

LEARN THE CRITICAL STEPS REQUIRED TO GET ORGANIZED,
ACHIEVE YOUR GOALS, AND BECOME
A LEADER IN THE REAL ESTATE INDUSTRY

90 DAY MASSIVE ACTION PLAN



TIM & JULIE HARRIS



90 Days To Greatness

Keep away from people who try to belittle your ambitions. Small people always do that, but the really great make you feel that you, too, can become great.

~ Mark Twain

90-Day Massive Action Plan

This is a complete, step-by-step, 90-day action plan. At this point in the year, you're either ahead of the game, behind the game, or right on track. You will work on this action plan over a course of three days and begin to institute it immediately.

Day 1: Schedule

Let's be honest about how many working days you have left over the next 90 days. No matter where you are in the year when you start your 90-day plan, you'll have weekends, holidays, and days off that you'll need to plan for.

Whether it's major holidays, school holidays, your own vacations, or planned days off, weather events or other time off, smart agents PLAN their time so they can be as efficient as possible.

Secret: Stress in real estate comes from living "in the grey area." This means being at work but mentally being on vacation. Or worse yet, it could mean being on vacation but really being at work!

Learn to be present when it's a workday and actually do dollar productive activity, so that when you're on vacation, you won't be freaking out about your work.

Homework:

Decide right now how many real workdays you'll have over the course of your 90-Day Massive Action Plan.

- 90 Days of Massive Action starts on this date: ___/___/___.
- 90 Days of Massive Action ends on this date: ___/___/___.

Get a calendar and cross off any days you know you won't be working, and be honest with yourself. If you want to go to your kid's recital and it's on a weekday, then do it! If you know you'll be taking a long holiday weekend, then cross those days off too.

- Total Number of workdays during 90-Day Massive Action Plan: _____.

Post a wall calendar in front of your work area so that each day you can see where you are in your 90 days. Go to <http://www.CalendarLabs.com> to create and print your 90-day calendar for free. Post it on your wall in your office. Make multiple copies for your home office if necessary.

Don't rely on Top Producer or other "out of sight / out of mind" calendars. The point is to have visual accountability.

Next, take today to get in control of your environment. If your office is a fire hazard, box it all up except for your HUD statements (you'll need those later), and get the rest of your space organized. You have one day to create a productive office space.

Day 2: Where are you?

Identify if you are ahead of the game, behind the game or right on track, based on your goals and your actual production numbers. It's possible that you don't have any idea, so take the time to gather your numbers. Talk to your broker or office manager if they've been tracking more closely than you. Be accurate.

Answer the following questions:

How much \$ have you earned? \$ _____

How much \$ have you spent? \$ _____

How much do you need this quarter to pay for your taxes, savings, fun, holidays, bills, and goals? \$ _____

Write down that dollar amount: \$ _____

Write down your average net commission: \$ _____

Now figure out how many deals that is:

How many homes do you have to sell to have your best quarter ever and meet or exceed your financial requirements?

Number of transactions required this 90 days: _____

Do not end Day 2 without knowing what the exact numbers are for the above questions.

Do not guess. Now that you have that number, you need a PLAN.

Day 3: Action Plan

Whether you are behind, ahead, or right on track, your plan will be the same. The difference is that if you're behind right now, you must have the strongest mindset possible. If that's you, don't panic and don't give up. Don't throw in the towel. Just follow the plan.

Secret: For the best start to your day, take care of your mind first. Go to <http://www.RealEstateInsiderNews.com> and click on the Daily Motivational Video. There's a new one every weekday.

Your Action Plan begins with Relentless Lead Follow Up.

Secret: The definition of Relentless Lead Follow Up is: Follow up until your prospects either do business with you or someone else, OR they file a restraining order! That's how seriously you must take your follow up.

Secret: The more urgently you follow up on your leads, regardless of where they came from, the more likely they are to become clients and ultimately become closings. Don't delay your follow up.

Write down all of your leads. Call and speak with 100% of them!

Sellers? Do they absolutely positively HAVE TO sell?

Buyers? Are they Preapproved, have nothing to sell and are motivated?

LFU: Relentless Lead Follow Up: they do business with someone else or with you, or they file a restraining order. In the history of real estate, this has never happened.

Have a mini plan of action for each of your leads. Focus on setting appointments – buyers, house showings, listings, and getting listing appointments.

CALL. Don't email. CALL. CALL. CALL.

90 DAY MASSIVE ACTION PLAN

Start your engine and get on the road to success with this 90-Day Massive Action Plan. In this crucial real estate training guide, Tim and Julie Harris help you get started with the critical steps required to become a leader in the real estate industry. Take action by getting organized and move forward toward achieving your goals.



TIM & JULIE HARRIS

Tim and Julie Harris have been leaders in the real estate industry since day one of their careers, having sold more than 100 homes their very first full year as REALTORS® (and every year thereafter). In 1997 they gained industry wide acclaim when they were honored by the National Association REALTORS®. Tim and Julie were the youngest agents to earn the RE/MAX Platinum award and Hall of Fame award. Many other state and national awards followed. As REALTORS®, Tim and Julie have participated in thousands of home sales. The Harrises went on to author several books including: 0-10 Million In ONE Year, A Step by Step Guide and Should I Short Sale My Home?

Due to their industry wide fame and success selling homes, Tim and Julie became Howard Brinton Stars. 1998 saw the launch of their coaching and training business (then called Harris Success System). In 2002 they became coaches for the Mike Ferry Organization, and eventually were named VPs of 'The Real Estate Top Producers.' In 2007, Tim and Julie knew the real estate crash was going to be a turning point for the real estate industry. They saw the urgent need for agents to learn how to survive and thrive using the techniques they had used in their successful real estate career. Harris Real Estate University is proud to have many of the nation's top-producing agents as coaching clients.

Tim and Julie come from a long line of educators. Ivy League Tufts University was founded by one of Tim's great uncles, Charles Tufts. Julie's parents were both career educators. Her Grandfather, Dr. Norman Guitry, was founder of the Ohio Department of Mental Health. Another namesake from Julie's family is famous 1930s French actor/director Sacha Guitry. Tim and Julie both attended Otterbein College and The Ohio State University.

Harris Real Estate University (HREU) is the nation's largest online real estate coaching organization. Everyday tens of thousands of agents from seven different countries participate in an HREU program.