



COACH SUPER MIKE™

Taking Real Estate Agents to Pinnacle Levels™

Training Topic: Core Principles™

1. Brevity is key
2. Keep the party going
3. There are no real estate emergencies
4. There is a “magic pill” and “secret formula” to real estate. First, have a database. Second, make your calls!
5. Never let business get in the way of prospecting
6. Work with people who know you, love you and trust you
7. If you are not prospecting, you are out of business
8. Under promise and over deliver
9. 28 impressions create a brand
10. 28-66 days creates a habit
11. RAS- Reticular Activating System
12. Client VIP/Concierge Program- Mail- Return the Favor
13. What You Measure, You Improve
14. All documents, all the time! Be thorough!
15. NO MULTI-TASKING. FOCUS and single task only!