SEVEN PILLARS OF A Successful Realtor



1 Database Driven Business

"A successful Realtor focuses on important dates to stay in contact, ensuring clients hear from them 6-24 times per year, leading to higher client retention and referrals."

2 Money Management

"A Realtor with excellent money management practices lives below their means, making them less impacted by the seasonality of the real estate market."

3 Always Seeking Mentorship

"Successful Realtors engage in mentorship relationships that guide them through their career, celebrating highs and supporting them through lows."

4 3+ Streams Of Revenue

"A highly successful Realtor will have multiple revenue streams, each with its own business plan, leading to consistent and measurable growth."

5 Self-Awareness Of Good & Bad Habits

"Successful Realtors acknowledge their bad habits and work hard to establish new strengths, allowing them to overcome or thrive despite weaknesses."

6 Hard Work - Working When Others Don't

"A successful Realtor works early mornings, late nights, weekends, and holidays, running while the competition rests, achieving leaps and bounds beyond the pack."

7 Mastering Communication

"The best Realtors tell compelling stories that inspire clients to take action, leveraging the power of effective communication to sell more homes."

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Seven Pillars of a Successful Realtor

Give yourself a rating for each Pillar below on a scale of 1-10 (10 being the highest)

1 Database Driven Business

Are you utilizing a CRM to retain and track valuable client information? The CRM is used for all communication, focusing on important dates like birthdays and holidays to stay in touch and deliver value. Clients in this communication strategy hear from their Realtor 6-24 times per year, leading to higher client retention and referrals.

10

2 Money Management

How well do you manage your money? It's all about spending less than you earn and doing something smart with the rest. In today's world, living below your means is tough, but having a budget and a plan makes it possible. Realtors with great money management skills live within their means and aren't as affected by the ups and downs of the real estate market.

10

3 Always Seeking Mentorship

How often do you seek out mentorship? Successful Realtors always have mentors to guide them. These mentors encourage you during tough times, celebrate your successes, and provide valuable insights because they've been there too. These relationships are crucial for your growth.

10

4 3+ Streams Of Revenue

Do you have multiple revenue streams? A top Realtor doesn't rely on just one source of income. They have several, each with a clear plan and strategy. Over time, these consistent efforts turn sporadic sales into a steady income. Think about your business—do you have multiple revenue streams?

10

5 Self-Awareness Of Good And Bad Habits

How self-aware are you? We all have bad habits, but successful Realtors recognize them and work hard to replace them with good ones. They don't deny their weaknesses but strive to overcome them or find ways to thrive despite them. How would you rate your self-awareness and efforts to improve your habits?

10

6 Hard Work - Working When Others Don't

Are you willing to work when others are not? Successful Realtors put in the hours early in the morning, late at night, and on weekends and holidays. This dedication helps them get ahead while others are resting. How do you measure up in terms of hard work?

10

7 Mastering Communication - Storytelling

How good are you at telling stories? The best Realtors use storytelling to inspire action and connect with clients. Effective communication through storytelling can make a huge difference in your sales. Think about your communication skills and how well you use stories to motivate your clients.

10

In our experience, a Realtor's life changes for the better when they become proficient with each of these pillars. Proficiency, in our view, is scoring 7/10 or better on each pillar. Therefore, if you have a combined score of 50/70 or higher, chances are you are on the right path. However, if that is not your situation or if there is a particular area that you are struggling with, we can help you reach your goals and get past the things that are holding you back. We specialize in helping agents sell more homes, and that process starts with these 7 pillars.

Total: 70

Let's Chat 604-859-2341

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