

Build | Chapter 1



①

Survival



②

The Why



By the end of this chapter, you will have an understanding of:

- ☐ **Trends** in the Real Estate Market
- ☐ **Caveats** faced by in the Real Estate Business
- ☐ **Cost Breakdown** of Joining the Real Estate Industry
- ☐ How to Build a Business with a **Consistent Lead Flow and Income**
- ☐ The **Investing Cycle** of a Customer
- ☐ **Your end goals in the next 5 to 20 years**



This is the Trend Report created 10 years ago regarding the Real Estate. Was the report accurate?

Tick off those you think have happened in the industry already

This trend is inevitable and irreversible

- ☐ 80% of new agents **do not make it through the first year**
- ☐ The remaining 20% are successful because they are either:
 - ☐ **College graduates** with computer/business background, or
 - ☐ Executives with **business experience**
- ☐ **Consumers are more sophisticated and demanding** — this will continue
- ☐ **Technology** will help sell more homes in less time
- ☐ **Agents will no longer be in possession of secret information** (MLS)
- ☐ The internet will give the **public access** to the majority of listed properties
- ☐ **More mega-agents** will capture a larger and larger market share
- ☐ Mega-agents will survive because they know how to:
 - ☐ Implement systems that allow them to **find and keep customers**
 - ☐ **Give those customers more of what they're looking for**
- ☐ Agents must become **better marketers, managers and entrepreneurs**
- ☐ You must learn to **balance your life**, not just your cheque book
- ☐ **Specialization** will be essential because of strong competition
- ☐ **Commissions will be under pressure** as more offer a menu of services



Fear of All Agents:

**Dog eat Dog World
Toxic industry**

No Real Teamwork

Hard to be consistent



Cost of Joining this Industry

3 Opportunities Cost of becoming a Real Estate Agent

01

02

03

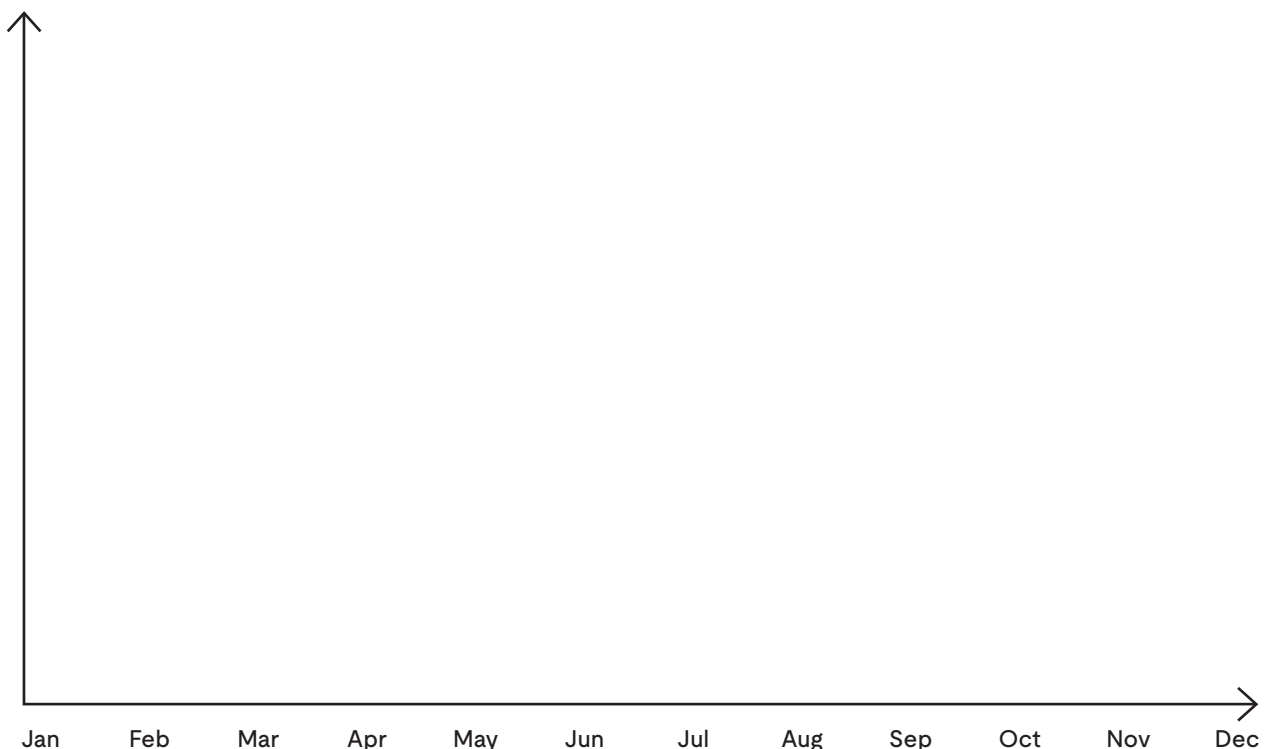


Inconsistency & Anxiousness

2022



2023





Brainstorm and write down a method to build a business that has consistent lead flow, consistent income production, and a domino-building effect



Activity: Draw Out in the Space Below:

The Investing Cycle of a Customer



Picture Your End Goal

**If you don't do something today,
what will happen in...**

a. 5 years' time?

b. 10 years' time?

c. 15 years' time?

d. 20 years' time?



Set your goals before the next chapter, what do you hope to implement or achieve?



Record your weekly progress and write down the steps you have undertaken to pursue your goals on the previous page

Week 1

Week 2

Week 3

Week 4