

# AGENTON FIRE® BLAZE

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**The Reality of “REALITY”...  
It’s A Hard Pill to Swallow That  
You Just Might Be...  
Doing It All WRONG!**

**And it Ain’t About Some “Perception”  
BS, My Fellow BLAZER...**

**Wrong is WRONG!**

**Let me start by telling you where my mind is at this month.** I’ve had one hell of a shocking experience that could have been literally “shocking”, had it not been for the resiliency of my own heart. I have survived a lot of ups and downs in business. But this time we’re talking about LIFE and my actual heart. Here’s the story...

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**My little guy, Casey, just celebrated his big #6 birthday in September**, and as part of his celebration, Kimberly, Gavin and I decided we would take him to the “Most Magical Place on Earth”- Disneyworld. I cannot even begin to tell you how thrilled I was to be taking him. He was so excited at the prospect of meeting Mickey!

**Every day, for three weeks, he'd come downstairs for breakfast and tell daddy a story** about how he was going to see all of his favorite characters and get to ride Space Mountain (the kid's got guts...at his age you'd have to knock me out and chain me to the seat...I hate those twisty rides).

**Problem was, Daddy had a bad case of bronchitis.** I mean SEVERE...sparing you gory details but let's just say that if mucous was Gold, I'd make Trump look like a pauper with the fortune my body was producing every morning in the steam shower! I was legitimately worried that I'd not make the trip!

**So, like any idiot would do, I started taking over the counter drugs...** Sudafed, Mucinex, Cough Syrup. Then I added some prescriptions to the morning and evening cocktails...some antibiotics (yup..SOME...not ONE...THREE!), including heavy doses of Prednisone and whatever else I could talk the good doctor into calling in for me.

**All sounds ok...and probably would have been ok...** had I not had a history with battling Atrial Fibrillation (“AFIB” for short). It's basically a condition where your heart totally flips out. The Atria (top half) is beating completely irregularly and spiking up and down in its rate. It feels like your heart is quite literally going to reach out with Freddy Krueger-like claws, dig the flesh out of your chest wall from the inside, and then pop out, look you right in the eyes and say “Welcome to your worst nightmare!” Trust me, there's no horror film that could EVER take your breath away like a heart problem!

**Well, as you can surmise by now...Disney turned out to be my Elm Street.** On day three, after swallowing a handful of drugs that I know I shouldn't have taken, the old ticker went nuts and I was off to the ER. I was immediately admitted and two days later, my filthy rich uncle sent a jet to transport me back to Atl where I spent three more days at St. Joseph's (THE place to be for heart issues). The doc prepared me for cardioversion...ie: SHOCKING my heart back into rhythm....

**I had a lot of time to just THINK...**

- ...about what is TRULY IMPORTANT
- ...about what is equally UNIMPORTANT
- ...about how PRECIOUS our TIME is
- ...about how much time we WASTE
- ...about how we don't even RECOGNIZE that we blow it
- ...about how we FAIL to CHANGE...or change FAST ENOUGH when we do

**I gave particularly deep and meaningful thought to things in my own life...** opportunities not taken, gambles with dice never rolled, conservative approaches taken in favor of risk (and the equally unrewarding outcomes...basically “settling”). These sorts of things drive me INSANE-They aren't ME at all. Yet, at times, I've let FEAR park its ass right in my path and stop me like a road-block.

### **FEAR and STUPIDITY**

- They have led to me NOT achieving certain goals.
- They have caused me to almost lose my marriage.
- They have caused me to be less of a father than I could be at times.
- They have stolen lots of joy from moments that should have been “Magic”.

And it's ALL just a load of BS....a waste of life...a pissing away of “potential”.

## **LIFE IS TOO DAMN SHORT!**

If you aren't wise enough to look around and see what you're letting go by...then you need to open those peepers God gave you just a bit wider.

**In fact, I challenge you RIGHT NOW...not in a minute...RIGHT NOW:**

**Get out a sheet of paper** (heck...I'll just leave part of the next page of this newsletter blank so you have no excuse)...grab a pen, a piece of chalk, a crayon, a sharpie...whatever. Write the word “FEAR” at the top of the page.

**Next, you are just going to begin doing something that I call “Free-Writing”.** Actually, it wasn't me who coined this term. It's one of the NLP/Hypno techniques where you literally extract the REAL answers from your subconscious mind by...well...NOT THINKING so much.

**So, what we are going to do is to just go for it here.** We are going to expose some real things about yourself...things that you probably won't feel comfortable admitting...things that you wouldn't tell other people (it would just ruin your “act” now wouldn't it?)...We are going to dig up some things that you maybe never even realized about yourself on a conscious level.

So, here's your page to write....

**Below the word “FEAR”, I want you to begin writing answers to a question:**

*“What has FEAR stolen from me?”* Think about it from a personal AND a business standpoint.

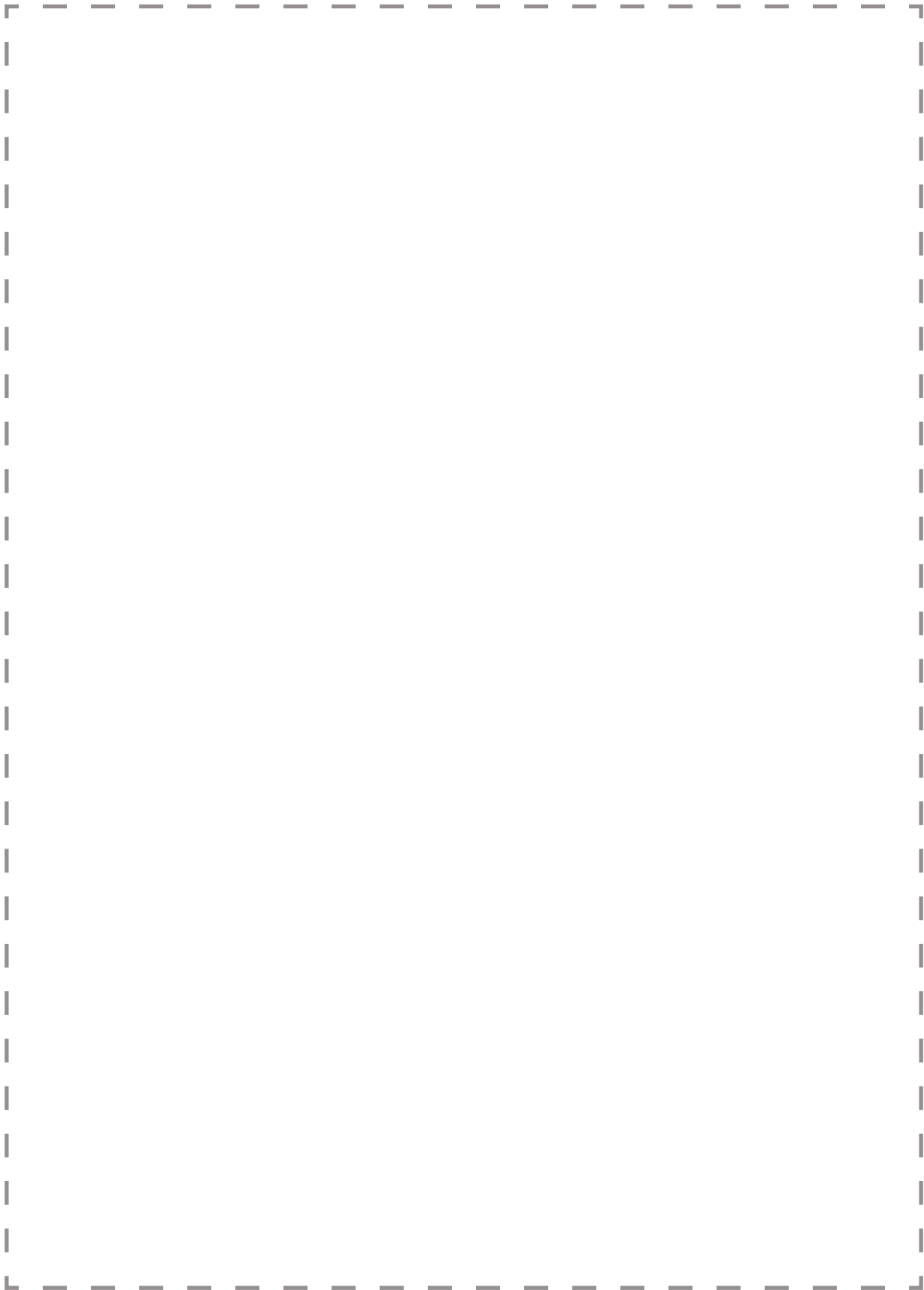
**So, begin by asking yourself that question** and then writing the VERY FIRST THOUGHT that pops into your head....NO THINKING. NO CONSIDERING YOUR ANSWER OR OTHERWISE

RATIONALIZING. WRITE THE VERY FIRST THING THAT POPS INTO YOUR HEAD! I don't care if the first word is "blueberries". Just write it down. If you stop, even for a second, and "think", you are letting your conscious mind take over...and it's going to screw it all up. YOUR SUBCONSCIOUS KNOWS ALL ANSWERS.

**Go ahead....ask yourself;** *"What has FEAR stolen from me?"* Then answer. Ask again. Answer. Ask again and again and write every answer down until you've used darn near this whole page. DO IT! IT'S POWERFUL!

(Do it Here)

A large rectangular area defined by a dashed border, intended for writing answers. The border consists of short horizontal and vertical dashes forming a frame.



**So, you did it! GOOD FOR YOU!** Revealing huh? Sad even.

I do this and it brings tears to my own eyes.

How the hell could I have been such a fool?

Why does my wife put up with me?

I could be such a better Daddy.

And there's only one way to FIX this crap.....STOP IT!

## **JUST STOP IT!**

**One of the funniest but most honest-to-the-core videos I've ever seen**, is a Saturday Night Live skit starring Bob Newhart. Go to YouTube and search "Bob Newhart Stop It"...you'll die laughing. (and if you don't..."I'll bury you alive in a box!"...you'll "get" this after watching the skit)

**Look, I know I'm being massively philosophical in this issue**...and I'm getting to probably the most powerful "point" that I've ever made in all of my years of teaching/coaching/mentoring agents.

**And that point is that Agents are WAY TOO CONSERVATIVE in their approach to getting business** and it's because of FEAR. And it ROBBS them! Just like it has probably robbed you!

Almost every agent that I know (at least when I first encounter them...and sadly, some even after seem to revert back to their scaredy-cat ways):

Is AFRAID to be "edgy".

Will NOT try new and "different" things (and those who do take a sheepish approach).

Worries far too much about the opinion of other agents, who, incidentally, don't do enough production in a lifetime to warrant having a day's worth of opinion about anyone else.

Throws good money after bad on advertising that is frankly, stupid (and certainly not worth the cash burned on trying).

Gives up FAR TOO SOON when their crappy advertising doesn't work.

Buys into some complicated scheme of online "funnels" and other fictitious lead generating programs.

Settles for a hell of a lot less than they could have BY DOING THE SAME AMOUNT OF WORK AND SPENDING THE SAME MONEY (or less) IF THEY WOULD JUST HAVE HAD SOME GUTS IN THE FIRST PLACE!

**This stuff is simple...really!**

**You know the old acronym "KISS" ... "Keep it Simple, Stupid"?** Well, that's the key to the kingdom my friend....Don't overcomplicate this stuff!

**Those who DO overcomplicate** generally are just people looking for reasons to make themselves feel "busy".

**They give themselves EXCUSES for not producing**...because *"Hey, I tried."* *"Heck, I've tried so many things".* *"No one tries harder than me and I can sleep well with that feeling."*

There are no good excuses.

**EXCUSES ARE JUST BULLSH\*T REASONS FOR NOT DOING WHAT YOU ARE SUPPOSED TO BE DOING.**

Heard that from a very close (and very rich) friend. He's always right...especially with this one.

And you know WHY people make excuses?

You guessed it my friend....FEAR!

So what I'm NOT doing in this issue is giving you an ounce of leeway.  
I'm NOT letting you escape your fear.

I'm also not giving you a bunch of ads and conversations to use.

What I AM doing is teaching you a very damn good lesson on EXACTLY how to get past your own excuses for not being the agent, broker, person, mommy, daddy, spouse, son, daughter and YOU that you can, should and DESERVE to be!...

...Because once you “get” this...you are going to surprise the hell out of yourself at exactly what you can do. And the people around you will notice. And your whole world is going to change.

**I hope you FEEL the passion in my words on these pages.** You see, I’ve just encountered some serious LEVERAGE. And LEVERAGE is what effects change. And that’s precisely why I’ve had you take on the FEAR exercise above...to give yourself some real leverage.

**You see, LEVERAGE comes from** realizing that an action or inaction either causes immediate and unbearable pain or instant and intense pleasure.

Actually writing down your PAINS...pains that YOU have caused....forces you to face them, quite literally.

**And THAT my fellow BLAZER is real leverage!**

**So, look at your list of FEAR consequences again.** And this time read each answer aloud. Then stop and FEEL the pain for as long as you need, until it burns you to your core. FEEL it in your heart. FEEL how your pulse elevates. FEEL your temperature rise. FEEL your breathing change. NOTICE these changes inside of you as you recognize each of these failures.

**Really...take time to do this.** Stay in the FEELING of each failure as long as you need, in order to KNOW that it’s time for CHANGE.

Only then will you have the leverage you need.

**OK, I can only assume here that you’ve done what I’ve told you to do.** So, let’s use this newly found leverage and make some MEANINGFUL change and progress in your business (and life).

I KNOW that you are here with me for a reason. You didn’t just wake up one day and say; “Hey, I need a newsletter”. You are in a place where you want:

...to grow your new or struggling business

or

...to raise the stature of your existing successful business

And I'm THE GUY to help with both.

**So FOLLOW WHAT I SAY TO DO....**

- ....and the big thing is simply to HAVE SOME GUTS.
- ...COMMITT that you will never again "settle".
- ...TRY the stuff that WORKS FOR ME and FOR OTHERS.
- ...Say; "Screw the opinions of LOSERS".

...Because I'm dropping the mother lode of secret "Do's and Don'ts" on you RIGHT NOW.

**Follow this and you WILL change...for the better!**

My goodness...take a picture of the stuff below and save it on your phone...make it a screen saver on your PC...post it on the wall. I swear to you on everything Holy that these are THE secrets.

**Let's start with cleaning the crap out of the garage** and making room for the shiny new Mercedes...

**THE "DON'TS"**

- **Don't** do Open Houses on weekends.
- **Don't** Go to the Office...EVER...unless you are turning in a contract or a new listing or unless your broker holds a gun to your head and you KNOW he's going to pull the trigger. (brokers...yeah...I know you're STUCK going...I pity you)
- **Don't** EVER submit another newspaper ad.
- **Don't** do magazine ads either.
- **Don't** buy any lead generation website.
- **Don't** send business cards to your so-called "Sphere of Influence".

- **Don't** do Open Houses on weekends.
- **Don't** take CE courses beyond requirements for license renewal.
- **Don't** rely on working for builders.
- **Don't** go along on office Caravans.
- **Don't** pick "farm" neighborhoods just because you "like" them.
- **Don't** chase buyers in favor of prospecting for listings.
- **Don't** rely on ONE source or type (REO, traditional, short sale) of listings.
- **Don't** speak at Homeowner meetings.
- **Don't** let potential sellers waste your time with "interview" appointments.
- **Don't** work late at night-EVER!
- **Don't** dress "above" the level of your seller prospects.
- **Don't** "oversell" at listing appointments.
- **Don't** choose the list price for sellers.
- **Don't** talk about YOU so much (no one cares...swallow it.)
- **Don't** EVER pass up ANY listing...no matter how "bad" you THINK it is.
- **Don't** BULLSH\*T sellers.
- **Don't** give new sellers too many "comparables" to consider.
- **Don't** spend a zillion dollars on a website that does too many things.
- **Don't** keep doing things that aren't working (NEVER run a failed ad twice...or a "slightly modified" version).
- **Don't** overcomplicate your processes! (or ANY of this!)

**There are plenty more “Don’ts” but this is the core list.** Incidentally, you know how I came up with this? FREE-WRITING! Works every time. I’m re-reading it and it’s SPOT ON!

**And there are valid reasons for EVERY SINGLE ONE OF THESE.** I’ll explain them in the “DO’S”.

**You’ve just gotta trust me here BLAZER.** We’re in this together. I’m your captain. I’ve already weathered these storms and I know how to get right to where you need to go with the least amount of thrashing about and being thrown off course by rogue waves.

**ALL of these “DON’TS” are total BS.** They’ve been pounded into the brains of agents, for decades. Sadly, it’s been done, by people who have sold very few homes, themselves. It’s sh\*t and we’ve been conditioned to swallow it with spoonfuls of sugar cookies and coffee at office meetings.

**The people who make REAL money and have REAL lives in real estate** are the ones who chart their own course, with a focus on getting listings in the swiftest, most replicable manner possible. They wake up in the morning with a single focus...PLANT MORE SIGNS.

**All the other BS just leads you right back to your failures in your FEARS list.**

## SO, THE “DO’S” ...

- **Do** RESEARCH TO DETERMINE A “SAM” (Small Area Market). I discuss this in great detail in The Vortex and in many previous issues and videos. In your Agent On Fire Member’s area you will find a handful of recent back issues. A SAM lesson would take an entire issue here. Go back and read the back issues. I used to sell them for a boatload of cash. I’ve decided to let you have them free. Take advantage of it. Choosing a SAM is the most important thing you can do here.
- **Do** CREATE “MASS ATTRACTION” ADS. Again, fully discussed in previous issues and countless videos. Don’t be lazy. Read and watch. I’m telling you with all sincerity in my heart that good marketing to a good SAM is the Golden Egg. You would have to screw up royally to not make a ton of commissions...perhaps actually have to TRY to fail if you just did these two things. I’m about to embark on creating some new ad examples for you in the member’s area. It’s going to take me a few weeks to get them done and posted but I’m doing it. I WANT YOU TO KNOW THIS STUFF! Read The Vortex from front to back. It’s in your possession. It’s so dang powerful. Read the back issues. Watch the videos on the site and watch out for the new ads I’ll be posting. Use it ALL in order to learn to write great ads!

- **Do** “SPLIT TEST” YOUR “MASS ATTRACTION” ADS. Practice your craft. Marketing sure isn’t something that you magically become an expert at overnight. I’ve spent two decades learning it. I’ve read books by some of the all time great masters. I’ve integrated my own style into their techniques. These are very old-school marketers by the way. These are guys whose methods have worked on generations of prospects. And guess what? NONE of them hit home runs every time they put out a new piece. In fact, RARELY is a winner of an ad created without testing. So, when you try an ad, measure the results. And don’t over complicate it. *“I sent 10K postcards and I got 25 calls”* (purely made-up numbers for sake of simplicity). Then, change the headline or the ad copy, send the new ad out and compare the results of the two. *“I sent 10K and I got 50 calls.”* Pretty easy to see WHY you test-Same amount of money spent, same effort, double the results. This really happens by the way...Sometimes in far greater multiples. The best marketers ALWAYS test...Stupid not to.
- **Do** PRACTICE “MASS ATTRACTION” SELLER CONVERSATIONS. The HUGE differentiator between me and other coaches...even those who are great advertisers....is that I don’t believe in simply putting out some sort of ad (again...even a great one) and then using a “canned” phone script that simply acknowledges what the ad says and then close for an “interview” appointment. You know, the kind of appointment where you ask if they are interviewing others...the kind where you go over to the house and do some huge listing presentation...the kind where you hope and pray that they choose you over the other agents they are “interviewing”. That’s all such an inefficient waste of time.

When you use “Mass Attraction Marketing” you are using a benefit driven ad in COMBINATION with a “future-pacing” conversation that already pre-programs sellers to hire YOU. There are no “interviews”. The result is always a “listing” appointment. You are going there to LIST the house. The deal is done BEFORE you go. I mean, isn’t that what “listing appointment” quite literally means? Again...discussed in The Vortex, back issues, ads, etc.

- **Do** HAVE SYSTEMS FOR GOING AFTER MULTIPLE SELLER SOURCES. Uh...markets shift. It’s a fact. No guessing or theory here. And we’re poised for a big one. Sure, the economy “may” be booming. I say that sort of tongue in cheek, because frankly I don’t believe ANY politician or news outlet...left or right wing....all full of sheeeeeiiiiitttee. What I DO follow is news of bank layoffs, ads for risky loans and other dipsh\*t offerings that rear their dangerous little heads each time people start to feel “safe”, and that ultimately cause crashes and slumps. I follow federal programs that quietly allow Fannie and Freddie to offload crappy loans in order to “look good” on their books. I watch as interest rates attempt to creep up from unheard of low levels and how the market instantly retreats like a turtle scared back into its shell...and then how the rates end up lowering again overnight in order to mitigate damage.

This market is messed up. You BETTER be diversifying. Remember how fast it killed agents in 2007? It was OVERNIGHT! Don't turn a blind eye. Even if you are in the nation's at-the-moment hottest market, you need to be communicating with banks and asset management companies and being positioned for REO. And if you're already in a high REO state, you need to be working on your traditional side too. It ALL matters. Balance is the ONLY protection from catastrophe. By the way...have you seen the increased foreclosure saturation coming from east to west just as predicted this time around? It's interesting...

**If you need to learn REO then join my famous REO Rockstars program**  
**<http://www.REORocks.com>**

- **Do** LIMIT YOUR AVAILABILITY TO CLIENTS. There are two reasons for doing this, and only the fearless will do it while most others will cower down to prospects for fear of somehow missing out (by the way...it only makes you look weak and it severely lessens your chances of being hired...so why do it?). The first reason for limiting your availability is pretty dang simple-SANITY! You really need to start thinking of yourself as a professional, or you'll get zero respect from the people who matter the most...your family and YOU! Look, this is an incredibly high burnout business. Only thing worse-restaurant employees (I don't actually know the stats but I bet I'm pretty close here. Agents drop in droves...usually first year...then heavily in the second if they do happen to survive in spite of themselves). And the biggest reason for quitting that I'd surmise is from killing themselves with very little reward. And it's a miserable "catch 22". "The more you chase clients, the less they respect you, the less often you are hired, the less money you make per hour put in." So just stop it for your own piece of mind.

The second (and far more strategic) reason for limiting your availability is one of the most powerful marketing tricks you can use...it's called the principle of "scarcity". PEOPLE WANT WHAT THEY CANNOT HAVE. When you are positioned as "the guy or girl at the top of the hill, whom everyone lines up to do business with"...EVERYONE ELSE WANTS YOU TOO. And how do you get to this position? You just TELL THEM that you are "The Great Desired One". *"Mr. Smith, I am happy to come over and decide if I can help you. I am booked solid with seller requests but I can see if I can make Tuesday at 4 PM work."* When good old Mr. Smith hears this he is damn sure going to have his happy butt ready to pounce if you tell him that you will allow him to take that spot in your busy schedule. Honestly, I usually give them two times, mostly because I know that if I give a "this or that" choice, they simply choose one. I never say; *"I'm available in the evening. Which is best for you?"* When you do this you look undesired, not busy and "average"... Total loss of authority and impressiveness. Scarcity gets them every time. It's part of closing them on the phone so you don't have an "interview". You show up and list. Pure efficiency at it's finest.

Here's a real example of how it works on even the best of us...while I was in the hospital, there was an unfortunate casualty...my prized Dita Mach One Sunglasses! Super expensive. I left them in the ER. Someone got 'em! So, today, I thought I'd call the store to see about a new pair. Low and behold....NONE to be found! And not just in Atlanta! ALL over the country they were sold out and on back order! I call a flagship Dita store- Dita Soho. I'm told; *"No way you will find any of those. They have been backordered forever. Everyone wants them. We can't even get them and I doubt you'll ever be able to again."* So now I MUST have them! And I got lucky! I found a pair hidden away at Dita on Madison Avenue! I even had the girl text me pictures of the actual glasses so that I could see she actually had them, and also so that I could be SURE they were EXACTLY the right ones! They were! *"I'll take them!"* I exclaimed. *"Here's my credit card"*. *"We don't take phone orders sir."* Ugh! I'm all the way down in Atlanta! No way I can get there! I am now in a frenzy...over sunglasses (you see the stupidity here...and the power of scarcity)? I call my buddy Henry who lives on the Upper West Side during the week. He can get them for me! Wrong! He's in LA! I am frantic! Long story short...I ended up sending money via Western Union, having a courier in NY pick up the cash and take it to the store for me. BECAUSE of scarcity, with all of the extra fees that I incurred because of my crazed state, I paid nearly \$1000 dollars to get a pair of glasses that I paid \$700 for a few months ago!

**SCARCITY! It gets you EVERY TIME!** Ugh...\$1000 for sunglasses. I'm an idiot. But I have my Fed-Ex tracking number and no one else can get them. I need a Xanax!

- **Do** NARROW THE COMPARABLES that you show new listing clients. Never, never, never go in to a listing appointment (remember again, these are "listing" appointments you will be going on as a BLAZER) with a freaking binder full of "crap" that's only going to confuse the seller. Yeah, I know you want to look like you've done "all of this research" and spent countless hours working on their behalf...and it's one of the most fatal mistakes you can make...Seriously rookie stuff. You are not COMPETING with another agent. You have closed them with your MASS ATTRACTION CONVERSATION in advance. Your job is to get in there, show them a handful of comps (at MOST), let them pick the price, sign the paperwork and get the heck out of there in 30 minutes or less! (You'll be promising them a 30 min appointment...have integrity to your promise).

Look, we also don't want these people doing what they tend to do best...shoot for the moon unrealistically on price. When you show them a RANGE of pricing, using comparables that you know are the best for their home, and simply say; *"pick a price between the highest and lowest"*, with few exceptions, they follow your direction and choose a price in that range. This is how you CONTROL the pricing covertly (yeah it's trickery...but it's in their best interest...and your job is to protect that.)

Which leads us directly to...

- **Do LET THEM CHOOSE THE PRICE.** Pretty self-explanatory based upon the paragraph above. You've shown them a range of prices using 3-5 comps and you've said; *"pick a price"*. So just let them do it.

And here's the MORE important reason that I haven't yet mentioned...ACCOUNTABILITY. You are automatically turning the accountability for proper pricing squarely on to THEM! Why is this so critical? Because when the time comes for a price adjustment, you can use that magical little word "YOU". As in...*"Mr. and Mrs. Smith, based on the homes that were most comparable to yours, you chose to price at \$500K. And we both know that price is relative to everything, including location, condition and all other factors that go into getting an interested buyer on the hook. \$500K is obviously not working, so let's take a look at the latest comps and see where YOU think you'd like to try pricing it now."*

It's human nature to blame others for your own failures and trust me, after selling thousands of homes, I can tell you that sellers WILL look right at YOU when their home doesn't sell quickly. *"YOU told us that we could get \$500K fast? Why hasn't that happened?"* Different conversation when you've let THEM do the pricing. Changes outcomes in a hurry. Prices drop. Contracts come in...so do more commissions!

- **Do TAKE EVERY LISTING!** Now, I know that this may be the most counter-intuitive thing to your "reputation-protecting" brain. *"I'm not going to be the guy who takes crappy listings that don't sell. Everyone will think I don't know what I'm doing."* Here's a quick kick in the shins for ya'...YOU AREN'T AS IMPORTANT AS YOU THINK YOU ARE TO THE PUBLIC. There's not a soul in your area that watches your stats. And not to bruise your ego too much further, but no one really even knows who you are. Now, even if you're a mega-agent, your rep is mostly within the real estate community, unless you're on TV and Radio where people view you as some sort of celeb. I've been there...All over the Atl airwaves. Millions of viewers and listeners...not ONCE did a person say something to me like; *"Hey, your listing to selling ratio got out of whack."* Nope. They say; *"Hey! You're Mike Costigan! I see your signs EVERYWHERE! We are selling in the Spring. Can you help us?"*

You see, prospects only see that you are BUSY. So plant signs in every yard that will let you. It only builds name recognition. In fact, it's the cheapest and greatest way to do so. I don't care if I have a \$200K house that wants to sell for \$300K. *"Yes sir! I know you are way off the mark and you want to ignore my comps but I've pulled off some great things. That's why you are hiring ME! Sign on the line."* Next thing you know, a guy from two blocks over is passing your sign every day on his way to and from work, he decides to sell and remembers; *"Mike Costigan works my neighborhood. I'll call him."* Boom! Overpriced listing got me a good one. Then good one sells and then guess what happens? Overpriced one wakes up one day and realizes his error (time ALWAYS increases motivation) and lowers his price. TWO (or three...or more) commissions come from each sign you plant. So, argue with me over this philosophy if you will.

You won't be the first. But I've listed and sold more homes in a month than many agents will ever do in a career. Pretty sure I've this figured out.

- **Do** CREATE A SIMPLE WEBSITE. Beware of "techies" selling you websites with a zillion different options for visitors. There's an old saying in sales... *"close one window and don't open another...or they'll jump out."* In other words, give prospects ONE reason to be compelled to contact you and CLOSE the dang door. Don't have 50 different reasons. Here's what I mean...

Once you've tested your advertising (seller advertising) and you've found something that works well for you, USE it heavily. ONLY use that ONE offer. So, if you have a postcard that you send that says; *"Get an Offer INSTANTLY..."* and it pulls like crazy for you, then PUT THAT OFFER ON YOUR WEBSITE. Your entire seller page should be built on that offer. Plaster the headline across the top, give a teaser of information below it and have a contact form that says; *"Call me now at xxx-xxx-xxxx or enter your name and email below for information."* They either BITE or they go away. But you've tested this so you know they will most often BITE!

The WORST THING you could do is to have multiple offers or pitches on your site, because instead of biting, prospects will just nibble around on everything and swim away eventually, confused and disinterested. Just set the hook with your best bait and reel 'em in!

I'm so adamant about this that if I send a postcard out that tells them to call or visit the website, my website will sometimes have only that ONE PAGE with no navigation links at all. Yup, that's right...No *"about me"*, *"home search"*, etc. This way the ONLY option they have is to contact me or to close the site. ZERO CONFUSION. ONE GOAL. MUCH HIGHER CONVERSION. I'll not discuss "buyer" websites here. For one, I hate buyers. Secondly, I hate buyers. Thirdly, you should be FOCUSING on getting listings...or your business will eventually die. This market is changing faster than it ever has. Get listings and you control it. Chase buyers and you are at the mercy of listing agents. Your choice.

...And the BIGGEST "DO" of the all...

- **Do** "KISS". KEEP IT SIMPLE STUPID. Real estate is not brain surgery. Never has been. Never will be. It's sales. You are a marketer who happens to sell houses. Do not make it so damn complex with silly lead gen websites, crazy sales funnels that people have to go through, ridiculous automated mechanisms to catch prospects or trick people into calling you...it's ALL complete BULLSH\*T!

**Just DO these:**

**Run “Mass Attraction” Seller Ads.**

**Test to find the one the works best. Use it. A LOT.**

**Perfect your “Mass Attraction” Seller Conversations...CLOSE people on the phone.**

**Plant signs in Yards at all costs...Signs grow into MORE signs.**

**Make Sellers participate in pricing so they are accountable and naturally flexible.**

**Focus on Getting More Listings. EVERY. DANG. DAY.**

**The BEST buyers will be sign calls. No one tells you this. Work ONLY with them.**

**So, as I rested on my back for almost a week, you can imagine the things that went through MY mind.** I didn't care about work. I didn't care about Lamborghinis. I didn't care about my nice big house. I didn't care about fancy clothes. I certainly didn't care about ego. What I cared about was getting back to being “ME”.

**“ME” is about LOVING my wife Kimberly, who went through hell and back with me on more than just this occasion.**

**“ME” is about being an example of INTEGRITY and SECURITY for my two little hockey players, Casey (6) and Gavin (13).**

**“ME” is about being a CARING SON to my Mom and Dad, who flew down to Orlando to help Kim and I with the kids while we dealt with this misstep in our vacation.**

**“ME” is about being as much of an UPLIFTING part of people's life experience as I can, whether I've known them for a lifetime or for just a passing “hello”.**

**“ME” is about giving ALL that I can possibly give to YOU, who I am so ETERNALLY GRATEFUL to be able to help.**

**In that spirit, as I laid there in my bed with an IV stuck into my right arm,** I used my left hand to write out the most important *“What do my BLAZERS really need in order to not only survive this uncertain market, but to DOMINATE and THRIVE?”* strategies. And I've given them all to you in this issue.

**We can all clearly see the changes happening and the ominous signs on the horizon.** As I write this there are reports of major banking layoffs, particularly in the mortgage sector BECAUSE of the declining of the housing market.

And we can most definitely agree that the market does not care about you and I.

- **It doesn't care if you don't work.**
- **It doesn't care if you take days off.**
- **It doesn't care if you're not productive.**

It will simply sweep you right under the rug and wipe you completely off the map in one swift swoop.

**So, KEEP IT SIMPLE. "DO" what works. "DO" more of it. "DO" it again.**

**Thankfully, on day 5 of my hospital stay, my heart "converted" on it's own,** back to sinus rhythm. I'm telling you, I've never thanked God so much for looking over me. Say what you will, and I'm admittedly not the most religion-practicing guy, but it sure feels nice knowing someone's got your back.

**BLAZER, I've got yours....Always!**

**Now, keep that list you created above.** Look at the result of your own FEAR and how it's held you back. USE that as LEVERAGE and charge powerfully into tomorrow. Life is too dang short. There is no dress rehearsal. You have ONE Chance. Why not make it the most AMAZING life possible?

## ROCK INTO TOMORROW...IT COULD BE YOUR LAST ONE!

"Anti-typically" yours,

*Mike Costigan*

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

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

**You'll want to "Like" and "Follow" the public page too.** DO THIS TOO! I'm about to  
start loading it up with "unexpected" content. Here's the page link:

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

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