

# AREC 2010 – Sales Session



“Is it insanely great?”

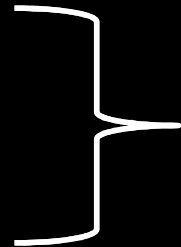
Steve Jobs, CEO Apple

Is today going to be the day?

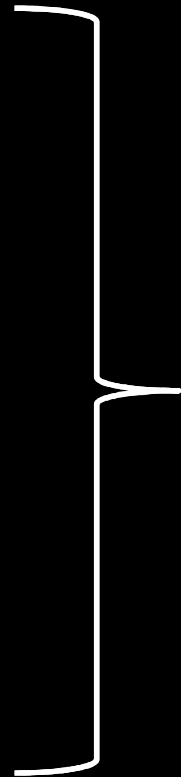
Never leave the scene of inspiration without taking action.

Success leaves clues.

Michelangelo of real estate.



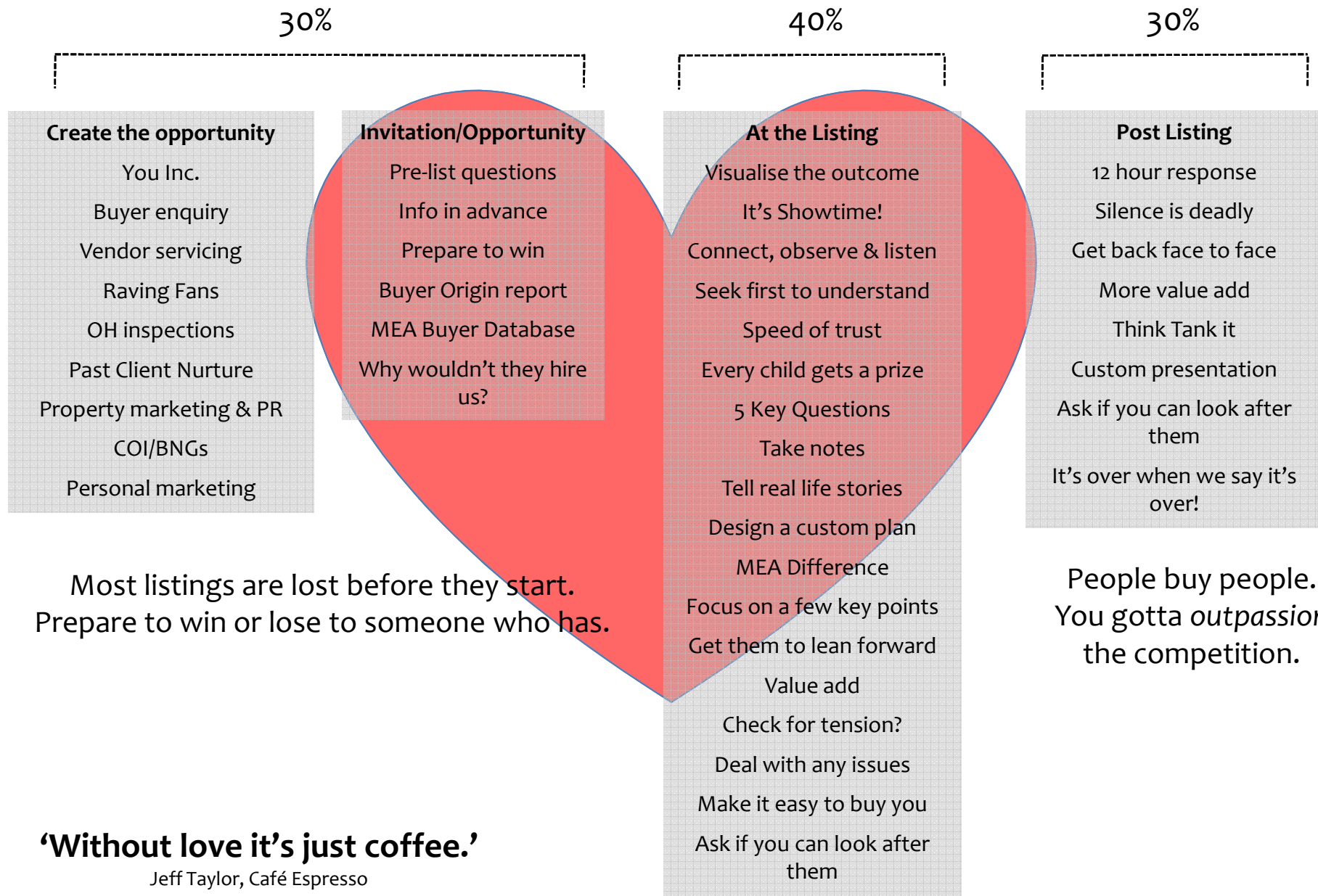
10% Mastery/10X



90% Biz as usual

Passion + Process.

# The McGrath Listing Strategy



Wolf was carrying a super-small pack which weighed  
14 pounds including food & water.  
When asked how he got his pack weight so low, Wolf replied,  
'All you need to know is that it's possible.'



Peter Chauncy



Shad Hassen



Bethwyn Richards



Chris Volpatti

## How do you rate where it counts?

- Self-belief
- Attitude & enthusiasm
- Personal organization & time management
- Discipline & follow thru
- Product knowledge
- Listing skills
- Negotiation skills
- Personal development & learning.

13 things. 13 minutes. 5X.

1. Double your expectation – Get laser beam clarity about what you want
2. Banish the doubt
3. Double your energy
4. Prospect. List. Sell
5. Work with pure integrity & authenticity
6. Out-prepare the competition
7. Out-listen & out-care the competition
8. Create Raving Fans every minute of every day
9. 5 Face to face qualified appointments a day – “It’s showtime!”
10. 30 : 40 : 30
11. Price. Presentation. Marketing
12. Move every listing closer to a sale every day
13. It’s over when you say it’s over.

Thoughts > Beliefs > Actions > Habits > Results > Momentum.

Money will meet you where you're at.

A year from now you will wish you had started today.

Karen Lamb