



# The Perfect Real Estate Career

## By Rich Levin

### President of Rich Levin's Success Corps

You set a high goal and reach it. Nearly, all of your business comes from your sphere of influence, past clients and their referrals. The balance comes from responses to your ads, signs, Internet leads, and other passive sources.

You work when you choose and take all the time off that you desire. Someone else does the paperwork and tasks you most dislike. You work only with clients you enjoy. You are skilled at all the tools and technology of the profession. Finally, you have great relationships, the affection, love, and respect of those you care about most and those who care most about you.

Is that the way your career looks? Is that possible for you? Is it possible for you to create a career and a life that you love?

YES! You bet it is!

I don't say this out of optimism and hope. I say it entirely out of my experience with agents just like you, who are achieving production and income they never thought possible and living a life they had only imagined.

For agents at every level from those still waiting to complete their first transaction to those closing hundreds of transactions each year, success in your career is comprised of ten systems.

Overcoming every challenge and all growth in your business only occurs through your skills and application with these ten Systems. They are:

- 1) Planning
- 2) Lead Management
- 3) Marketing
- 4) Service
- 5) Presentations
- 6) Quality of Life
- 7) Assistants and Teams
- 8) Financial Freedom
- 9) Technology
- 10) Self-Esteem

## Planning

Few agents plan in a way that works for their business and their life. Nationwide there is a void in this area. There are many methods and tools offered to Agents. Invariably, they are cumbersome and ineffective.

You need a simple way to set goals and manage their completion. We call our method "Goals and Measurable Results." Our client's annual goals are broken into initial weekly appointments. We also record monthly production in three categories.

Janice Allen, \$10 million dollar producer in Peekskill, New York says, "*Those charts are amazingly motivating. They give you control over your business and tremendous peace of mind.*"

## Lead Management

Lead Management is the greatest opportunity for most experienced agents to exceed their goals. For most Agents a lot of business passes you by un-captured or dies on scraps of paper.

This applies to the half million-dollar producer and the thirty million dollar producer. Successfully managing the generation, capture, conversion, and retention of your leads is an ongoing challenge.

Whether you use contact management software or three by five cards and a paper calendar we coach a lead follow-up system and habit that relieves the pressure of all those loose leads in your life.

## Marketing

Most agents miss the boat on Marketing, even those spending thousands of dollars on it. You keep spending and in the back of your mind or very consciously, you know there is a better way.

What are your markets? What message do you wish to convey to those markets? And, what is your best method and media to convey that message to those markets?

Networking and direct mail clearly produce the most business for you. What you send and what you say make all the difference between getting a huge return on your marketing investment and squandering away your hard earned money.

## Service

There is more business for you in great Service than there is in great prospecting. Our clients prove that, year after year.



What are the service systems that make you money? Do you maintain consistent, scheduled communication with every listed seller and pending client? Do you use a checklist or whiteboard for your pending actions and actively manage it daily? Most importantly, do you keep your word? Are you delivering on your promises? Do what you say you will do?

## Presentations

A Real Estate career that you love and in which you have complete confidence requires mastering your:

- 1) Seller Presentation
- 2) Price Reduction Presentation
- 3) Buyer Presentation
- 4) Offer Writing and Negotiating
- 5) Property Showings

Each of these has a structure, scripts, and a mindset for you to learn. Learning them takes time. The reward is confidence, skill, and results that make you a highly successful professional.

## Quality of Life

We say that your business should serve your life not your life serve your business. Days off occur when you schedule them. Putting your health or your loved ones first occurs because you choose it that way.

One of our leading coaches and top Agent Rusdi Sumner says that once you are licensed everything is an appointment.

You turn your choice into your life by putting your health, happiness, and loved ones activities into your calendar, then keeping your word to yourself and others by honoring those appointments.

## Assistants and Teams

AT between thirty and sixty transactions you reach a limit to your ability to grow your business by yourself. To get past that point you either add assistance or your business and/or your quality of life decline.

To grow past your transaction limit you are challenged to learn and master hiring, training, delegating, and supervising. These are the early skills of leadership.

Do you hire part or full time... for how many hours? When do you consider a buyer specialist? Should your assistant have client contact? There are many decisions for high producing Agents that lead them to the next level and beyond.

## Financial Freedom

Through our coaching work we discovered that people in the habit of being broke stay broke regardless of increases in their income. For those with this affliction you have to work directly to challenge and break the struggling mindset and habits so that as your production and income increase, your financial stability and freedom follow.

## Technology

Every Agent faces technology challenges; choosing a mobile phone or new computer hardware, choosing your level of web presence and web vendors, plus a myriad of hardware and software choices.

Every one of the above systems includes and is impacted by your technology choices.

We are constantly challenged, as you are, to seek the technology tools and services that preserve your time and increase your profitability.

We are constantly discussing these tools and services with our clients and among our coaches to keep our knowledge up to date and offer the best possible suggestions to our clients.

## Self Esteem

In our "Rich Levin's Hierarchy of Success" model Self Esteem is displayed as the foundation. Success in your business and in each of the individual systems rests on the strength of your self-esteem.

We work indirectly and sometimes directly on how you think and feel about yourself personally and professionally. We teach two basic affirmations. "I like myself, unconditionally." And, "I completely trust my own judgment."

Is it possible for you to create a career and a life that you love?

YES! You bet it is!

Each time you improve a skill in one of the ten systems that comprise your business, your career improves. As you work continuously on one skill after another you watch your results improve and your confidence reach new heights.

For more information on how you can implement the ten systems of "[Rich Levin's Hierarchy of Success](http://www.RichLevin.com)" into your business, call or visit us on the web at [www.RichLevin.com](http://www.RichLevin.com).

Rich and his coaches specialize in working with producing Real Estate Agents and Brokers taking them to their highest levels of production and performance in their business and in their lives. Contact Rich at 585-244-2700 or [Info@RichLevin.com](mailto:Info@RichLevin.com).