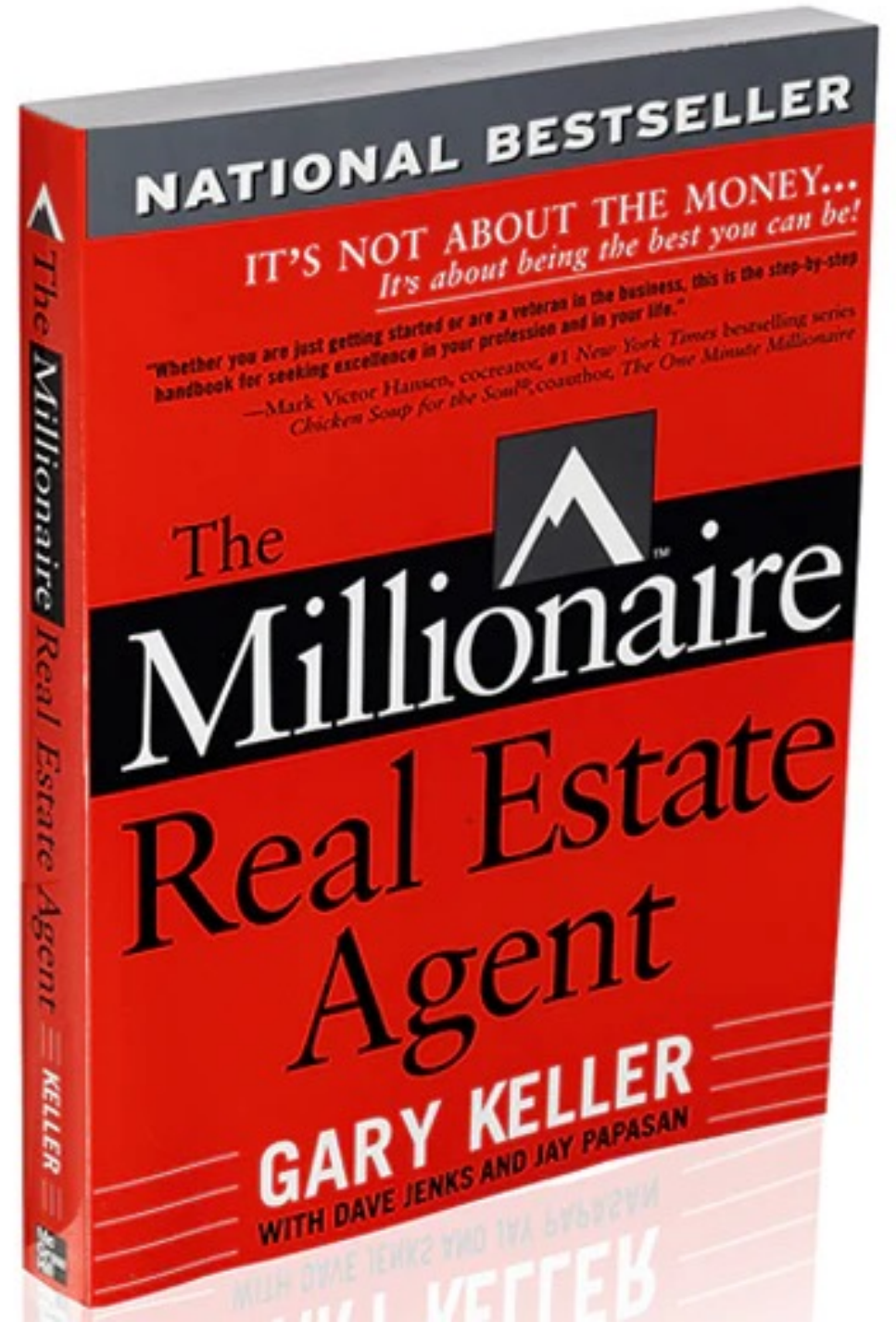




The Organizational Model

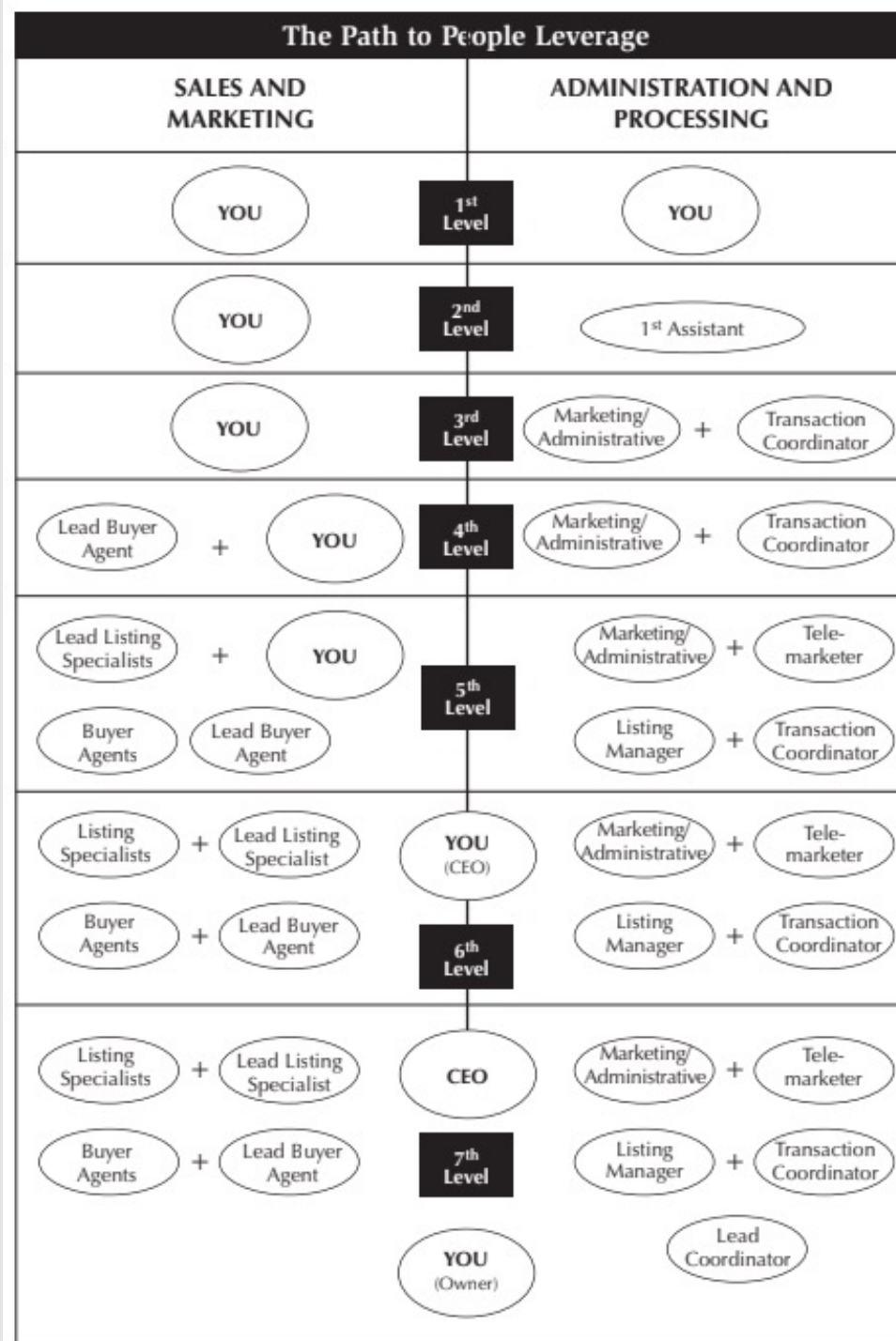
The MREA Book Club





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7th Level Agents



3 Key Hires of a Millionaire Business

- 1 The marketing and administrative manager
(who also moves up at the 7th Level to become
the business manager)**
- 2 The lead buyer specialist**
- 3 The lead listing specialist**

Of each of these eight categories, you should set “someday,” three-year, one-year, one-month, and one-week goals.

The 1st Level

Areas of Mastery:

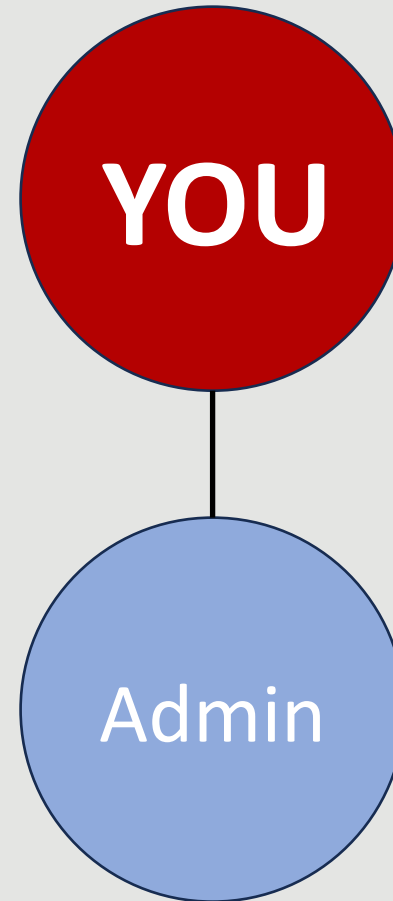
1. Personal Productivity
 - Lead generation, capture and conversion to appointments
 - Presentations to buyers and sellers to get agreement
 - Showing buyers and marketing sellers
 - Writing and negotiating contracts
 - Coordinating sales to closing
 - Managing the Money
2. Mindset and Vision



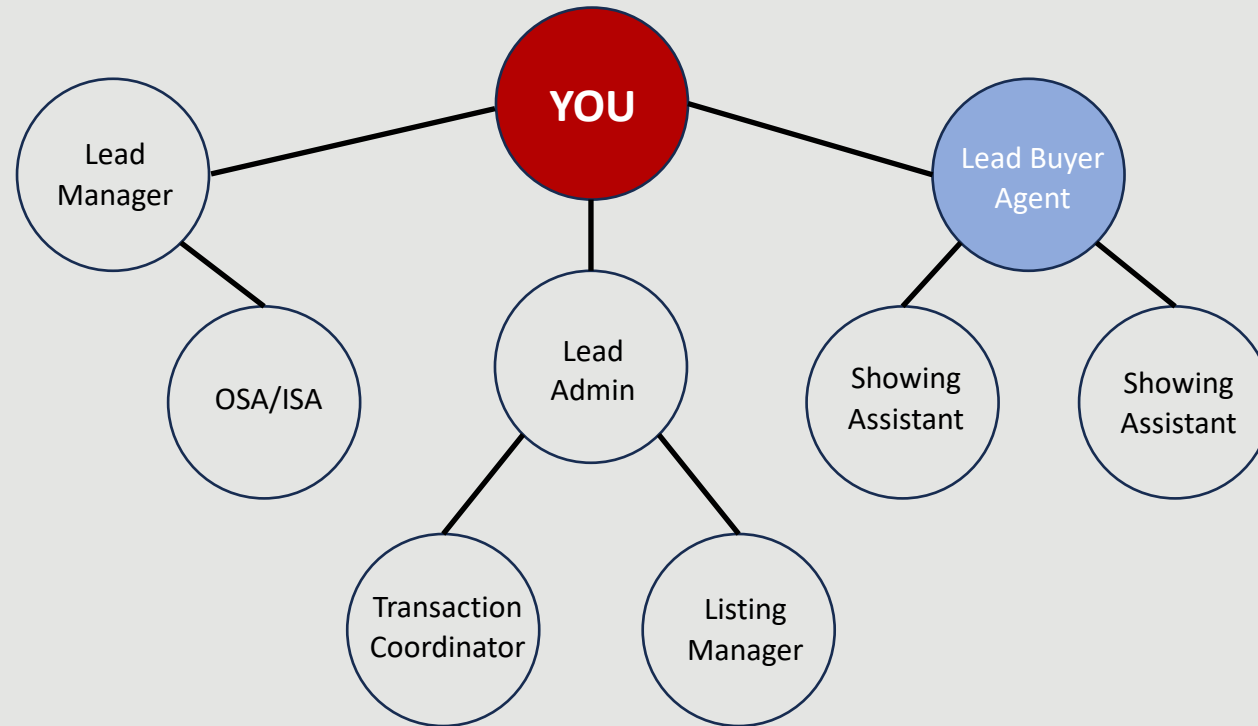
The 2nd Level

Areas of Mastery:

1. First Hire
2. Training
3. Accountability



The 4th Level



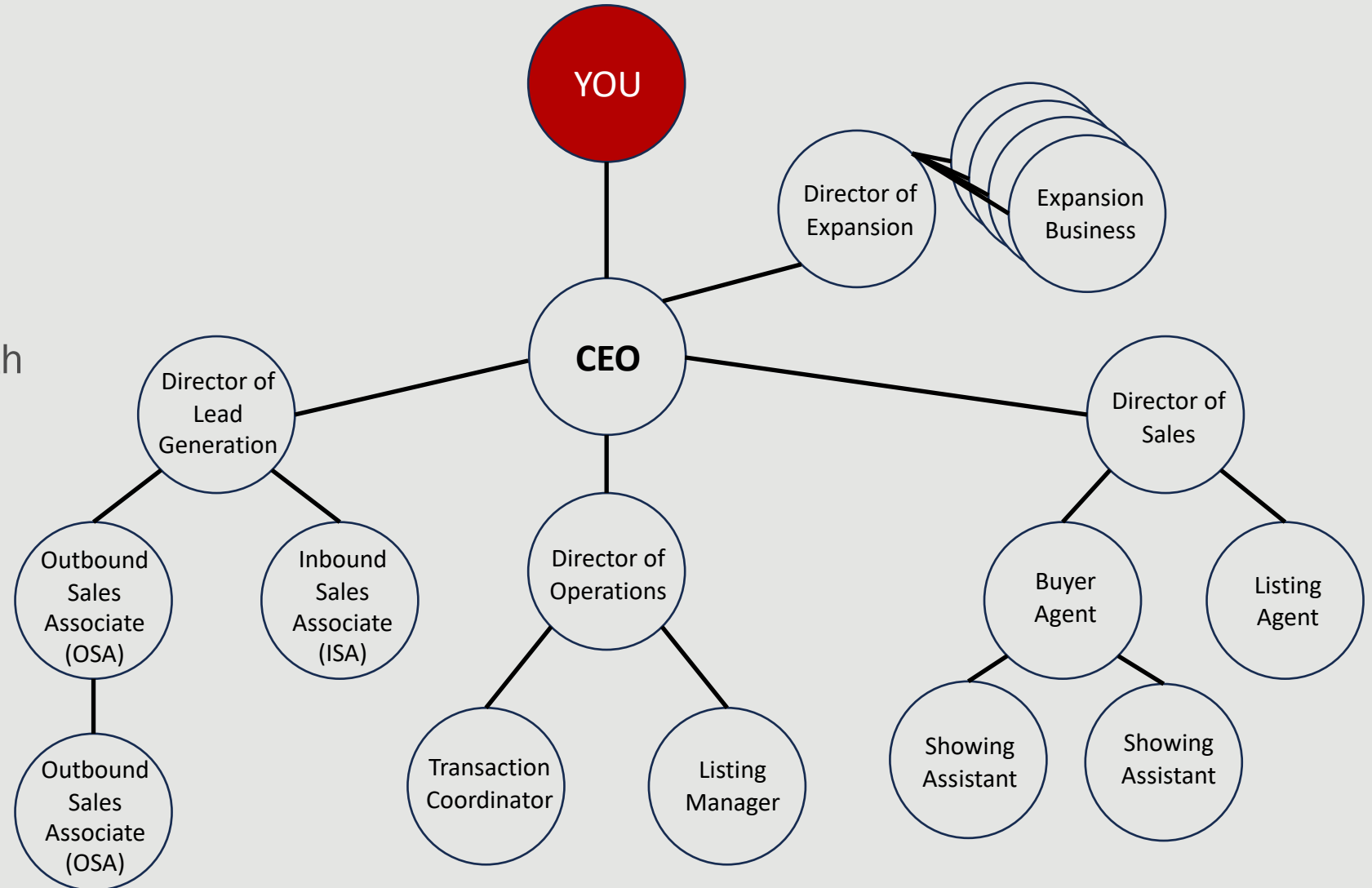
The 5th Level



The 7th Level

Areas of Mastery:

1. Replacing Yourself
2. Vision
3. Accountability to Growth and Standards



Note: Check your local real estate rules to see if C-suite terms are allowed in your jurisdiction before using them.

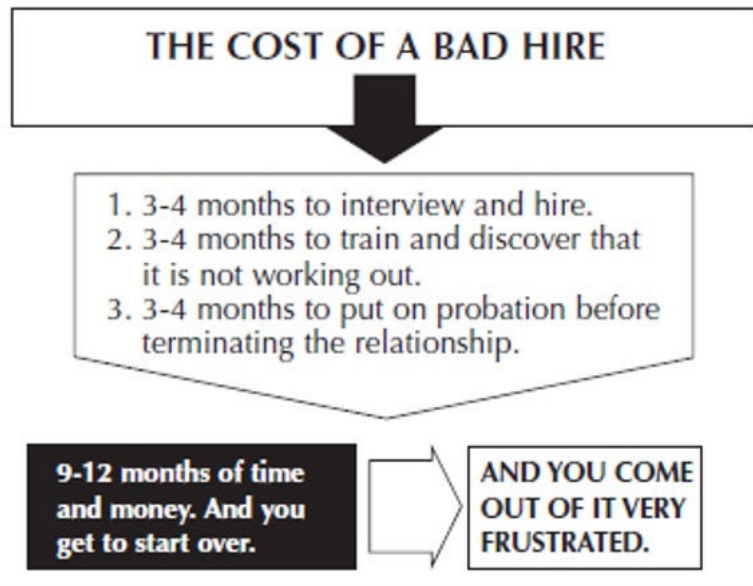


Figure 21



Hiring Talent

9 Major Compensation Options

1. Salary

6. Retirement Plan

2. Commissions

7. Insurance Benefits

3. Pay Expenses

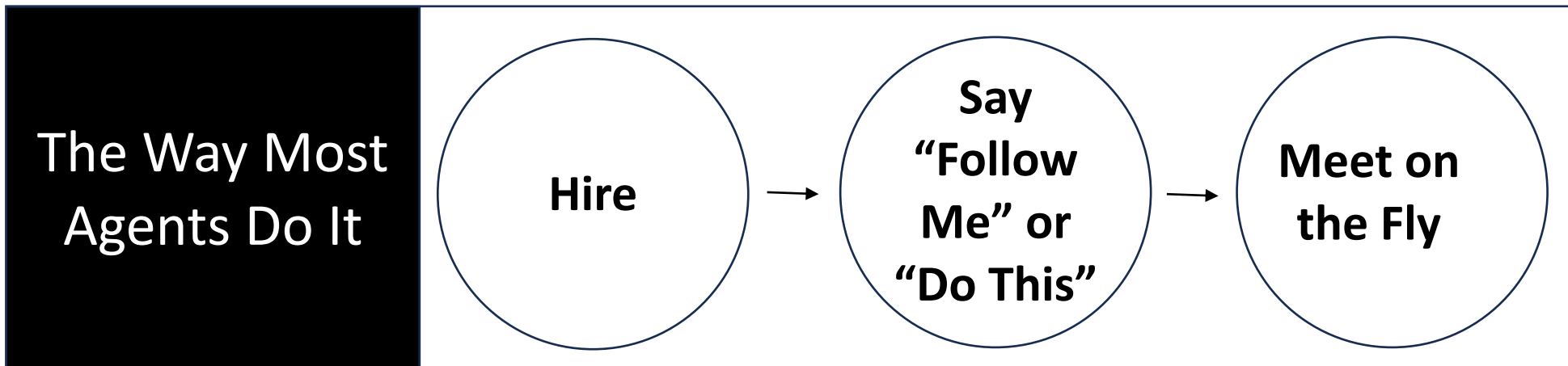
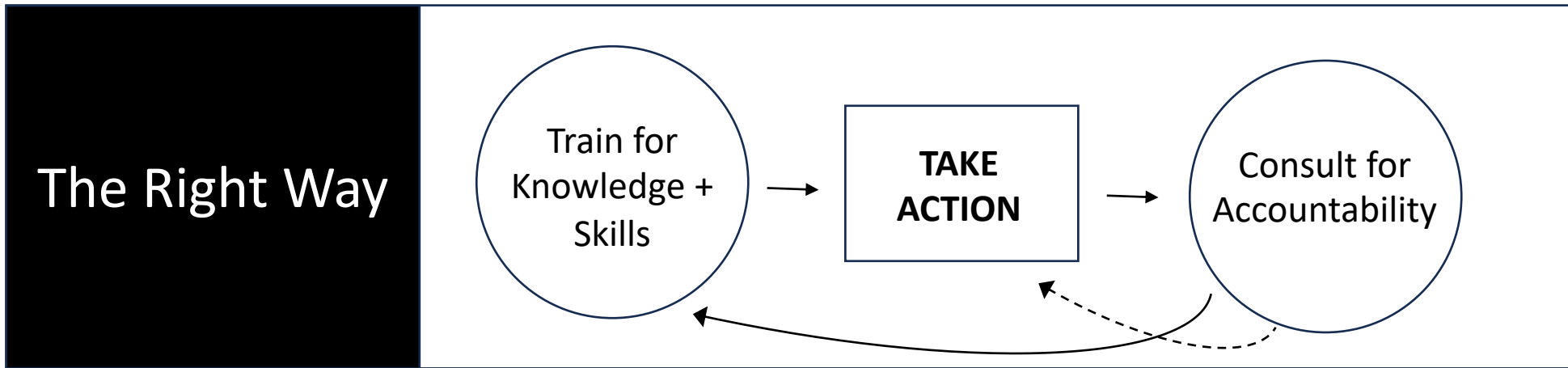
8. Vacation Time & Sick Leave

4. Bonuses

9. Equity Opportunities

5. Profit Sharing

Recruit/Train/Consult/Keep



The Consultative Interview

1. What was your goal?



2. How did you do?



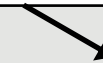
3. How do you feel about that?



4. Based on how you did, what is your goal and what do you need to do now?



Is there anything that might keep you from doing that?



If you needed training or support to do this, what might it be?

10 Principles of Empowering People

1. Tell people what their responsibilities are. Get agreement.
2. Give them authority equal to their assigned responsibilities.
3. Set standards of excellence and guidelines.
4. Provide initial and ongoing training that will enable them to meet standards (skills, knowledge, etc.)
5. Hold them accountable. Define consequences.
6. Provide them with weekly feedback on their performance.
7. Recognize them for their achievements (praise in public; correct in private).
8. Trust them. Allow them to grow into self-leadership
9. Give them permission to fail.
10. Treat them with dignity and respect.