

PROVEN REAL ESTATE SYSTEM USED BY THOUSANDS  
OF THE NATION'S LEADING AGENTS

# REAL ESTATE TREASURE MAP



**TIM AND JULIE HARRIS**

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## 1. INTRODUCTION

Now that you have your Real Estate Treasure Map, it's important to recognize that you've taken your big first step in a journey to real estate success. The Treasure Map will be your guide along the way as you create your individual real estate business & action plan. Like thousands of top-producing agents in our coaching programs, you have taken the initiative by deciding to create your map and follow it – this alone sets you apart from most agents.

What you are about to learn is based on tens of thousands of coaching calls with fellow real estate agents and years of personal experience selling hundreds of homes. Chances are, what you are about to read may in some cases confront your beliefs about yourself and your real estate business. If you do feel some discomfort as you read this book I want to congratulate you.

### *Why?*

*Simple, it's because you are willing to be uncomfortable. You are the rare person who is willing to accept that change is not only okay but also absolutely necessary. You see, nothing stays the same. It's against the laws of nature for anything to stay the same. You already know this. You know that you must change daily, especially in today's real estate market. Everything that you took for granted about the real estate industry has changed. And we are just getting started.*

*Over the next few years we will see massive changes to the way nearly every aspect of the real estate business is conducted. Let me say that again, as it's crucial that you understand and accept this point. Everything in the real estate industry, from the way you generate your business, earn your commission and secure a mortgage – everything is changing.*

Do not think for a moment that what you know today is sufficient for what will be required in the market as it evolves over the next 24 to 36 months. Not a day goes by that we don't hear a fellow real estate educator telling agents to "Get back to the basics." It makes sense, but what does an agent do when the "basics" themselves are changing?

**The largest changes in any industry always happen during a time of economic change.** What our industry is experiencing now is the complete turning inside out of everything we have taken for granted. *Don't have fear; don't for a moment think that you don't have what it takes to thrive during and after these changes. But, you must always be learning. As a matter of fact, you must be on the absolute ragged edge of what is next for the real estate industry.*

*Again, change is inevitable; whether you will or you will not remain in the real estate business is not inevitable. It's up to you to adapt and to look for what's next, to always be learning.*

In a recent interview with Gregg Neuman, who has been the number one Prudential agent in the world for four of the last eight years, we discussed this very topic. Gregg made the comment that:

**There are three things every agent must be focused on at all times:**

- 1. Going on Appointments**
- 2. Generating Leads**
- 3. Learning**

**Allow the change. Welcome the change. Look for ways to change.**

Agents spend a lot of time making plans: 30-day plans, 90-day plans, business plans, action plans, plans to get out of debt, savings plans and weight-loss plans. Agents make these plans with all of the right intentions. They want to have a plan that will allow for change. It makes perfect sense that you might want to have a specific, detailed plan to evoke change. But regardless of how many plans you make or how well-intended they were, why is it that so few of us ever actually experience any real meaningful change?

The old-fashioned way of thinking will tell you that you simply didn't want the "change" badly enough or you didn't make enough effort. Strictly speaking, if more effort and "work" were the magic formula, then the hardest working among us would be getting the best results and having the most success. We know that's not true. *Simply working harder doesn't guarantee you anything.*

### ***Why?***

Because you may be using the wrong tools. You may be using old techniques, old scripts, old methods that simply won't work in this market.

*Dr. Lair Ribeiro, in his wonderful book, Success Is No Accident, makes a statement that is powerful in its simplicity. "If you go on doing what you've always done, you'll go on getting what you've always got."* If you are truly ready to make changes in your business, you have to change the ways in which you are doing things.

Let's be clear about something: your skills and what you know worked great for you in the previous hot seller's market. You had to learn how to sell in that market. If you think back, you will remember that learning those skills required that you change from whatever way you were thinking previously. Many of you have only sold real estate in a hot seller's market. If this is true for you, your path to change may be more of a struggle than it should be.

As coaches, we've had literally tens of thousands of coaching calls with agents. Many of those coaching calls were with agents were simply unwilling to change, even when their efforts clearly were not working. They actually believed that what worked in the past, super-hot, almost *insane* seller's market would work in this market. Nothing could be further from the truth.



Agents are often very fearful of change. It's common for agents to say things like:

**“I've always done things this way.”**

**“I'm just not that kind of person.”**

**“There is only one way to do things and that's the way I am doing them!”**

These agents are stuck in the past. If you want to not only survive but also thrive in this market you must remember that if you keep doing what you have always done, you will go on getting what you have always got. If what you were doing simply doesn't work in this market and you continue to do it, then your only other option will be to leave the real estate business.

There are countless examples of where an unwillingness to try something new, or an unwillingness to do something differently, will interfere with your chances of success. *Make a list of everything in your business that is being done in exactly the same way it was being done 12 to 24 months ago.* Remember, this new market requires that you change.

**Ask yourself these questions:**

- 1. Have I changed the way I generate leads?**
- 2. Have I changed the way I do listing presentations?**
- 3. Have I changed my prelisting package to reflect this market?**
- 4. Do you use memorized scripts that reflect this market?**
- 5. Have I upgraded my skills, or learned skills to work with buyers?**
- 6. Do I consider myself the best buyer's agent?**
- 7. Do I consider myself the best listing agent?**

Let's talk a little more about change. John Fisher, the founding partner in the investment firm *Sansome Partners*, created a great explanation to describe the process of change. This is the process that all of us go through when we are experiencing change. Now that you know that change is required for this market, look at the next page and ask yourself where you are in this process.

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## 2. THE STAGES OF CHANGE

### **Anxiety**

*“Can I deal with this change? Am I ready? Do I know enough? What will happen if I don’t change?”* Caution: Don’t allow yourself to go into denial. Anxiety will go away as you progress to the next stage.

### **Happiness**

*“Hurrah! Something is going to change. I am excited that I can feel things are finally moving forward. I can now feel like I am actually headed in the right direction. I want to tell the world!”*

### **Fear**

*“Oh boy, here it comes. Can I really deal with this change? What will my family and friends think? What will the other agents think? Can I handle the success or potential failure?”* Caution: At this stage of change, the ego often comes into play. Deepak Chopra said that, “All fear is based in ego. The ego creates fear to stop the change.”

### **Threat**

*“Let’s get ready to rumble. What will the other agent do when I change? What will happen? Who will attack me? Will I get sued?”* Caution: Watch out that you don’t allow yourself to start to experience disillusionment or a feeling of no longer caring.

### **Guilt**

*“I can’t BELIEVE that I actually believed that before. I can’t believe that I spend SO much time doing something so ridiculous.”* Caution: Don’t allow yourself to become depressed at this stage. You need to forgive yourself and move on.

### **Gradual Acceptance**

*“Okay, I am here – that is the past – I am moving forward.”*

### **Moving Forward**

*“Wow! This is really going to work!”*

Where are you in this process? Have you been stuck at one of these levels of change and don’t know what to do next? You are not alone.

Here is what you do now: Accept where you are in the process and make a commitment to move forward. You can do it. Think of it this way: what options do you really have? It’s up to you. Only you. You don’t have to go it alone anymore.

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### 3. THE FIVE LEVELS OF LEARNING

#### **Level One: Clueless Know-Nothings**

*When you don't know what you don't know!*

You can easily identify an agent at this first phase, a “Clueless Know-Nothing”, because they typically have few or no real skills, they don't keep any sort of schedule, and have no clue where their next lead is going to come from, let alone their next paycheck. 95% of all agents are at this stage. You are probably at this stage.

**We call this stage Clueless Know Nothings because these agents have no clue that they don't have a clue.**

Are you at this level?

**Take this simple test. Be honest with yourself and don't cheat and try to “skip a step.” Then read the results key.**

1. Do you have a set schedule designed around predetermined goals? **Yes/No**
2. Do you frequently attend any and all “educational events” offered by your office, your region, and your MLS board because you think this is the best use of your time? **Yes/No**
3. Do you track all of your numbers? (No, not your phone numbers.) Do you know your cost per lead, cost per transaction, profit per sale, etc.? **Yes/No**
4. Do you have an organized database of past clients and centers of influence that you hear from at least once per month? **Yes/No**
5. Do you think that successful agents have a secret or are in some way cheating to obtain their success? **Yes/No**

**If you answered No to more than three of these questions, you are at this level. Remember, 95% of agents are at this level. You are not alone.**

**Characteristics of an agent at this level:**

1. They think they know it all. In other words, they actually believe that they have it all “figured out.”
2. They badmouth or go out of their way to deny the importance of learning anything new.

3. Most importantly, they have no clue that they know nothing. (Thus, the name, Clueless Know Nothings.)

Clueless Know Nothings are easy to spot. When Julie and I speak at our events, the Clueless Know Nothings always sit in the back of the room with their arms crossed. They are the ones who show up late and leave early. Worse yet, at break times they are the ones who will try to convince you that you don't need to change.

Are you feeling a bit uncomfortable because you now realize that you too are at this first level? Do you perhaps feel a little queasy? Maybe you feel a little nervous.

Perfect.

### ***Why?***

*Because in order to grow to the next level, you MUST be okay with being uncomfortable. Most people spend their entire lives doing everything in their power to avoid ever feeling uncomfortable. They build their lives around never feeling uncomfortable. Maybe now, for the first time in a very long time you are feeling a little uncomfortable. Allow yourself to feel and be out of your comfort zone. It's necessary.*

*Our goal is to move you to the next level as quickly as you will allow. Let me repeat: as quickly as YOU will allow. You will allow this to happen only when you realize that you are clueless. You must allow yourself the opportunity to move forward and this will only happen when you consciously accept the fact that you are clueless. Be okay with being clueless. Accept it! Heck, it's better than where you were back when you were at Level One as a Clueless Know Nothing!*

*You are now on your way. That feeling that you have, the feeling of anxiety, the feeling of being a little scared and nervous, of being uncomfortable, don't fight it. Be okay with feeling that way. It's a sign that you are changing. Congratulations!*

As you progress from level to level you will sense a feeling of awakening. You will have an "aha" moment. Look for those feelings. As your coach I don't really think that I am teaching you anything new. *The simple fact is that you already have the seeds of greatness within you. You already possess everything that you need to live the life of your dreams. It's my job and the job of everyone at TIM & JULIE HARRIS® to ignite the spark inside you that creates the flame of change. Feel the knowingness that only comes when you are on the right path.*

KNOW that you are now on the right path.



## **Level Two: Knowing Know-Nothings**

Level Two is where your life gets interesting. Once you have accepted the fact that you are clueless, you will start to truly learn and grow. You have transcended from being a “knows not” to a “knowing knows not.” That may not sound good, but believe me, you are doing well. Remember, 95% of all agents never progress beyond Level One. Don’t celebrate just yet. Put those bottles of Cristal back into the cooler. Before we move on let me warn you about something:

You can easily regress back to the first level. Indeed it’s very common for agents to regress back to the first level. Why? Because at Level Two and beyond, you have to practice and exercise your soon to be newly-learned skills. It’s all too easy and very common for the “wing it” approach to creep back in. Agents learn a thing or two, figure out a few things, and then all of a sudden they are back to where they started. They “know it all,” when in reality they are back to being Clueless Know Nothings. Make a commitment that you won’t allow this to happen to you. Here is the test to determine if you are a Level Two Knowing Know-Nothing:

**Ask yourself these five questions. Be 100% honest.**

1. Do you know that there are many things that you don’t know? **Yes/No**
2. Have you attended a professional educational event when you thought, “Wow, I never thought about this subject in the way that speaker talked about it. I’m really glad I came to hear that person speak.” **Yes/No**
3. Have you attempted to adapt something new to your business or maybe recently read a book or exposed yourself to someone or something that you never have before in your life? **Yes/No**
4. Do you know that you can no longer simply wing it? **Yes/No**
5. Are you finally willing to admit that you don’t really know it all? **Yes/No**

**If you answered Yes to three or more of these questions, you are at Level Two.**

Let me tell you from a coach’s perspective, I love agents who are at this level. Why? They are ready to learn. They have accepted that they need help and far more importantly, they are ready to take action. Level One agents are nearly impossible to coach. They actually believe that they have it all figured out. If you are a Level Two agent, know that you are at a critical time.

**If you want to continue on your upward path, follow these suggestions:**

1. **Build your business around a proven model.** The “a little of this and a little of that” approach doesn’t work. Whatever models you do follow to generate leads, make sure you have multiple sources forces for generating leads in order to create a balanced approach to your business.

At TIM & JULIE HARRIS®, we coach students to have four or five unique and separate sources for their lead generation. That way if one goes away you are still okay because the others will pick up the slack. *We call this “Building Your Wheel.”*

2. **Be uncomfortable; avoid staying in your comfort zone.** Give yourself permission to be uncomfortable – as much as possible.

3. **Accept the fact that you must practice, you must train.** Becoming competent, let alone mastering anything, requires constant practice. Thomas Edison said that you couldn't consider yourself an expert at anything until you have done the same thing 10,000 times. Here is a secret: never allow yourself to think that you have mastered anything. Julie and I have gone on hundreds if not thousands of listing appointments and I can tell you, we still have a lot to learn. We have had tens of thousands of personal, one-on-one coaching calls with agents just like you, and not a day goes by that we don't continue to learn. *Always be learning – never let yourself feel like you have learned it all, heard it all before, or know it all.*

4. **Avoid the Helpful Opinions and Free Advice of others.** Most people don't consciously intend to be harmful with their free advice. Accept the fact that when you are growing and changing you WILL make others uncomfortable. You are forcing others to look inward and ask the difficult questions that they may have been avoiding their entire lives. You see, they are almost certainly at the first level, wanting you to be back there with them. However, sometimes this “helpful advice” comes from people who are in positions of leadership.

5. **Ego.** Ego gives us the inner strength that we all need to grow and move forward. Ego is a powerful ally but can also be our worst enemy. Here is a clue that your ego may be in your way: Fear. *Fear is Ego; Ego is Fear. When you feel fear of any kind it's because the ego is in defense mode.* Let me be clear about something. Fear has its role. If you are about to be eaten by a shark, fear is nature's response to danger. But chances are you are not going to be on any predator's menu anytime soon, so fear not! Your ego doesn't want you to change. Fears such as “maybe I can't handle the success,” or more commonly, “maybe I can't handle the failure” — all of those feelings are ego-based.

At this stage you must get into action. Massive inspired action. Now is when you hire a coach. Follow in the path of others. Don't waste time or energy trying to do it “your way.” Don't create. DO copy. Use the scripts, the presentations, and the systems that have already been tested and proven to work.

The absolute worst thing for you to do when you are at this stage is overwhelm yourself with too many competing messages. *Focus is the key.*

Okay, I am going to warn you now that what I am about to tell you will sound a little self-serving. I am going to talk about how to hire a coach. As you know, we are in the business of coaching real estate agents. So with that in mind, use these questions when interviewing a potential coach. Listen, you will be spending money on coaching. At this stage in your development, hiring a coach is the smartest thing to do. A great coach will save you time, hold you accountable, and call you out when you are being a goofball.

Warning: What you are about to read may cause you discomfort. Ouch, there is that word again!

## **The Top Five Questions You Must Ask When Interviewing a Coach:**

### **1. How long have you been selling or did you ever sell real estate?**

You may find this hard to believe, but people who have never sold real estate are running many of the coaching businesses in our industry. Either that or they haven't sold real estate since the Great Depression. Remember those great Holiday Inn Express commercials where the guy runs into the operating room dressed as a surgeon and the nurse asks if he has ever performed this operation before and the guy responds, "No, but I stayed at a Holiday Inn Express last night"? Would you want that guy operating on you? The bottom line is that these coaching companies are NOT in the real estate business. They are not like you and me! They are in the "selling stuff to real estate agents" business. They are professional "Selling Stuff to Agents" sales people. Everyone who works at TIM & JULIE HARRIS® sells real estate, and is highly successful doing so.

### **2. What is your coaching program's suggested form of lead generation?**

This question will get me into trouble for suggesting that you ask it. Why? Because most coaches and coaching companies take an "it's my way or the highway" approach to lead generation. If you do your research, you will discover that there is the "prospecting over the phone" coaching company, the "branding and look at me marketing" coaching company, the "mail stuff to your centers of influence all the time in hopes that they will use you" coaching company, and the "run crafty ads trying get them to call you" coaching company. Not to mention all the hundreds of companies that are in the business of selling leads to agents via their websites and may also offer coaching. Let me be clear, all of these approaches have their merits. Where they fall short is that they will tell you that it's their way or the highway. Does that really work for you? Does having no options work well for you? Of course not. *TIM & JULIE HARRIS®'s approach is balanced; you will have four or five well-defined sources for your leads. We call this the "spokes to your wheel." The more spokes, and the stronger the spokes, the better the wheel.* These other coaching companies would have you believe that you can do just one thing and build your business. That's nuts. We know and/or have coached some of the most successful agents in the US. None of them do just one thing to generate their leads.

### **3. Who will coach me?**

Watch out for this one. Its not uncommon that we hear horror stories from agents who have been with other coaching companies who had coaches who were LESS experienced in real estate than they were! I will tell you this and you will think that I am putting you on: there are coaching companies who have coaches who have never sold real estate. They are basically telemarketers reading a script. You must know who will be your coach. Have they coached before? Who have they coached before and what were the results? All TIM & JULIE HARRIS® coaches are seasoned agents. They have sold and are selling in this market. In addition to that, Julie and I personally coach them.

**4. Is my coaching experience a one-size-fits-all -pproach, or is it designed around my strengths and my needed areas of improvement?**

This is a fun one. Remember when I told you that most coaching companies have coaches that simply read scripts and follow the same road map for every client? When you sign up for coaching, expect a highly personalized, professional relationship. Too often, what you get is quite the opposite. *At TIM & JULIE HARRIS® there are no pre-written coaching calls, no one size fits all coaching programs. Your experience with your coach at TIM & JULIE HARRIS® is designed around you, pure and simple.*

**5. Are your coaching programs and teachings based on today's way of selling homes, or techniques that are now outdated and no longer relevant?**

Think about that for a moment. You would be amazed to learn that there are coaching companies that base all of their teachings on approaches that came about decades ago. Sure, in some cases the old school way of doing things still works. But if you are going to be in business in THIS real estate market you have to embrace change. (There is that word again – keeps cropping up, doesn't it?)

You have hired a coach; you have accepted change. You are learning.

Now it is time to introduce you to the next level of learning.

Welcome to: **Knowing Can-Do.**

## **Level Three: Knowing Can-Do's**

You may never have experienced this level at any time in your professional working life before. I don't say that lightly. It takes a special person to achieve this level.

### Tim's Story

I was a lot like many of you probably are. I had enough natural sales skills that I could sell anything. I had existed until my mid-twenties off those natural abilities and refused to learn. I would have been the world's worst coaching client. (It's easy for me to recognize what stage a coaching client is in because I was like many of you.) I lived and worked for years at Level One. What changed me?

I reached my natural limits. Our real estate business sold 100 homes consistently, but we wanted to sell more. Julie knew that we had to learn from others but I was a complete butthead and didn't listen. "Heck," I said to Julie. "We didn't need no stinking coach! After all, we sold 100 homes our first year in the business." I actually believed that "I knew it all."

Julie knew differently. She is a classically-trained musician. She has always had coaches and private mentors. She has always progressed from level to level with the help of her coaches and private mentors.

One day we were listening to an interview with a top agent in the nation. What we learned from that top agent shocked us. He was not only selling 300+ homes per year, he had sold all those homes after only three years in the business. Well, that's all it took. We, or rather I, finally awakened to the path that I am sharing with you now.

That's when Julie and I hired our first coach. Although technically, coaching as it is today wasn't really around then, we paid this person \$5,000 to spend the day with us. I remember that day clearly all these years later. We learned what it took to go to the next level. We had acquired the tools and were learning the skills to grow our business.

**Are you at this level now? Are you a Knowing Can-Do? Ask yourself these questions. Again, no looking forward to the answers.**

1. Are you using prepared or maybe "canned" scripts and presentations? **Yes/No**
2. Are you practicing the skills necessary to learn and continue to grow? **Yes/No**
3. Are you starting to see consistent cash flow, taking and selling listings on a regular basis? **Yes/No**



4. Are you constantly aware of the fact that you have a long way to go and you are thrilled about the challenge ahead of you rather than being scared of making necessary changes? **Yes/No**
5. Are you setting aside Fear and Doubt and replacing those feelings with Action and Effort? **Yes/No**

**If you answered YES to more than three of these questions, you are a Knowing Can-Do.**

But Watch Out!

*This Knowing Can-Do level requires the most effort. Not just a little extra effort here and there but massive consistent action every day. When you are a Knowing Can-Do, you must practice every day, all the time.*

You have to live and breathe your scripts, and your presentations. You have to work daily from a schedule and accept outside accountability. If you don't work intensely, if you don't accept accountability and if you don't remain totally focused, your tenure as a Knowing Can-Do will be very short-lived. And if you fall from this level you will probably fall back to being a Clueless Know Nothing. Please don't let that happen to you.

*At this stage you MUST have a coach. **Must**, not maybe.* Warning: Fighting this simple fact means that you already have one foot out the door and are sliding back to being a Clueless Know Nothing.

## Characteristics of a Knowing Can-Do

1. You now have a “canned, pre-prepared” approach to virtually all aspects of your business. You can perform your listing presentation at the highest of level at the drop of a hat.
2. You know what you are doing and how to do it, but you still need to have “back-ups” to help “remind” you what you are doing. You take written scripts with you to listing presentations. You follow a script when you do virtually everything.
3. You don’t need constant handholding or feedback. You are confident in your skills and know that when you follow your presentation and your plan you will succeed.
4. Fear no longer rules or governs your life. What others say or think about you has become less and less important because you are more confident in what you are doing.
5. Your office is probably starting to recognize you for taking listings, having sales, etc. Maybe they are asking if you would like to teach something at the next office meeting. **WARNING:** Don’t do it. Avoid the adulation of others. Be polite and gently decline the offers. Your goal is to ascend to the highest levels, not to become the office presenter.

*The most important word that summarizes this stage is Practice. You must practice constantly.*

*Take suggestions for practicing and reinforcement of your learning. Your coach will help you with additional approaches.*

1. Make an audio recording of your next listing presentation and have your coach critique it for you. Set your ego aside. Be open to and welcoming of the opportunity to learn and grow from feedback from your coach.
2. Use scripts that have been proven to work in this market. Handwrite or copy the scripts ten times a day until you know them cold. Many of our coaching clients tell us that handwriting or copying the scripts 10 time a day is the single most effective way for them to learn. *Scripts you must know cold are: Centers of Influence/Past Clients, For Sale By Owners, Expireds, Listing Presentation, Pre-Qualifying, Lead Follow-Up, IVR/1800homehotline.com call back script, etc.* If I called you in the middle of the night and asked for you to recite to me the Lead Follow-Up script you need to be able do it instantly. When I say learn the scripts cold, I mean it.

Role-play your scripts with others. Every morning at the same time, set time aside to have an actual live role-play with other agents who are at the same learning/coaching level as you.

Your coach will offer you many other great ways to practice.

It bears repeating that it’s very easy to fall from this level. What often happens is that agents refuse to maintain the commitment of time and energy to practicing and staying coachable. As I

write this I can think of many coaching clients who worked their butts off to get to this level but simply refused to make the consistent effort to stay there.

Of course, agents slide down for other reasons as well.

One of the biggest reasons is that they don't surround themselves with other like-minded agents. Here's an example that I often use on coaching calls to help explain this to agents:

Imagine a large bucket with a single crab in it. That crab will get out of that bucket almost instantly. He has no problem chucking his large claw over the edge and boom, he is out of that bucket and off he goes.

Now, put two or more crabs in that same bucket and they will stay in the bucket. One crab will try to get out and the other will pull him back down. (I have actually seen this happen.) No matter what, when there are two or more crabs in a bucket there will be no escapees. They will do whatever it takes to hold each other together, even if it means their certain doom.

Often, agents' behavior is like the crabs in the bucket. When one is trying to escape, the others will pull him or her back down.

### **DON'T LET THAT HAPPEN TO YOU.**

You have to go out of your way to avoid anyone and everyone who is not on the same path you are on. Avoid the agents who are not on the same level or higher than you. Here is the hard part:

You will need to accept the fact that many of the people you thought were your friends and advocates were not. They were simply other crabs sharing the same bucket as you. Remember, I said that staying at this level would require effort. I didn't hold anything back when I told you that it's very common for agents to slide back from this level.

### **Five Things You Must Do to Avoid Reversal of Fortune & Sliding Back From This Level**

1. Stay connected with other like-minded people. If you don't know anyone in your office or maybe even your community, look to your coach to help you form a Mastermind group.
2. This is a difficult one – avoid 99% of the traditional real estate agent events. If your office has a Must Attend Policy for their weekly meetings, then go. But avoid the water cooler talk.
3. Do exactly what your coach tells you. All of the TIM & JULIE HARRIS® coaches know this process and have passed through these levels. They know what you are feeling and experiencing.

4. **Exposure.** Go out of your way to expose yourself to new people, places, and ideas. Start small by going to different restaurants or maybe decide that you will take a vacation to a part of the world where you have never been.

5. **Have two to three big, meaty goals.** Find two or three things that really excite you: travel, a new car, shopping for a brand new wardrobe. Here is an interesting fact: anyone who has ever accomplished anything of note knows the importance of always being “current.” They always have new clothes and are open to the latest trends. It’s also a great idea to have smaller goals to help keep you on track. For example, Julie recently rewarded herself with a new iPhone to celebrate the reality of accomplishing a personal goal that she had set for herself.

**Are you ready for the next level? If so, let’s move on.**

## **Level Four: The Autopilot**

At this stage in your development you have come to a place few will ever reach. The air is certainly rarified at this level. You have accomplished something that will allow you to transcend the very things that once required high levels of effort. You have internalized on a subconscious level most of what is necessary for you to continue on your path to the highest peaks. Everything seems to come naturally. You don't have to think about what you will say or do. Whatever you say or do is almost always totally on target. There isn't a situation that you can't handle effortlessly. People think you are a "natural." Everything seems to happen for you almost magically.

### **Are you the Autopilot?**

**Ask yourself these questions.**

1. Can you enter into any situation with any seller, buyer, or agent, no matter how challenging, and naturally, without any forethought, know just what to say and do? **Yes/No**
2. Does your work feel like it does when you are driving your car? In other words, do you simply *know* what to do, how to do it and when to do it?. **Yes/No**
3. Can negotiate a contract, delegate to your staff while you are returning an email, and have everything work perfectly? **Yes/No**
4. Do you have an almost natural or innate ability to teach others, but it's challenging for you to explain what or how to do something? Is this because you no longer have to actually think consciously about what you're doing since everything happens for you on autopilot? **Yes/No**
5. Do you perhaps find yourself a little bored and feeling a lack of challenge? **Yes/No**

**If you answered Yes to more than three of these questions, you are at Level Four. You are the Autopilot.**



At this stage you have the opportunity to achieve truly great things. The constant practicing of the previous stages has paid off, and now everything in your business seems to happen with virtually no effort.

### Challenges at this level:

**1. Complacency.** You are someone who has gone far beyond the norm of most people. You now possess a level of deep unconscious knowing that gives you a sense of freedom and security that nothing else ever will. *You MUST continue to learn and challenge yourself.* If you allow yourself to become complacent you will be like the superstar Formula One racecar driver who never lost a race, but is now constantly driving into walls. When a person continues to practice the skill that has become second nature, but over time allows negative habits to form, they will slide back. Complacency also happens when a person becomes tied to one way of doing something and is no longer open to new, up-to-date skills. Nothing stays the same. Change is constant, even when you are the Autopilot.

A longtime friend and TIM & JULIE HARRIS® Superstar, Linda McKissick, experienced what sometimes happens at this level. She and her husband Jim had built a real estate business that consistently sold over 300 homes per year. One day she woke up and asked herself, “Is this it, am I at the top? Is selling 300 homes per year all I am or can do?” She had built her business to the point where it was on autopilot and she was on autopilot as well. She realized that she had become complacent. That day she decided to recommit to learning. She decided that she wanted to go to her next level. Eight years later, she had created several other businesses and now makes nearly \$2 million per year in passive income. You see, Linda knew the path; she knew the power of learning and the levels that she had to pass through. To hear Linda’s Free Superstar interview go to: <http://timandjulieharris.com>.

**2. Recreating Yourself.** When you are at this level you now possess a level of knowledge about real estate that is so internal, you don’t actually have to think. Your actions, your words, your results happen almost without effort. *Now it’s time for you to decide what is next.* Will it be a new business or maybe you will go back to school? You don’t have fears that prevent you from continuing to be successful. You now must find something that allows you to transcend to the next level.

To do this you will need to find others who are also at Level Four, you will need them in order to transcend to Level Five.

## **Level Five: Enlightened Mastery**

At this level the agent has not only mastered the physical skill of real estate at the highest level but has transcended to the next level called Enlightened Mastery. At this level, the agent with Enlightened Mastery now operates instinctively and reflexively. The norm for an agent operating with Enlightened Mastery is the ability to apply minimum, efficient and effective effort towards achieving maximum results without conscious, deliberate thinking simply because, like Einstein, that conscious, deliberate thinking has already been practiced 10,000 times previously. At this level she/he is able to understand the very dynamics of her/his own physical skills. He/she understands, comprehends fully and accurately the what, when, how, and why of his/her own skill. Enlightened Mastery means that you react intuitively to any new situation with optimal results. Having achieved Enlightened Mastery enables the agent to be constantly introspective, constantly aware of her/his own thoughts, and constantly choosing her/his actions, rather than being acted upon.. His/her results are no longer tied to the ebb and flow of emotions.

Enlightened Mastery means that the agent now fully understands all of the necessary components of the skill to be learned. At this level, the actual physical energy required to accomplish tasks is minimal. People at this level are always the best teachers, coaches, and leaders.

You can recognize people at this level because they always seem to be “in the zone,” “in the flow,” or “wired in.” When you are at Level Five, your actions are no longer governed by slow, deliberate thoughts. People who are Level Five Agents don’t use words that indicate any reluctance, limitations or boundaries.

Level Five Agents are fully aware of their level of consciousness. They can operate with fluency and effortlessness from an instinctive level. They are able to articulate what they are doing for others and for themselves. At this level, other people are naturally attracted to them. People often seek their advice and coaching.

None of us has any choice but to accept change. You now have the power to create and effectuate positive change..

I will give you two examples to help illustrate how different people choose either proactive, regenerative change for themselves or indecisive inaction that allows others to choose for and dictate to them.

### **Agent A**

Agent A, let’s call her Mary, has been in the real estate business for five years. Her entire career has been in a dramatically increasing seller’s market. The norm in her area for home appreciation is less than 6% per year, but over the last three years alone, homes have gone up over 30%. Mary didn’t need to know much in terms of sales skills, presentation skills, objection handlers, etc. in order for her to be “successful” in her market. She had been able to have sizable increases in her income year after year. Her office has often rewarded her for her success. In her market, homes practically sold themselves. Buyers flocked to buy every listing because they wanted to cash in on the super hot seller’s

market. Owning a home in Mary's market was akin to buying the winning lottery ticket. Mary was the classic "wing it" type and because of the nature of the market she was doing just fine.

Then, almost overnight it seemed, the market completely changed.

Mary's homes no longer sold themselves. She never developed buyer skills so she had no clue how to work buyers. It had become common for homeowners to actually owe more on their homes than the market would pay. Mary, who had seen dramatic increases in her income year after year, was now finding herself almost broke. She, like so many others, was avoiding change.

But Mary did something about it.

She accepted the fact that she was a Clueless Know Nothing and decided to learn. She decided to invest in herself and her future. It wasn't easy for her. Remember, for Mary, it all seemed so easy – before. She accepted the fact that she needed to change, and as a result, she is now learning the skills necessary to get back on track and regain her success. She accepted change; she accepted the fact that she needed to learn.

### **Agent B**

Unfortunately Agent B, let's call him Mike, is far more common than Mary. Mike, like Mary, had only sold real estate in a super hot, rapidly appreciating seller's market. Mike had not only been rewarded for his sales through steady increases in his income, but the local real estate board had awarded him with all kinds of plaques and trophies. If you were to see Mike's office and all the awards, you would think that he had won just about every real estate award available.

Then, Mike's market changed.

He had built his success using techniques, scripts, and systems that worked wonderfully in the seller's market. Mike had had it "down cold." But what he knew so well simply didn't work at the same level now. Mike had to change. But he couldn't, or at least he wouldn't allow himself to.

He thought that if he simply worked harder, worked longer hours, and took more and more listings, that everything would be okay. In theory, his plan made sense. You absolutely have to put forth effort – massive effort – in this different market. There are no shortcuts. However, the tools and techniques, the scripts and dialogues that were so ingrained in Mike's head, simply didn't seem to work. He didn't understand why what had worked so well before, now seemed not to work at all. He refused to change. Mike wouldn't accept the fact that the market had changed and that he had to change with the market.

Mike was slowly going broke. He had the listings but they weren't selling. He had the motivation but he didn't have the necessary new skills. He refused to change. Eventually, Mike will run out of savings, max out all of his credit cards and his HELOC money, and will then quietly leave the real estate industry. **Don't allow that to happen to you.**

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## 4. GOAL SETTING

*“I feel that the most important step in any major accomplishment is setting a specific goal. This enables you to keep your mind focused on your goal and off the many obstacles that will arise when you're striving to do your best.”*

- Kurt Thomas

Without goals, your business plan won't have meaning. That's why we begin with what's important to you and then work from there.

Think of your business plan as a map. Let's say you were venturing out on a road trip. You're planning on driving from Burlington, VT, to San Francisco, CA, and along the way you plan to take in the sights. You pack up your gear and head south. You visit New York City first and then plan to get back on the road, pointing west to visit your cousins in Denver on the way out to San Francisco.

All of a sudden, you feel a sense of disorientation. You've never been in this state before, let alone on this road or at this intersection. You panic for a moment, but decide to follow your instincts and just go west.

A couple of hours later, you notice you're actually in Maryland. You're not going west at all. You should have taken a map. You should have listened to your friend that made this same trip last year and offered you a step-by-step guide. That wrong turn you made is going to add at least a day to your journey and you'll spend another \$100 on gas unnecessarily. Unfortunately, that wasn't in your budget. You never make it to Denver and certainly not to San Francisco. Are you treating your goal setting the same way? You dream about all the things you want to do, see, and have, but you don't have a map to get you there.

What's a map? It's the Specific, Measurable, Attainable, Realistic, and Timely (SMART) PLAN, written down and posted everywhere, of where you are now and where you're going.

A map is something you refer to regularly, especially when you feel the panic you felt at that wrong turn, or in uncharted waters.

You may be in uncharted waters right now. You probably fall into one of several categories:

1. You're an experienced, top-producing agent who has had high production and a relatively easy and predictable business in the past. Your experience served you well until the market changed, and now you're having to change the way you do business to get anywhere close to your previous production.
2. You're a brand new agent, and everything about real estate is uncharted territory.

3. You lie somewhere in between – you have some experience, you KNOW you can sell lots of homes, you’re an expert in certain areas, but you also realize you’re flying blind – you’re flying without any particular plan or sense of direction, you’re just “seeing what happens.”

4. You’re trying out real estate because it seems like something you could do. You may be from a different industry and real estate is now your only hope for an income this year. You have one foot in the real estate door and one foot out, you’re “trying it out.”

Agents in all of these categories need a MAP: a measurable, specific PLAN for success. This map begins with deciding what sights you want to see. What mile markers are on the map? What do you want to do, see, be, and have? What drives you?

GOAL SETTING is the first stage of mapping out your success. So let’s get started!

A goal must be set in the five areas of your life that matter most. These are:

- Family
- Financial
- Physical
- Educational
- Personal/Mental/Spiritual

They MUST be “SMART” goals:

- Specific
- Measurable
- Attainable
- Realistic
- Timely

### **Specific**

If your goal is SPECIFIC, it answers the questions:

- What is the goal exactly?
- Who else is involved?
- How will I do it?
- When will I do it by?

### **For example:**

Most people say, “I want to get in better shape.” But a specific goal would be, “On Monday, Wednesday, and Friday, I will attend a yoga class at *Yogaworks* in Las Vegas, from noon to 1 p.m. On Tuesday and Thursday, I will hike for one hour at Red Rock Canyon.”



**Measurable**

Establish concrete criteria for measuring progress toward the attainment of each goal you set. When you measure your progress, you stay on track, reach your target dates, and experience the sense of achievement that spurs you on to continued consistent effort that is necessary to achieve your specific goal.

To know if your goal is MEASURABLE, ask questions such as:

- How will I know if I'm in shape?
- How will I know I've made progress?
- What does it look like?
- How will I feel?

For example: I will know I am on track when I have been consistent with my workout schedule for at least 90 days. I will have a fitness expert track my heart rate and other measures of fitness and compare where I am when I begin working toward this goal, and how I'm doing each 90 days.

**Attainable**

After you have defined the goals that are most important to you, your next task is to figure out ways you can make the goals come true. You create the attitude, ability, skill, and financial capacity to reach them. You begin seeing opportunity everywhere that takes you closer and closer to attaining your goals.

**Realistic**

To be realistic, a goal must represent an objective toward which you are both *willing* and *able* to work. You are the only one who can decide just how high the bar for your goal ought to be. But be sure that every goal represents substantial progress. A lofty goal is frequently easier to reach than a low one because a low goal requires lower levels of energy and effort.<sup>[L]</sup><sup>[SEP]</sup>Your goal is probably realistic if you truly *believe* that it can be accomplished. Additional ways to know if your goal is realistic is to determine if you have accomplished anything similar in the past. Or ask yourself what conditions would have to exist for you to accomplish this goal.

**Timely**

Your goals must have a specific, defined timeframe. If you lack a timetable, there will never be urgency – just as everyone says, “I want to get in better shape” each and every year. Those who write down their “get in shape” goal using the SMART rules are the ones who actually DO get in better shape. If you want to lose ten pounds, when do you want to lose it by? “Someday” won't work. But if you anchor it within a timeframe, let's say by June 1<sup>st</sup> for example, then you've set your unconscious mind into motion to begin working on the goal.

**T** can also stand for Tangible. A goal is tangible when you can experience it with one of the senses: taste, touch, smell, sight or hearing. When your goal is tangible, you have a better chance of making it specific, measurable, and attainable.

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## 5. WHAT IT TAKES TO ACHIEVE YOUR GOALS

Use this brainstorming guide to discover what's really important to you and your family personally. This is where your powerful goal setting begins.

Take your time and think about your answers. No one is looking but you, so be honest and remember there are no right or wrong answers. Start by jotting down the first thing that comes into your mind. This is not a ten-minute exercise. The time you spend now is critical to obtaining results.

In each category, jot down what you want, or think you want, your goals to be. Write your clearly defined, vivid, written objectives in all areas of your life. You can write and rewrite as you go. Make several copies of this exercise if you need to. This is a work in progress!

Use this worksheet to brainstorm. You'll *formalize* your *specific* goals using the format we've provided in a later section.

Each section has the same eleven questions to consider as you formulate what is important to you in each category. Answering these questions will help you define your goals and understand what it will likely take in order to ultimately achieve a positive outcome. Do not skip any of the eleven questions!

After brainstorming in this section, you'll be ready to move on to the **GOAL SETTING TEMPLATE**, where you'll *formalize your goals*. Do not skip ahead. You must complete this section first or your goals may just dissolve into becoming wishes. Goals and wishes are NOT the same!

**Secret: If you are still stuck, write down what you DON'T want in each category and build your goals around eliminating those fears.**

**Family Goals****Goal 1:****Goal 2:****Goal 3:****Where are you now vs. the desired outcome?****How will you feel when you have it?****How will you know when you have it?****What will this outcome accomplish for you?****Who else is involved or impacted by this goal?****Where, when, and how will you accomplish this?****What do you need to get your outcome?****Have you ever had or done this before? How did you do it?****Do you know anyone who has?****Can you act as if you have it?****Why do you want it?****Thoughts:**

**Financial Goals**

**Goal 1:**

**Goal 2:**

**Goal 3:**

**Where are you now vs. the desired outcome?**

**How will you feel when you have it?**

**How will you know when you have it?**

**What will this outcome accomplish for you?**

**Who else is involved or impacted by this goal?**

**Where, when, and how will you accomplish this?**

**What do you need to get your outcome?**

**Have you ever had or done this before? How did you do it?**

**Do you know anyone who has?**

**Can you act as if you have it?**

**Why do you want it?**

**Thoughts:**

**Physical Goals****Goal 1:****Goal 2:****Goal 3:****Where are you now vs. the desired outcome?****How will you feel when you have it?****How will you know when you have it?****What will this outcome accomplish for you?****Who else is involved or impacted by this goal?****Where, when, and how will you accomplish this?****What do you need to get your outcome?****Have you ever had or done this before? How did you do it?****Do you know anyone who has?****Can you act as if you have it?****Why do you want it?****Thoughts:**



**Educational Goals**

**Goal 1:**

**Goal 2:**

**Goal 3:**

**Where are you now vs. the desired outcome?**

**How will you feel when you have it?**

**How will you know when you have it?**

**What will this outcome accomplish for you?**

**Who else is involved or impacted by this goal?**

**Where, when, and how will you accomplish this?**

**What do you need to get your outcome?**

**Have you ever had or done this before? How did you do it?**

**Do you know anyone who has?**

**Can you act as if you have it?**

**Why do you want it?**

**Thoughts:**

**Personal/Mental/Spiritual Goals****Goal 1:****Goal 2:****Goal 3:****Where are you now vs. the desired outcome?****How will you feel when you have it?****How will you know when you have it?****What will this outcome accomplish for you?****Who else is involved or impacted by this goal?****Where, when, and how will you accomplish this?****What do you need to get your outcome?****Have you ever had or done this before? How did you do it?****Do you know anyone who has?****Can you act as if you have it?****Why do you want it?****Thoughts:**

**MY \_\_\_\_\_ GOALS**

A goal is a **dream** with an **action plan**. Goals must be measurable, specific, time ~~and~~ written down.

Personal/Mental/Spiritual Goals	Why is this important?	These are the steps required to accomplish my goals.	Date to accomplish by

Family Goals	Why is this important?	These are the steps required to accomplish my goals.	Date to accomplish by

Educational Goals	Why is this important?	These are the steps required to accomplish my goals.	Date to accomplish by

Physical Goals	Why is this important?	These are the steps required to accomplish my goals.	Date to accomplish by

Financial Goals	Why is this important?	These are the steps required to accomplish my goals.	Date to accomplish by

**Three things that I know could get in my way of accomplishing my goals:**

- 1.
- 2.
- 3.

**This is what I will implement to be sure that those three things never get in my way:**

- 1.
- 2.
- 3.

**I will give a copy of my plan to these three people and ask them to hold me accountable:**

- 1.
- 2.
- 3.

**When I accomplish my goals, this is how I will feel:**

## 6. FINANCIALS: KNOWING YOUR NUMBERS

### Part One

**Know how much it takes for you to accomplish all of your goals. The most successful people and businesses in the world are experts at “knowing the numbers!”**

Secret: Most agents (and people in general) earn only what it takes to pay for their basic needs. This is why agents get into trouble at tax time – they did not budget for it. It’s also why real estate agents often feel they are living from paycheck to paycheck. Use this formula to know what you REALLY need to earn to achieve your personal, business, family, and financial goals this year!

### Monthly

A. Personal Overhead \$ \_\_\_\_\_

B. Business Overhead \$ \_\_\_\_\_

C. “Fun”: This is the money necessary for you to accomplish all of your “fun” goals this year. If you skip this category, you won’t have any fun! If it’s not planned for, it doesn’t happen.

\$ \_\_\_\_\_

D. Taxes: Add up A, B, and C, and add 25% as a general rule of thumb. Some people pay more, some less, but 25% will allow you to prepare for taxes. \$ \_\_\_\_\_

E. Savings: All real estate agents say, “I want to save more,” decide how much more. A good place to start is at least 90 days of personal and business savings. If you already have that, work on having one year of reserves saved. \$ \_\_\_\_\_

Add up A + B + C + D + E =

**Income required to earn per MONTH =**

\$ \_\_\_\_\_

My Outside Income is: \$ \_\_\_\_\_

(This is any non-real estate income, including spouse’s income, investment income, etc.)

The difference is: (Take **Income Required** from above, and subtract **Outside Income**.) =

\$ \_\_\_\_\_

It’s okay if you don’t have any outside income. Many agents don’t. But if you do have money coming in from somewhere else, if it’s predictable income, you need to account for it.

What I MUST EARN: \$ \_\_\_\_\_ / Month.

Take the amount from **What I MUST EARN**, and multiply it by twelve to equal your required YEARLY income for personal, business, savings, taxes, and fun. That amount is: \$\_\_\_\_\_. You will need this figure later, when you use the Income and Unit Calculator, which shows you how you're going to accomplish this income.

### Part Two

The amount of my average net commission is: \$\_\_\_\_\_

**Secret:** If you're not sure, ask your broker if he or she tracked this for you. If you're a NEW agent, find out the average sale price in your area and use the average net commission based on that price.

**Secret:** Net commission is what you KEEP after all broker splits, any processing fees, etc.

Take the amount you must earn **per MONTH** and divide by your average net commission. This will reveal the number of transactions necessary to cover your personal, business, savings, fun, and tax requirements each month.

Amount needed per month, divided by my average net commission = \_\_\_\_\_ deals needed monthly, x 12 = deals necessary yearly.

### Part Three

I am currently averaging \_\_\_\_\_ deals per month.

This **does/does not** cover my personal, business, savings, taxes, and fun. (Circle your answer.)

I **am/am not** satisfied with continuing to earn at this level. (Circle your answer.)

**Secret:** If you keep doing what you've been doing, you'll keep producing what you've been producing – or – you'll slide backward as other agents pass you by with their upgraded skills, education, mindset, and goal setting. Don't let this happen to you!

Am I motivated by **Fear**?

Am I motivated by **Incentive**?

What is **driving** me?

We will examine these questions more in our Goal Setting modules.

After completing the exercise above, **you know how much you must earn monthly and how many deals your monthly earning requires you to produce.** Don't worry if it's more or less than you thought. Keep working through this business plan so you will have the confidence and the know-how required to create your Real Estate Treasure Map – the amount required to achieve your personal, business, savings, and fun objectives, and also to pay your taxes.

	Priority	Monthly	Yearly	Actual
<b>Income</b>				
Salary				
Interest/dividends				
Misc.				
<b>TOTAL INCOME</b>				
<b>Expenses</b>				
<b>Home</b>				
Mortgage/rent				
Home telephone				
Cellular telephone				
Home repairs				
Home improvement				
Home security				
Garden supplies				
<i>Home Totals</i>				
<b>Daily Living</b>				
Groceries				
Child care				
Dry cleaning				
Dining out				
Housecleaning service				
Dog walker				
<i>Daily Living Totals</i>				
<b>Transportation</b>				
Gas/fuel				
Insurance				
Repairs				
Car wash/detailing service				
Parking				
Public Transportation				
<i>Transportation Totals</i>				



Priority	Monthly	Yearly	Actual
<b>Entertainment</b>			
Cable TV			
Video/DVD rentals			
Movies/Plays			
Concerts/clubs			
<i>Entertainment Totals</i>			
<b>Health</b>			
Health Club dues			
Health Insurance			
Prescriptions			
Over the counter drugs			
Copays/out of pocket			
Veterinarian/pet meds			
Life Insurance			
<i>Health Totals</i>			
<b>Vacations</b>			
Plane fare			
Accommodations			
Food			
Souvenirs			
Pet boarding/sitter			
Rental car			
<i>Vacation Totals</i>			
<b>Recreation</b>			
Gym fees			
Sports equipment			
Team dues			
Toys/child gear			
<i>Recreation Totals</i>			

Priority	Monthly	Yearly	Actual
<b>Dues/ Subscriptions</b>			
Magazines			
Newspapers			
Internet connection			
Public radio/television			
Religious organizations			
Charity			
<i>Dues/subscription Totals</i>			
<b>Personal</b>			
Clothing			
Gifts			
Salon/Barber			
Books			
Music (digital, CDs, etc.)			
<i>Personal Totals</i>			
<b>Financial obligations</b>			
Long term savings			
Retirement (401k, Roth)			
Credit card payments			
Income tax (additional)			
Other obligations			
<i>Financial obligation Totals</i>			
<b>Miscellaneous Payments</b>			
Other			
Other			
<i>Misc. Payments Totals</i>			
<b>TOTAL EXPENSES</b>			
<i>Cash short/extra</i>			

## 7. ACCOUNTABILITY

Secret: For optimum success, identify three accountability partners. These will be people who have similar goals, mindsets, and strategies as you. They do not have to be real estate agents, but may be. You may also choose to form a Mastermind group with them. The point is to hold each other accountable in a positive and supportive environment. Choose wisely and if someone isn't working for you, replace that person with a new partner immediately.

**For a high level of Accountability, choose to do the following:**

- a) Email a summary of the TIM & JULIE HARRIS® Daily Message to Accountability Partners and to yourself.
- b) Send your Daily Plan Form to Accountability Partners.
- c) Be accountable to your Mastermind Group.
- d) Check in twice a day. In the morning, state your goals. At the end of the day, state what you accomplished. Help each other stay focused!

**Minimum Standards of Accountability are as follows:**

- a) Daily Contacts: \_\_\_\_\_ per day. EXP/FSBO/PCs/COIs/SS/REO
- b) \_\_\_\_\_ appointments per week.
- c) \_\_\_\_\_ time spent on scripts per day.
- d) \_\_\_\_\_ time spent role playing per day.
- e) \_\_\_\_\_ time spent doing Relentless Lead Follow Up.

**My Accountability Partners Are:**

Name: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Name: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Name: \_\_\_\_\_ Phone Number: \_\_\_\_\_

## IMPLEMENTATIONS NEEDED

I understand that I must take action to find the Treasure as a result of my Plan. This means I may need to learn new things and form new habits and ~~as~~ I am committed to implementing these items within the first 90 days of my Plan: (Circle two to three maximum.)

- \*Sign up for courses at Tim & Julie Harris to increase my skills
  - \*Implement lead generation daily
- \*Stop fearing and start listing Short Sales and REO listings
  - \*Sign up for the 1800homehotline.com system
    - \*Hire a buyer's agent
  - \*Create/polish/upgrade my Pre-Listing Package
    - \*Replace a team member
- \*Learn how to do Loan Modifications: ~~www.AgrionMarket.com~~
- \*Read the HREU blog daily at [www.TimAndJulieHarris.com](http://www.TimAndJulieHarris.com)
  - \*Upgrade my Listing Presentation
    - \*Upgrade/start using a Buyer Presentation
    - \*Mail and call my COI/PC list consistently
      - \*Mail JL/JS cards
    - \*Develop a FSBO campaign of cards & calls
    - \*Develop an EXP campaign of cards & calls
      - \*Not just collecting but USING scripts!
  - \*Actually develop/follow a Lead Follow-Up System
    - \*Create and use a buyer questionnaire
  - \*Create and use a listing pre-qualification questionnaire
    - \*Hire an assistant
- \*Sign up for a free coaching call at [www.TimAndJulieHarris.com](http://www.TimAndJulieHarris.com)

**DAILY CONTACT TRACKING:**

Date: \_\_\_/\_\_\_/\_\_\_

**Affirmation**

Real estate is a people business. In order to reach my personal, ~~big~~ financial goals, I will speak with the maximum number of people daily. My goal is to be of service by determining how I can best serve the needs of those with whom I speak. This will result in daily appointments, listings, and buyers, and constant lead generation. I enjoy doing this because I know I am helping people who need my assistance.

**A contact is a conversation with a decision-making adult about real estate.**

**Available appointment times that I am filling right now**  
**(Fill in these appointments today.)**

Date: \_\_\_\_\_ Time: \_\_\_\_\_ Listing/Buyer Name(s): \_\_\_\_\_  
 Address: \_\_\_\_\_ Price: \_\_\_\_\_  
 Why are they buying/selling? (Motivation) \_\_\_\_\_

Date: \_\_\_\_\_ Time: \_\_\_\_\_ Listing/Buyer Name(s): \_\_\_\_\_  
 Address: \_\_\_\_\_ Price: \_\_\_\_\_  
 Why are they buying/selling? (Motivation) \_\_\_\_\_

Date: \_\_\_\_\_ Time: \_\_\_\_\_ Listing/Buyer Name(s): \_\_\_\_\_  
 Address: \_\_\_\_\_ Price: \_\_\_\_\_  
 Why are they buying/selling? (Motivation) \_\_\_\_\_

**DAILY CONTACT TRACKING:**

Date: \_\_\_/\_\_\_/\_\_\_

**Number of People with whom I have Spoken:  
(Circle as you go!)**

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29  
30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55

**Leads Generated Today**

**Remember, relentless lead follow up is part of your daily plan. Transcribe these notes over to your Vital Signs or Top Producer ASAP.**

**Prospect's Name(s):** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**Buyer/Seller/Both?:** \_\_\_\_\_ **Address:** \_\_\_\_\_

**Motivation/Reason for Moving:** \_\_\_\_\_

**Next step (CMA/Set Appointment/help them to be qualified to buy/etc.):**  
\_\_\_\_\_

**Prospect's Name(s):** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**Buyer/Seller/Both?:** \_\_\_\_\_ **Address:** \_\_\_\_\_

**Motivation/Reason for Moving:** \_\_\_\_\_

**Next step (CMA/Set Appointment/help them to be qualified to buy/etc.):**  
\_\_\_\_\_

**DAILY PLAN TO REACH MY GOALS:**

Date: \_\_\_/\_\_\_/\_\_\_

**The Six Powerful Spokes  
That Make the Wheel of my Business Thrive:**

1)

2)

3)

4)

5)

**6) Relentless Lead Follow Up**

(Regardless of my other spokes, I am committed to following up on ALL existing leads DAILY.  
Lead follow up is a mandatory spoke.)

**Today's Affirmations**

1)

2)

3)



**Today's Basic Schedule is:**

Today I am working from \_\_\_\_\_ until \_\_\_\_\_. I have appointments at:  
\_\_\_\_\_.

I will stop working at\_\_ , prepare for tomorrow and go home. This leaves me\_\_ hours to generate new business, follow up on leads, and negotiate contracts. I will use this time to make money so I can reach all of my personal, business, and financial goals this year!

**I practice relentless lead follow up every business day.**

Today I will follow up with these leads before I do anything else. I know that email isn't as effective as talking with people directly, so I will call them personally, and at a minimum, leave a message. The point of my lead follow up is to set appointments.

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_
- 5) \_\_\_\_\_

## Vital Signs Report

In order to get from where I am to where I want to be, I must develop strategies, initiate activities, measure results, and track my vital signs.

YTD Closed Transactions	Current Pendings	Active Listings	Active Buyers

Closings this Week	Offers I am working on this week	L Appointments this week	B Appointments this week

**Hot Leads**

**Rate 'A, B, or C.'**

(Motivation, A=L/B in next 30 days, B=L/B in next 60, C=??)

Name	\$ Range	Motivation	Source	Next Appt.

## 8. YOUR MONEymAKING SCHEDULE

**FACT:** If you were to interview the top agents in the country, you'd discover that all of them are serious about time management. They ALL follow a schedule that is based on their goals. They ALL stick to dollar-productive activities. You've heard the saying, "act as if," meaning, if you wish to achieve something, act as if you have done it or have it already. Therefore, it only makes sense to "act as if" you are already achieving your goals and dreams. This means following a schedule. Resist having a moneymaking schedule at your own peril. Lack of time management is the #1 arch-nemesis, goal-shattering issue for struggling agents. Break away from the crowd that lives month-to-month and join the ranks of those who control their time; controlling your time means controlling your income.

How much time do you actually have to build your business?

To determine the number of hours you actually have available for building your business, calculate the number of daily hours you spend:

### Per Day:

Hours spent sleeping: \_\_\_\_\_

Hours spent with family & friends: \_\_\_\_\_

Hours spent on fitness, grooming, and other personal time: \_\_\_\_\_

Hours spent driving: \_\_\_\_\_

Total hours: \_\_\_\_\_

**24 Hours minus TOTAL \_\_\_\_\_ hours committed to personal time = hours available to use in your powerful, moneymaking schedule. This will keep your schedule realistic.**

### The Importance of a Schedule

Can you name a professional who doesn't operate based on a **schedule**? Are there any? Lawyers, doctors, accountants, pilots, appraisers, and veterinarians all follow a schedule.

So does that mean that if you don't follow a schedule that the public perceives you as **unprofessional**?

Ever wondered why real estate clients abuse your time?

When you work based on a professional schedule, you keep professional hours. If you don't keep a schedule, you won't work normal hours; if you don't work normal hours, the public will not respect your time.

Are you a “Pop-Tart” agent? Pop-Tart agents just “pop up” at the whim of any call from any person. They have no control over their emotions or their time. They are also the very agents who constantly complain about not having any time. Following a schedule is the only answer! Don’t be a “Pop-Tart” agent.

Yes, you will have to get up at a certain hour regularly. Yes, you will have to prospect, or generate business regularly. Yes, you will have to consistently and relentlessly do lead follow-up. Lead follow-up is required to achieve your goals. If you are saying, “But wait! I got into real estate so I wouldn’t have to follow a schedule...” then you need to reconsider your goals. Agents who follow schedules achieve their goals. Agents to don’t, don’t. It is just that simple.

The good news is, that when you begin to take control of your time and operate with intention rather than being that Pop-Tart agent, you will find that you have **more time**, not less. You will find that you have **less stress**, not more. Taking control of your time means taking control of your goals and ultimately of your life. Won’t that feel amazing?

### **Sample Schedule**

- 6:30** Exercise (Secret: Our best prospecting students all exercise consistently!)
- 7:00** Prepare for the day
- 7:30** Arrive at work (home office/office, etc.)
- 7:30** Connect with Role Play and Accountability Partners
- 8:00** Call all NEW EXPIREDS
- 9:00** 10-minute break
- 9:10** Continue with Expireds
- 10:00** 10-minute break
- 10:10** New For Sale By Owners
- 11:00** 10-minute break
- 11:10** Past Clients, Centers of Influence
- 12:00** LUNCH! Don’t skip it, you need the energy!
- 1:00** LEAD FOLLOW-UP: EXP/FSBO/PC/COI/Buyers/Short Sale/etc...
- 2:00** Pre-Qualify leads and go on: Appointments, buyers and sellers. If no appointments, continue to prospect and do lead follow up or NEGOTIATE offers. Prepare CMA’s, etc.
- 3:00** Special projects: mailings, tweaking this and that, preparing flyers, etc.
- 4:00** Education for one hour: review past coaching calls, practice scripts, etc.
- 5:00** Go on listing appointments or go home. You’ve spent your day making money!

**Goal Calculator (An Example)**

<b>Listing and Sales Goals Formula</b>		
	<b>Listings</b>	<b>Sales</b>
Annual Real Estate Income Goal	\$235,000	\$125,000
Percentage of Total Income	35%	65%
Annual Dollar Income	\$82,250	\$81,250
Average Sales Price	\$22,000	\$22,000
Average Commission Percentage	3%	3%
Dollar Commission per Unit	\$6,600.00	\$6,600.00
Commission Level	65%	65%
Agent Dollars per Unit	\$4,290.00	\$4,290.00
Annual Dollar Income	\$82,250.00	\$81,250.00
Divided by Agent Dollars per Unit	\$4,290.00	\$4,290.00
Yearly Objective if all Sold & Closed	19.17	19.94
Divided by % of Units that Sell	85%	95%
Annual Units Goal	22.56	19.94
Divided by 12 (months)	12	12
Monthly Goal	1.88	1.66
	<b>Listing Goal</b>	<b>Sales Goal</b>

<b>Listing and Sales Goals Formula</b>		
Fill in your own goals here – fill in the shaded boxes.		
	<b>Listings</b>	<b>Sales</b>
Annual Real Estate Income Goal		
Percentage of Total Income		
Annual Dollar Income		
Average Sales Price		
Average Commission Percentage		
Dollar Commission per Unit		
Commission Level		
Agent Dollars per Unit		
Annual Dollar Income		
Divided by Agent Dollars per Unit		
Yearly Objective if all Sold & Closed		
Divided by % of Units that Sell		
Annual Units Goal		
Divided by 12 (months)		
Monthly Goal		
	<b>Listing Goal</b>	<b>Sales Goal</b>

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## 9. YOUR SPHERE OF INFLUENCE

### Who do I know?

- What are the names of the members of your family?
- What are the names of your spouse's family?
- What are the names of your "extended" family?
- What is the name of your best friend?
- What is the name of your spouse's best friend?
- What are the names of your very close friends?
- What are the names of your spouse's very close friends?
- What are the names of your children's friend's parents?
- What are your children's teachers' names?
- What are your children's coaches' names?
- What are your children's school principals' names?
- What are your children's dentist's names?
- What are your children's doctor's names?

### More people I know:

- What is your children's optometrist's name?
- Who cuts your children's hair?
- Who sells you your children's clothes?
- Who is your children's school bus driver?
- Who is your children's Sunday school teacher?
- Who cuts your hair?
- Who does your dry cleaning?
- Who does your pedicures, manicures, facials?
- From whom do you purchase gasoline?
- Who services your car(s)?



- From whom do you buy tires?
- Who sold you your current car(s)?
- From whom have you purchased cars in the past?
- Who cleans your car(s)?
- Who is your mailman?

**Even more people I know:**

- Who do you know at your church?
- Who do you see at the convenience store you frequent?
- Who is the cashier you usually go to at the grocery store?
- Who is your pharmacist?
- Who are your doctor(s)?
- Who are your spouse's doctor(s)?
- Who is your Pastor, Minister, Priest, Bishop, Rabbi?
- Who owes you money?
- What is the name of your favorite teller at the bank?
- From whom do you borrow money at the bank?
- Who is your stockbroker?
- Who is your financial planner?
- Who prepares your taxes?
- Who does your accounting?
- Who is your Veterinarian?
- Who grooms your pets?

**I'd better be putting all these people into my database and sending them a regular newsletter!**

- Who takes care of your pets when you're out of town?
- From whom did you get your pets?
- To whom have you given your pet's babies?

- Who owns your favorite restaurant?
- Who waits on you most frequently at your favorite restaurant?
- What is the name of your favorite bartender?
- Who do you routinely see at your favorite bar or nightclub?
- Who do you know on a first name basis at your country club?
- Who do you play golf with?
- Who do you ski with?
- Who do you talk to at your health club?
- Who do you play racquetball with?
- Who do you play tennis with?
- With whom do you attend your children's sporting events?
- With whom do you go to concerts?

**I should be calling five of these great people per day and connecting with them, asking them who they can introduce me to who might use my real estate services! (Referrals!)**

- With whom do you go to the movies?
- With whom do you go to plays, theaters, galleries or museums?
- Where do you go to breakfast and whom do you talk to?
- Who is your attorney?
- Who would you call if you had an air conditioning problem?
- Who is your pest control person?
- Who would you call to fix your roof?
- Who would you call if you had an electrical problem?
- Who picks up your trash?
- Who is your Federal Express person?
- Who mows your lawn/shovels your snow?
- Who did your landscaping?
- Who built your house?
- Who is your landlord?

- What is the name of the insurance agent who insures your homes?

**I sure know a LOT of people!**

- What is the name of the insurance agent who sold you your life insurance?
- What is the name of the insurance agent who handles your health insurance?
- What is the name of the insurance agent who handles your car insurance?
- Who do you buy clothes from?
- Who is your tailor/seamstress/dressmaker?
- Who do you buy make-up and/or cosmetics from?
- Who did you buy your computer from?
- Who fixes your computer?
- Who fixes your other small appliances?
- Who is your travel agent?
- Who is your printer?
- Who did you receive Christmas cards from last year?
- Who did you send Christmas cards to last year?
- Who changes your oil?
- From whom did you buy furniture?

**I really should make this list my #1 spoke this year.**

**I can't believe how many people I know!**

**I'm committed to communicating with the people on this list on a regular basis!**

- Who repairs or upholsters your furniture?
- From whom do you buy arts and crafts?
- From whom do you buy office supplies?
- Who do you see at your office building?
- From whom do you buy your liquor?
- From whom do you buy meat?
- From whom do you buy fresh seafood?

- From whom do you buy hardware?
- Who do you know in law enforcement?
- Who do you know in politics?
- Who have you done business with in the past?
- Who do you know at service organizations meeting?
  - (Optimists, Loins Club, Rotary, etc.)
- Who do you know from fraternal organizations?
  - (Elks, VFW, Mason, etc.)
- Who do you know from social organizations you're a member of?

**Every time I have a closing, I'll add both sides of the transaction to my list & make sure I speak with them regularly.**

**They'll love to hear from me!**

- Who do you know from trade or industry group that to which you belong?
- From whom do you buy carpet, drapes, and appliances?
- Who are your old high school classmates who are still around?
- (Get out your yearbook.)
- Who are your former coaches that are still around?
- Who are your former teachers that are still around?
- Who are your former school principals that are still around?
- Who are your former college fraternity/sorority brothers/sisters?
- Who are your college buddies who are still around?
- Who are your military friend who are still around?
- Who is your florist?
- From whom do you rent movies?
- Who did you invite to your wedding?
- Who are your neighbors?
- From whom did you buy your boat?
- From whom did you buy your motorcycle?

- From whom did you buy your motor-home/camper?
- Who is your jeweler?
- Who repairs your jewelry?
- Who is your photographer?
- Where do you get your pictures developed?
- From whom do you buy your electronics?
- (TV, Stereo, etc.)
- Who do you know in your homeowner's association?
- What are the names of your co-workers from a previous job?
- What are the names of your previous neighbors?
- Who do you know from your child's daycare center?
- What are the names of your spouse's past neighbors?
- What are the names of your parent's best friends?
- What are the names of your spouse's co-workers?
- From whom do you buy advertising?
- Who are the suppliers and vendors who come into your work place?

**I seriously have no excuses but to be receiving at least five referrals per month from my powerful list of people I know!**

- Who is currently trying to sell you something?
- Who made your will/living trust?
- Who baptized your children?
- Who performed your marriage?
- Who delivers your water?
- From whom do you buy shoes?
- Who maintains your safety and security systems?
- Who are your bowling buddies?
- From whom do you play cards?
- Who handles your communications equipment?

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## 10. POWERFUL QUOTES

**Secret:** Everyone has tough days in real estate. The difference between agents who reach their personal, business, and financial goals and agents who live check to check is how they HANDLE the tough days.

**Instructions:** On difficult or stressful days, go directly to this page of powerful quotes. Read it from beginning to end, aloud, as many times as necessary until you are back into a powerful and productive mindset. You will feel a lot better and be able to get back to what is most important.

*“A goal is a dream with a deadline – don’t wait, the time will never be just right. Your big opportunity may be where you’re at right now.”*

- Napoleon Hill

*“All life is a chance. So take it! The person who goes furthest is the one who is willing to do and dare.”*

- Dale Carnegie

*“When you know what you want, and want it bad enough, you will find a way to get it.”*

- Jim Rohn

*“Success is doing ordinary things extraordinarily well.”*

- Jim Rohn

*“Many of life’s failures are people who did not realize how close they were to success when they gave up.”*

- Thomas Edison

*“Success doesn’t come to you, you go to it.”*

- Marva Collins

*“You have to believe in yourself when no one else does. That’s what makes you a winner.”*

- Venus Williams

*“We make a living by what we get. We make a life by what we give.”*

- Winston Churchill

*“If you go to work on your goals, your goals will go to work on you. If you go to work on your plan, your plan will go to work on you. Whatever good things we build end up building us.”*

- Jim Rohn

*“Take the first step on faith. You don’t have to see the whole staircase. Just take the first step.”*

- Martin Luther King Jr.

*“To guarantee success, act as if it were impossible to fail.”*

- Dorothea Brande

*“Do not let what you cannot do interfere with what you can do.”*

- John Wooden

*“Adversity is another way to measure the greatness of individuals. I never had a crisis that didn’t make me stronger.”*

- Elbert Hubbard

*“Don’t wait until everything is just right. It will never be perfect. There will always be challenges, obstacles and less than perfect conditions. So what. Get started now. With each step you take, you will grow stronger, and more skilled, more and more self-confident and more and more successful.”*

- Mark Victor Hansen

*“You have to learn the rules of the game. And then you have to play better than everyone else.”*

- Albert Einstein

*“Success means doing the best we can with what we have. Success is the doing, not the getting; in the trying, not the triumph. Success is a personal standard, reaching for the highest that is in us, becoming all that we can be.”*

- Zig Ziglar



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## 11. ATTITUDE IS EVERYTHING

**Secret:** It is estimated that as much as 90% of success in any sales related field may be attributed to attitude. Have you ever noticed that the difference between your MAKING a purchase and NOT MAKING a purchase could have been the attitude of the salesperson standing in front of you? In fact, it is not unusual that attitude is the only difference between the person who is successful and the person who is not. *Your attitude and expectations can lead to success!*

**For example:**

When a listing opportunity arises, ask yourself if you are going out expecting success or failure. Are you going out to “make a presentation,” to “meet with some sellers” expecting that the seller will cause you problems, or are you going out to “**take a new listing,**” expecting the seller to like what you have to offer, appreciate your expertise, and sign the paperwork? If you expect failure, your expectation of failure will be evident in how you look, what you say, your choice of words, and your tone of voice. Expect success and you will prepare more carefully, take more support material and statistics with you, appear confident, and be relaxed. Remember that the bottom line is very simple. It takes no longer to “make a presentation” than it does to “take a new listing.”

When working with buyers, do you take them out to “show some houses” or do you take them out to “find them their new home?” Many salespeople prevent themselves from making a sale the first day they are out with a buyer simply because they’re convinced the person won’t buy that day. Says who? Find them the right house and there will be no reason for them to put off purchasing it. Again, it takes no longer to “show property” than it does to sell property. Use scripts, presentations, and the right attitude to achieve all of your goals. You’ll need to help a lot of people to help yourself. Stay focused and thrive!

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## 12. GOAL WORKSHEETS

In this section you will find three sample worksheets. Ideally, this format is not just on these pages, it is posted on white boards on your office walls. Every top producer we have ever known or coached has posted three white boards on their wall. When we sold 100 homes per year our very first year and every year after that, we did the same thing.

*The power of visualization is magic. It works as added accountability, tracking, and motivation.* In fact, one of our good friends, the top selling agent in Cincinnati, wanted to move from 100 homes per year to 200 homes per year.

One of the things that caused this to happen for him was changing his “closed transactions” board from 100 to 150, and then to 200. Changing the board alone didn’t accomplish his goals; it was the fact that he saw the board every day, that he filled it in every day, that he interacted with it every day. By having more slots to fill in, it caused him to take more action, different action.

He had to change his lead generation, improve his lead follow-up, and make several other changes. Without the visualization, he would have kept doing what he was doing, and he would have kept getting the same results. *To change your results, surround yourself with your goals.*

In addition to the white boards, one of your other walls needs to have your specific goals posted. Use the chart we have included in the goal setting section. *Again, surrounding yourself with what is important will improve your odds of taking the actions necessary to reach and even exceed those goals.*

Do not skip this step. Do not say, “I don’t want anyone to see that.” The more people you share with, the more inspirational you will be to them. The more people you can inspire, the more inspired you will be personally. It is all connected, and we have 100% confidence that when you follow the Treasure Map, you will be amazed by your results!

**Track Your Active Listings Worksheet: Example**

<b>Seller Name(s)</b>	
<b>Listing Address</b>	
<b>List Date</b>	
<b>Expiration Date</b>	
<b>Source</b>	
<b>Last Spoke to on</b>	
<b>Seller's Motivation</b>	
<b>Original List Price</b>	
<b>Current Price</b>	
<b>Sell Me Now Price</b>	
<b>Commission to</b>	
<b>What to do TODAY to sell this listing</b>	

**Leads Worksheet: Example**

<b>Prospect Name</b>	<b>Buyer/Seller</b>	<b>Motivation</b>	<b>Time Frame</b>	<b>Source</b>	<b>Date of Last Contact</b>	<b>Next Appt.</b>	<b>Pre-approved?</b>
Bob & Jody Smith	Seller	Already moved to WI	Must sell ASAP	Expired	1/5/13	1/12/13	Already purchased
Christine Jones	Buyer	1 <sup>st</sup> time buyer	Lease ends 3/1	Referral	1/6/13	2/1/13	FHA, in process
Louie Harris	Both	Downsizing	Not Specific	Farm	1/3/13	1/10/13	In process

**Leads Worksheet**

<b>Prospect Name</b>	<b>Buyer/Seller</b>	<b>Motivation</b>	<b>Time Frame</b>	<b>Source</b>	<b>Date of Last Contact</b>	<b>Next Appt.</b>	<b>Pre-approved?</b>

**Closed Transactions Worksheet**

Address	Source	Sold Price	Commission %	Net \$ to me	If listing, days on Market?
123 Example Street	Center of Influence	\$500,000	3%	\$11,500	127

Sent Thank You Card	New Address in Database?	Adopted other side in Database?	Asked for Referrals?	Asked for Testimonial?	Sent JL or JS card?
Yes, 1/3/13	Yes, entered	Yes, entered	Received	Yes, received	Scheduled for 1/15/13

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### 13. NEED HELP WITH YOUR TREASURE MAP?

Follow this checklist:

- Have you read and completed all parts of your Treasure Map? If not, go back to the beginning and fill in any gaps.
- Are you missing any numbers necessary to fill in the math sections? Can you get those numbers from your broker? Most brokers track your income, average sales price and average commission percentages.
- If you still need help, visit us online at <http://timandjulieharris.com>. On the blog you'll find a button called **free coaching call**. Sign up for a free coaching call and our offices will schedule a call to assist you in the completion of your Treasure Map.
- If you are already enrolled in a regular course at TIM & JULIE HARRIS®, such as Short Sale Secrets, REO Secrets, Scripts, Prospecting, Agent Tech, Buyer Agent Boot Camp, etc., make sure you are attending your regularly scheduled courses. Everything you learn there is designed to move you forward.
- If you need to enhance your skills, consider signing up for additional training with us at <http://timandjulieharris.com>



# REAL ESTATE TREASURE MAP

Imagine having access to the exact business plan used by the nation's leading real estate agents. Now you have that access. Warning: Reading this book could cause you to gain a vast amount of money and attain outrageous success. Proceed **ONLY** if you want this kind of business. How much better would your life be if you had your own, personal treasure map, a proven plan that leads to untold wealth? This wealth is not only referring to money, but security and peace of mind; it is a plan that will allow you to feel a sense of safety that you may never have experienced before in your life. Now is the time for you to take control and have a plan for your life and your business that uncovers proven strategies that rapidly and predictably increase your income regardless of the housing market or the economy. Imagine waking up each day with the knowledge to multiply your income and profits whenever you choose and how you can quickly seize financial opportunities that nobody else even notices. Imagine walking into any real estate market, anywhere in the US and possessing the exact secrets to wealth that rich and successful agents enjoy, affording you the luxuries and lifestyle you have always wanted. It is never too late to start your own plan and follow your personal treasure map to success. This book will provide you with a step-by-step guide to understanding and achieving your goals. Build your life and achieve the financial freedom you have always wanted. All you need do is open this book and begin your journey.



## 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.