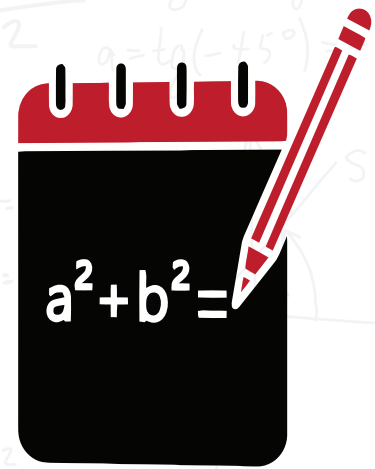


# SUCCESS FORMULA



## GETTING STARTED



### How to use the MLS

<https://my.armls.com/MyArmls/ClassSearch.aspx>



### How to use Transaction Desk

<https://www.tech4re.com/instructors/jeff-raskin>



### List of your Top 50

People that already know, like and trust you

## BOOTS ON THE GROUND



### Sales Meetings

HomeSmart Office you belong too



### Home Tours

HomeSmart Office you belong to or Title Company Tours



### Home Previewing

Farm and New Construction



### Open Houses

Saturday and Sunday – 11-3



### Networking

Business Groups, Neighborhood, Church, Schools, etc.

## BOOKS TO OWN



### 7 Levels of Communication

by Michael Maher



### The 10X Rule

by Grant Cardone



### The Millionaire Real Estate Agent

by Gary Keller



### Sell It Like Serhant

by Ryan Serhant



### Exactly What To Say

by Jones I Smith I Mackin



### Relentless

by Tim S. Grover



YOUR KEY TO THE RIGHT MOVE

**REAL WORLD TRAINING**

**SET YOURSELF UP FOR SUCCESS**



**My Success Week**



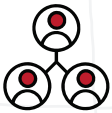
**Business Planning**



**Sales Goals**  
Personal Goals



**Daily Success Tracker**



**Lead Sources**



**Vision Board**



**Social Media**



**Templates**  
Email, Text and Quick Text



**How to work with a buyer**



**How to prep for showings the day before**  
Condo vs Single Family



**What you talk about when you are driving around?**  
FORD  
*(Family-Occupation-Recreation-Dreams)*



**How to hold an open house**



**Avoidance of the Roller Coaster**



**Purchase Contract negotiations**



**BINSR negotiations**



**What does a listing presentation look like?**



**Scripts**  
 Open House  
 FSBO's  
 Expired's



**Objection Handling**



**How NOT to sell yourself!**



**What did you change today to improve?**