

AGENTON FIRE® BLAZE

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They Laughed When I Said “I’ll Make a Killing in Real Estate” but their Jaws DROPPED When I Rolled Up in a Bright Green Lamborghini!

Doubters, smart-ass*s...even Parents...you gotta love ‘em. (In the latter case, I guess you truly “Gotta” ...but still I’m thankful for the others too.)

Why?

...Because it’s those who challenge you, who get your grey matter ticking and your blood boiling, that push you to your Tipping Point(s). We all have them...those moments in time when you’ve had enough...when time stands still and you muster up some deeply hidden “resolve” to make a darn change...to “better” yourself...to just not stand for your own self-restricting BS for another damn second. ...

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...I call it my "Bullsheiiite Limit"...our forefathers thankfully called it Independence Day.

What a timely notion to be discussing in this month's BLAZE: FREEDOM and complete Independence, as we charge headstrong into the second half of this year that's been full of forward marches and backward retreats of the real estate market.

It's truly a perfect time to huddle up and remember what we are fighting for to begin with...our big WHY for being an entrepreneur:

FREEDOM

- FREEDOM from the 9-5 life of traffic both ways, living merely for the weekends, "fixed" (and tiny) paychecks, suits, ties and dress pants, "cubicle" life, travel (the "un-fun" kind), dry-cleaning lines, office cafeterias and political-correct atmospheres.
- FREEDOM from tyrannical "bosses" looking down their arrogant noses and demeaning our very existence.
- FREEDOM from being "trapped" by the shifts of the economy, when the only choice available is to get on to the daily grind and pray that we avoid the downsizing "cut".
- FREEDOM from being included in that widely reported "90+%" who can't afford to survive even a \$1000 disaster without having to head for the soup line.
- FREEDOM from having to kiss the accountant-sized butts of losers, loud-mouths and despicable clients whom we would rather kick to the curb than wine, dine and schmooze for our two-steps above minimum wage servitude.
- FREEDOM from un-glorious, un-rewarding, un-ANYTHING "work", that actually FEELS like WORK.
- FREEDOM from being locked up like a prisoner in our own minds, stripped of any permission to express our own creativity, numb to the world beyond pale white office walls and dirty windows that cage us in.
- FREEDOM from anything and everything that keeps us from experiencing all the joys of a life worth LIVING...a life full of thrills, personal reward, happiness, family, friends, fun and FREEDOM!

GOD BLESS AMERICA

And ALL of the FREEDOMS it grants us.

...no matter who says WE CAN'T!

...no matter WHAT SITUATION we are in currently.

...no matter HOW MANY times we've tried and failed.

We CAN choose to get right back on our feet and fiercely charge in ANY new direction with our heads held high!

Which brings me full circle to my "...I pulled up in my Lambo..." greeting.

You see, your fierce leader here was a complete screw-up in his younger years. Not in the sense that I was locked up behind bars or waking up in my own vomit in some gutter.

Nope. I was the good old "non-conformist" that Mom just couldn't bear to deal with. She was constantly spouting off things like ""THEY" won't like you." ""THEY" don't dress like that!" ""THEY" will make fun of you (read: "They" will make fun of HER for having given birth to a little savage like ME.)

...and that's the thing I am the MOST GRATEFUL for in this world...the forces that created the opportunity of CHOICE for me. And equally grateful for the choices I made that led to wealth, security, and a nice family...and that Mean Green Italian Machine that served as the big middle finger salute to my doubting mom. I love her more than life itself but I cringe at her closed-mindedness. It has paralyzed her ability to just be HAPPY.

These same sort of pressures, doubts (both self-imposed and coming from others) are what I want YOU to recognize in your own life as you seek "Independence".

Real Estate affords you and I such liberties. We are NOT bound to the "rules" and we aren't going to have to deal with grouchy bosses and lunchroom gossip. We are truly FREE by virtue of our choice to venture into the world of home-selling. But with it comes the great responsibility of recognizing and capitalizing on OPPORTUNITIES.

So I'm going to use up all of the glorious real estate in this month's "Agent On Fire BLAZE" newsletter, to point out some of these wondrous little "chances" we have, and to make some pretty darn well-informed suggestions on how you can make fireworks out of all of them!

Off we go.....

Big gigantic opportunity #1

The OPPORTUNITY to CHOOSE exactly WHO We Work With...

...by price point

...by location

...by sheer number of “chances” within a group of clients

...by the old “I Love’ em or I Hate ‘em” meter.

Let’s talk about lucky #3 on the list....the CHANCES within a group of clients.

I call this choosing my “SAM” (Small Area Market). Perhaps you might call it a “farm” or a “territory”. It’s my small to medium area where my most likely customers are, who have the propensity to raise their hands and say “come get me”, just a bit more frequently than others outside of my SAM.

How do I know they are more likely to sell than others? Is it sorcery? Hmmmmm...perhaps. Is it Magic?...well old Magic Mike has been known to pull off some wildly impressive cash generating tricks...or is it...oh don’t say the word...SCIENCE?!

Yup. You guessed it. It’s curtain #3-SCIENCE. Look, I speak all the time of the old saying “The Secrets Are ALL Hidden In Plain Sight”. And this is one of those biggies. See, most agents aren’t marketers, which means they dang sure aren’t SCIENTIFIC marketers. Think about those “lucky” guys and gals who always seem to hit the mark and post huge new listing numbers on the office listing tally board. You know them. Every 30-days they are the “Listing Agent of the Month”, parking their big fat Mercedes in the coveted front spot, reserved only for the charmed few who’ve somehow figured out the secret recipe for listing stew.

C’mon...this stuff is so easy. They’re not brainiacs. But they’re not fools either. Frankly, the only difference between your back of the lot parking area and that sweet “don’t get my hair wet when it rains” parking spot, is knowing how to select your target audience and then knowing exactly what to send them in order to entice them to list with you.

Let’s talk about how to find, select and OWN the little SAM dwellers, that can line your pockets month after month without ever even considering another listing agent.

It's a formulaic approach, so you'll need to put on your nerd glasses and grab a pen...

The 3 Elements to Pay Attention to When Selecting Your Sam

- Rate of turnover annually
- Overall number of homes in your SAM
- Average price of SOLD properties
- (and a 4th to infrequently consider)...Domination by another agent.

What you NEED to understand, is that selecting a good SAM is truly the KEY to making boatloads of money and having true FREEDOM in your business (and life.) NOTHING else can even come close to the importance of selecting the right audience and "working" them to create income efficiently and in redundant fashion. When you've got your SAM dialed in, you literally can use simple math to PREDICT the amount of commission you will put in your pocket every year and then adjust upward as you wish, with equally predictable results. If you've ever made a tin of blueberry muffins, you know that you use X amount of flour, X amount of blueberries, X amount of this and X amount of that to get PRECISELY 12 delicious muffins that leave your mouth watering for more. NOT 10 muffins. NOT 11 muffins. NOT 8 muffins-12 MUFFINS. It's a recipe. You just follow it. Same goes for your SAM. Choose it. Perfect your marketing by measuring results. Do the math. Repeat. Simple.

So, let's light the wick and pick your SAM so the fireworks can soon ensue...

Rate of Turnover (CHANCES to make dough)

What we are searching for is rich ground where you can stake your claim. Way easier than the job Columbus had. Point and pray ain't what we're doing here BLAZER. We're doing MATH...ugh (hate it but it works...so stick with me here.)

Anyway...the shocking answer to the math problem is that there is no answer, in terms of what you should look for as a turnover rate (I wish that was the answer in high school...I flat out flunked math). The idea is that rather than looking for a SPECIFIC number (2%, 4%, etc.) to represent your turnover rate, you instead look for a relative number. So, let's say that in your area, the average neighborhood had a turnover rate of 3%. Well, then ideally, you'd look for a SAM that has an average of 3% or better. Right at "average" is fine. Higher is better. Lower-NEVER.

So you simply look for a group of homes, in a contained close-proximity area that have a turnover rate equal to, or higher than, the relative average. I realize that I say "annual" turnover rate and that many areas have been poisoned with low home sales by this venomous market, completely manipulated and controlled by "regulators" and other snakes, so you may need to look back 24 months or so to get a good "average".

Nevertheless, find a good solid SAM and then continue on with the math...

Overall number of homes

OK. This is brainless. COUNT. Write it down next to your average rate of turnover.

Average price of SOLD properties

Another simple one. Whew! Easy huh? Not so fast...

Run a quick CMA on the "Solds" and get yourself a solid number. Don't consider "Actives". We don't play with daydreamers or wild-eyed-optimists. The trusted data is on the SOLD prices. Also, of course, ignore the "EXPs". They were clueless. No useful data to be found in their horror stories either. Just stick to the FACTUAL info you dig out of the Solds. Again. Write it down.

Now, here we go playing Sir Isaac Newton...we're going to formulate

Average Selling Price X YOUR commission rate (notice I don't give two sheets about what OTHERS charge or what an "Average" commission rate is.) You charge what YOU charge. Commissions are negotiable between brokers and clients and they all charge differently. You pick your fee (and don't be a wimp here. Charge your WORTH!)

So...

Avg Sale Price is \$300K
X (Times)
My commission rate (my side) 4% (.04)
Expected fee collected per home sold = \$12,000

*Note: I am NOT recommending a fee of 4%. I'm choosing what I personally MIGHT charge. You should never base your fee on anything I use as example. Charge what you feel is right for you. I believe in FAIR MARKET competition and it isn't all about fee by the way. You should decide on your own what YOUR fee will be. ZERO to do with me and what I might or might not charge. (the 4% above, I pulled out of thin air. It means NOTHING. I just need a number to plug in so we can do some math.)

Next....

Total # of home X average turnover rate gives you the number of opportunities you have to sell something and get paid.

So...

5,000 homes
X
3% (.03) turnover rate annually
Number of opportunities = 150 home sales

Now, sum it all up.....
150 sales X average commission of \$12,000 = \$1,800,000

NOT. TOO. SHABBY!

Now, of course I'm not suggesting that you will get ALL of those sales. You WILL get a PERCENTAGE of those however. AND your percentage will GROW as you refine your marketing and become expert at my "Mass Attraction Marketing" approach to landing sellers. But consider that even a moderate percentage of the sales in a good SAM can add up to big yearly numbers...and you can MUTLIPLY this rapidly as you build your presence, with reputation from sales and boosting up your marketing frequency as you decipher what works best and most consistently for you.

What you cannot forget is that MOST agents will NEVER try new marketing methods, and therefore they have NO IDEA how to be effective. The ONLY reason that most agents do well in their SAM area is because of repetition. In other words, they market enough to build some familiarity with prospective sellers and they get to bat PURLEY because of name recognition... and by law of averages, they get a few hits. With Mass Attraction Marketing you can EASILY knock them right out of sellers' consciousness and take the SAM over.

Moreover, these non-scientific marketers, never measure the result of their campaigns, so when you become a threat, they try to retaliate by doing MORE marketing, and their returns often diminish, COSTING them more money than losing the farm and moving on would have...more on measuring results in another issue. For now...let's get that SAM selected. By "let's" I mean YOU get it done. Go to work. It's necessary.

Side note, I did mention "rate of dominance by an agent". When it comes to a SAM, sometimes you'll see an agent who is getting 25-30+% of the annual sales, year in and year out. Sometimes I'll steer clear of ground that's been overplanted and seek out more virgin soil on

which to harvest my healthy crop of listings. It's not that I'm afraid of the competition. It's just that sometimes the bond between the chief and the Indians is too tight and they won't let him/her fall. Your call here. Just a tip.

See, dominance is purely formulaic. No secrets. Just science (and that rotten math crap...ugh...that's "fun" for techies and geeks...me, it makes my sales-oriented head spin...but you MUST use it. "Guessing" is a loser's game.)

HUMUNGO Opportunity #2

The OPPORTUNITY to Be CREATIVE

As entrepreneurs, we are given the ultimate choice to be WHOEVER we want to be. Particularly in real estate, we can express ourselves with personality (as wild and crazy as our own personal limits will allow...my own crazy meter is pretty high)

And we can use that creativity to take us to any heights we wish in our business, by expressing it in our marketing.

We can...

...create a personal "Character".

...establish ourselves as THE "Authority".

...be the "Wizard" behind the curtains of "special" real estate programs.

NO OTHER PROFESSION in the world grants as much freedom in marketing as we are given by the grace of God as an entrepreneur.

We literally can do or say ANYTHING (within those pesky "legal limits").

And we can CHOOSE to become an expert.

We can CHOOSE to use our expertise to become successful.

We can CHOOSE to render our competitors utterly irrelevant.

Incidentally, the very best and most successful real estate agents I know learn to use what I have coined as “Mass Attraction Marketing”. It’s a unique (and proprietary, ala “Magic Mike”) blend of Outrageous Offer Headlines mixed with NLP/Hypnosis-Infused Conversations.

Mass Attraction Marketing Recipe

Make an offer that piques your prospect’s interest so high, that even if they know they’re going to be sold, they STILL call.

Then...

Have a Congruent Conversation the “future paces” (subconsciously tells them) what will be happening next.

Let me show you what I mean....

Example (and incredibly genius if I do say so myself) headline:

**“Get a GUARANTEED OFFER on Your Home, Have
ZERO Showings to Deal With and
You CHOOSE the Closing Date!”**

**(supporting sub-headlines and text would be added here
along with a call to action (“call me now at xxx-xxx-xxxx”))**

Imagine for second, being a home seller in this ridiculously unpredictable market, scared to death at the thought of selling your home and not being able to find a new home due to inventory shortages. Think about how frightening the prospect of living in a hotel or a rental or worse yet, with in-laws would be? Can you feel the shivers in your bones? Ugh...

You’re wondering how the heck you’ll coordinate things perfectly, desperately wanting to avoid the prospect of a double move. You’ll try to avoid it with every ounce of your being, the way you’d run from a swarm of mosquitos infested with the West Nile Virus. You’ll do ANYTHING.

Then along comes a real estate agent with a bold offer that just “can’t be true.” Your curiosity WILL get the best of you...because let’s face it...the “what if” factor is going to be tugging at you pretty strong.

So you call....

"Uh, yeah. I saw your ad and you say that I can pick my closing date and not have to deal with idiots tromping through my house? Are you for real?"

*"Yep. **When we get together** to look at your house, **you'll tell me** your perfect closing date and then I'll get you an offer on the spot (or within 24 hours...or whenever you agree) and **then you can start** packing. **I'll come by** on Tuesday at 4PM and **you will just have** your warranty deed ready for me so I can copy the information to the listing agreement and the offer. **I'll be in and out in 30 minutes** and **your home sale will be in motion**. I'm looking forward to **us meeting on Tuesday and doing business**. See you then."*

DONE DEAL. You literally just closed a listing, right over the phone. (btw...there's "Future pacing" in this conversation. Can you spot it?)

So, before you get all freaked out and that little voice of yours starts chattering "you can't do this!", let me share the details....

- **First of all, remember that YOU make the rules.**
- **YOU decide WHO the offer comes from.**
- **YOU decide the offer price.**
- **YOU decide what happens if the offer isn't accepted by the seller.**

Let's break that all down...

When it comes to the "WHO" in the offer process, you can decide if it is You, an Investor or and End User (regular old buyer) who makes the offer. Perhaps you want a good house to keep for rental purposes or a quick flip. Maybe you have investors lined up who agree to make offers on any house you bring them (these types are ABUNDANT today. It is EXTREMELY difficult for them to find "good" properties and they pay premiums for them.). Perhaps you have a nice handful of buyer prospects who are having a tough time finding homes (again...super common..you could run an ad "Get the Best Deals on "off-market" properties BEFORE they hit the MLS."...bluntly, that would bring 'em in by the herd and it would likely bring you a ton on investors too...never a bad thing killing two birds with one stone.) In any case...YOU CHOOSE.

Pro Tip: If you want investors at your disposal, simply go to your local REIA meeting (Google it) and stand up and say "I've got incredible "off-market" opportunities on very good, clean resale homes. Who wants in?" Then brace yourself...you're about to get attacked!

Next, there's choosing the Offer PRICE. Again, it's all up to you friend. You never promised a full price offer. You never stated a specific price at all. You simply stated: "You'll Get an Offer". So, you have ultimate flexibility here. If it's a good house and you really want it, step up to the plate and serve them a tasty price that they'll gobble up. If it's a loser of a house then make an offer reflective of the condition and appeal. Either way, you can choose your play...Gamble or be Safe.

Pro Tip: What you are going to find, in most instances, is that magical things happen when these offers and conversations are combined. You see, they are a perfect mix for creating "good stuff". The biggest thing you're going to discover is that most sellers will NOT CARE about your offer in the event that they don't like it. They will be highly impressed by the fact that you had the guts to make it at all, so in the unlikely instance that you can't come to terms and form a solid purchase contract, they will usually list with you anyway.

Mass Attraction Marketing

- Gets You in the Door.
- Puts 'You Squarely in Front of Ready-To-Act Sellers.
- "Moves" the Seller out of "thinking about selling" and into "Full On Selling Mode".
- Eliminates ALL Competition...So You can CLOSE Them.

The benefits of even making an Outrageous Offer are HUGE. It opens doors for you....even those that have been slammed shut on ALL other agents...and it opens LOTS of them.

Which brings us to "What happens if your "Offer" doesn't work out?"...

So. Dang. Simple.

Remember, you write the rules. There are so many things that can be done here. For me, the agreement would hinge on something like this:

"We will sign a 90-Day listing agreement at my full fee".

"I will bring you and offer in "X" days/hours."

"We will close on the EXACT date that YOU choose."

"You will have ZERO Showings if You Accept the Offer."

"There will be ZERO contingencies." (except financing if you need it)

"In the even you do not accept the offer, I will continue to market your home to buyers ."

"If I get an acceptable offer in "X" days, my fee will be "X". If I get an offer in "X" days beyond that, my commission is "X" (lowering as I go to show that I am confident an aggressive).

"You can cancel you listing agreement any time if you don't see this working".

Can you see how POWERFUL this is?

You got in the door, got a chance to make an offer (or gave your happy investor or buyers a chance) on a new-to-market home BEFORE anyone else. AND you got a listing signed right up front! Can you think of ANYTHING you have ever done that can get you in front of sellers like this can?

This program is PERFECT for a market like this. And my loyal BLAZER, you had better start implementing things of this nature. Companies like Open Door are ALREADY making offers to home sellers and stealing our industry away from us. And don't think for second that they are some fly by night "idea". They are a MASSIVE threat to you and they are here to stay. In fact, after recently raising \$200 Million on a \$2 BILLION valuation, companies are starting to COPY them. Here in Atl, I just saw a company adverting themselves as "A local alternative to Open Door" (nice-guysbuyingatlantahouses.com)-VERY SMART! I don't know if these particular "guys" are actually copying Open Door but they are leveraging what Open Door is doing to garner business for themselves. Kudos to them for being cutting-edge. YOU need to be of the same mindset. NEVER be late to the game. This program SOLVES the #1 problem that sellers have in the "Listing Shortage" market that plagues most of the country today. If it applies to your market area-use it. If it doesn't, figure out what does and USE YOUR CREATIVITY to stand out!

Now, if you're as smart as I think you are, like most of your fellow BLAZERS, you've already figured out that I've given you a very straight-forward road map to real estate selling success this year. No curves. No side streets or twists and turns at all...just a very direct course to making July - December (and forward) HUGELY successful for you.

This issue is as about as "no fluff" as it can get. All you have to do is RECOGNIZE and the FOLLOW what I've done for you....

THINK about how fortunate you are to be able to plot your own course.

UNDERSTAND that it's 1000% YOUR CHOICE and responsibility.

DECIDE to Get Going on the Practical Stuff.

CHOOSE a “SAM” using the formulaic approach I laid out for you.

CREATE a “Mass Attraction Marketing” Campaign.

DO IT!

Real Estate REALLY is THAT simple. When you figure out that you are actually a “Marketer who happens to sell homes”, you can truly focus on attracting customers instead of “waiting around” like most agents do (who, incidentally, in large numbers, FAIL).

I truly enjoy what I do.

Helping other to improve their businesses, and by matter of natural cause and effect, improving their lives...is the most amazing reward that I can give myself. It's MY “choice” of how to live. It gives me FREEDOM to do things like writing this newsletter and deciding how to best “effect” my BLAZERS.

...and I often find that the best way to help is to simply lay out a 2-3 step strategy and say “Do it!”. This way, you don't have to do all of the thinking in advance. You simply implement, see results, tweak and hopefully see greater results...which ultimately results in BELIEVING. And Believing leads to Motivation, which leads to Continued Implementation, which leads to GROWTH....my ultimate goal for you.

So, you have a course of action for identifying and marketing to your SAM to get lots of listings, laid out for you above....Now, DO IT!

I want to share a little story with you about perspective, just in case you're feeling “stuck” or maybe you're feeling like any of the “stuff” you do as a real estate agent (like putting together a program like the one above) is hard or “stinky” work...

As you know, I've been in the real estate business for a long time. I've sold thousands of homes and I've seen just about everything. And I've had to be involved in a lot of “messy” situations along the way. Hey, they come with the territory, no matter WHO you are. But a while back, I witnessed something that really gave me a kick in the old shins to remind me of how GRATEFUL that we should be that we are lucky enough to “make it” in this business.

...It wasn't some “lucky deal” I came across.

...It wasn't a big new client with 20 homes to list.

...It wasn't a new listing that sold before I planted the sign in the yard.

...and it WASN'T some GIANT commission that allowed me to vacation on the shores of Bali for the summer

It was a Septic Tank. A clogged up, nasty, disgusting, stinking-up-the-whole-neighborhood filthy pit of sheeeiiiittte.

After finishing up lunch with a colleague, I joined him at one of his listings, to meet a septic tank cleaner guy (is that what you call him?) so that we could continue our discussion about his business growth. I figured I'd happily spend the rest of the day with him so I could teach him a few more things...but as it turns out, we BOTH got a little unexpected learning out of this.

You see, as we stood in the driveway chatting, neither of us could keep our eyes off this guy who was knee deep in poop, seemingly unbothered by the smell or the impossible-to-avoid "splashes" of human excrement that he'd happily wear around all day on his boots.

He was working in feverishly hot GA summer temperatures, sweating to dig down to the top of the tank, remove it, and begin his work. And the heat, if you can imagine, AMPLIFIED the putrid aroma. Truly, I was almost gagging.

And then it happened...

This guy, a typical GA "good old boy", with a smile on his face from ear-to-ear, emerges from the depths of hell and walks up to my colleague to explain what was wrong and what needed to be done. We both looked at each other, noticing the grimaced expression we shared, each of us wondering if we were going to be able to hold back our lunch in the presence of this stomach-churning "grossness". My colleague quickly signed the papers and turned his head, gasping for breath (he'd been holding it...the guy smelled THAT bad).

Here's where things got WEIRD...

Old "poop boots" looked at the real estate sign in the yard, matching it up to my colleague's signature, lowers his eyebrows and makes his statement of all statements. In his southern twang he says; "You that guy?" My colleague says "Yes. That's me." Poop boots replies "Real estate. I could NEVER do that kind of job". And walks away, happily off to his next dirty job.

Our Jaws Dropped!

He failed to see the irony in his words. This guy would rather stomp around in miles of crap, in 100 degree Georgia heat, 5 days (or more) a week, than to take on the "uncomfortable" position of having to DO something that is a little bit out of his comfort zone. (which I can only imagine must be a pretty darn wide one.)

Lesson here: DON'T BE A HAPPY SHEEIIITTEEE DWELLER!

Implementing new ideas...stepping a few feet into unfamiliar territory...dipping your toes in the ocean at night...JUST ISN'T HARD WORK!

It's scary at best. But have some guts. Otherwise you may end up sloshing around in a cesspool of nastiness that came out of the guts of those who did "DO".

Being in Real Estate is a BLESSING!

You are BLESSED with choice.

You are BLESSED to be your own boss.

You are BLESSED to be able to set your own hours.

You are BLESSED to be able to carve out time for your loved ones.

You are BLESSED to have flexibility in your schedule.

You are BLESSES to have ULTIMATE FREEDOM

I think we can both easily understand that life can be a whole lot less enjoyable when someone else signs your paycheck. It's this time of year that always reminds to FOCUS on what's working instead of what's not working and to thank my lucky stars that I have the Freedom to make changes for the better any time I want!

I am eternally GRATEFUL to have chosen the path of helping agents like you and I am so thankful to have you among my loyal BLAZERS. We've got plenty of time left this year to create some real wealth and Independence for you!

Happy 4th of July!

Anti-Typically Yours,

Mike Costigan

A quick Fakebook reminder: If you aren't in the private BLAZERS Group yet, request membership here::

<https://www.facebook.com/groups/agentonfireblazers/>

You'll want to "Like" and "Follow" the public page too. Here's the page link:

<https://www.facebook.com/mikecostiganagentonfire/>

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