice these important ideas. Recorded 2014-06-09

► **Handouts** – *Please do not let your phone distract you from the class*

- Some of You will **benefit** by printing the **Handout** that is attached to this Training class and follow along.
- Please **be engaged** and **try your best to ignore any distractions** – Trust yourself and your ability to learn. The **Notes** you take are more important than the Handout I give you;

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## Reality

- Real Estate is an **Entrepreneurial Endeavor** and can be quite **isolating**;
- Real Estate Agents are in the **Business of People** NOT Houses; and it is this fact that throws the biggest monkey wrench in the running of a successful career;
- It is also this fact that gives agents their **endurance** and true **relevance**...

## Success Partner

- So What is a Success Partner?**
- A **Success Partner** is a Real Estate Colleague you support in their Business Endeavors, and they support you back in yours – That's it!
- It is not necessary for this relationship to be **formal**, nor does it require for the partner to be in the same office. It is crucial though that it be **structured, coordinated, and honored!**

## Compatibility

- The first step that you need to focus on is **compatibility** – being able to talk and share freely without any judgment is the cornerstone of this Business Relationship;
- This compatibility is built on **trust** and ongoing authentic communications;
- It is also built on whether one works full time and the other dabbles in Real Estate as a 2<sup>nd</sup> job

## How-To

- How do you Nurture a Reinforcing Success Partnership that is thoughtful, responsive, and in the benefit of all involved?**
- Start by sharing your **Business Goals**;
- If you are to succeed in Real Estate you have to have Goals; **Written Goals**; Yearly Goals; Quarterly Goals, broken down to Weekly Goals – Discuss them with your Success Partner.

## The Simple Method

- The best way to remember the principles of working with a Success Partner and hold each other Accountable use the SIMPLE Acronym:**

**S** = Set expectations

**I** = Invite commitment

**M** = Measure progress

**P** = Provide feedback

**L** = Link and discuss consequences

**E** = Evaluate effectiveness

## Beginning of the Week

- Start the Week with the goals of the Week;**
- Schedule a Monday Call, actual call not text, and share with each other **your goals for the week**, what you plan to accomplish, and any challenges you are currently facing;
- Be **specific** about your numbers – if door knocking how many doors, how many conversations; the devil is in the details;

## Close Out Your Work Week

- Real Estate Agents rarely take the time **to reflect** - each week runs into the next week, and little time is given to catch failed commitments and promises – this **MUST STOP!**
- Pick a day, many say Late Friday Afternoon around 4pm, or early Saturday Morning is the best time to perform and **Mind Dump** – let's call it a **Weekly Wrap-Up!**
- Let me share with you the steps you ought to consider if desiring to perform this task well:
- Go to a **quiet place** with no music, chatter, tv, radio, nor anything that could consume your thinking;
- You must have with you your **Computer**, your **Smartphone**, and anything you use to take notes during the week; plus a **notepad** to write notes as they come to your mind;
- Open your Computer to your Calendar and look back 3 weeks to see if any items were scheduled to be completed but are still pending; **move them forward** to the appropriate calendar date only if appropriate;
- Look at the **upcoming week** and make sure the most important events coming up do not require any preparation on your part – if they do write down in your notepad the action that just popped in your head;
- Work on your **Weekly Real Estate Stats:**  
Number of Closings for the Week;  
Number of Contracts for the Week;  
Number of Strong and Soft Buyers' Leads for the Week;  
Number of Strong and Soft Sellers' Leads for the Week;
- Prospecting Stats:**  
Number of Doors Door knocked;  
Number of flyers, postcards, newsletters mailed;  
Number of prospecting clients interacted with by phone, in person, etc...
- Share these Statistics with your Success Partner;
- Grab your Smartphone and look at the list of calls you received and those you called; your mind will **trigger any follow up** that you ought to take action on, jot is down in your notepad – don't try to remember it;
- Now go your **contact manager** and go through the names in your database and see if anything jumps to your mind; jot down any action that was triggered;

- Go to your email inbox and in reverse chronology go through the emails you received, you are not trying to read them, you are trying to see what your mind tells you is the next action – **jot it down**;
- If you do this methodically you will end up with 2 to 3 pages of written notes of **Next Actions** – do not be overwhelmed;
- Put a number between 1 and 5 next to each written action **1=Highest Priority** to 5=Lowest Priority;
- Grab the 1's and place them in your **calendar**;
- Go to your running to-do list and place the 2's through the 5's in order and look at that **to-do list daily**;
- This exercise takes about **45'** to complete but **you will love how you feel afterwards**.

### Affirmation

- Text each other your **affirmation of the day**; Do not start your day until you have put yourself in a good mental place;
- Write an affirmation, or use one given to you, read it to yourself **convincingly**; then text to your Success Partner;
- Read your Partner's Affirmation and **affirm it** for them – do not let cynicism creep in!

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**Key Yessaad** is a Real Estate **Mind-Set Trainer**, Mentor, Internet Strategist, and creator of **the #8WeekSuccess Boot-Camp Program**. Key has been a Trainer and Business Coach for the past two 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**