

Updated 2013
New Content!

Full of exceptional ideas to help you **MAKE A LOT MORE MONEY**,
in a **LOT LESS TIME** and **ENJOY YOUR LIFE MORE!!**.

110 TOP PRODUCER TIPS TO RE-ENERGIZE YOUR BUSINESS



Insider Tips and Techniques From America's Most Successful Agents

Welcome to 110 Top Producer Tips.

In the dynamic world of real estate, where markets constantly fluctuate, and client expectations evolve, the pursuit of excellence is not a choice; it's an imperative. This eBook was crafted with an unwavering commitment to empowering real estate professionals to transcend the ordinary and become extraordinary high-producing agents.

As experts in the field, we have witnessed the triumphs and tribulations of countless agents, identifying the key differentiators that propel some to unparalleled success while others remain mired in mediocrity. This book is the culmination of years of experience, research, and collaboration with top-performing agents who have mastered the art and science of real estate sales.

Unraveling the Secrets of High-Producing Agents

In these pages, you will embark on a transformative journey, one that reveals the proven strategies, timeless principles, and cutting-edge techniques that define the most successful real estate professionals. Whether you are a seasoned agent aiming to elevate your performance to new heights or a newcomer seeking to establish a foundation for thriving

In this guide you will find tips to help you:

- 1. Develop the Mindset of a High-Producing Agent:** Explore the psychological framework that sets high achievers apart and learn how to cultivate an unyielding mindset that fuels peak performance in any market.
- 2. Build a Powerful Personal Brand:** Uncover the power of branding and discover how to craft a compelling personal brand that resonates with clients and fosters long-term loyalty.
- 3. Master the Art of Communication:** Enhance your communication skills to build authentic connections, navigate negotiations with finesse, and convert leads into satisfied clients.
- 4. Create Strategic Prospecting and Lead Generation Strategies:** Delve into the art of prospecting and lead generation, discovering innovative techniques to attract a consistent stream of qualified buyer and seller prospects.
- 5. Master the Listing Presentation for today's sellers:** Learn how to stand out from the competition during your listing presentations, leaving a lasting impression that convinces sellers you are the best agent for the job.
- 6. Learn the Science of Pricing and Marketing:** Discover the secrets behind effective pricing strategies and marketing techniques that maximize property exposure and generate competitive offers.

7. **Master the Art of Negotiation:** Hone your negotiation skills to secure optimal deals for your clients, while maintaining professionalism and building lasting relationships with fellow agents.
8. **Close Your Deals with More Finesse:** Navigate the complexities of real estate transactions with finesse, ensuring smooth closings that leave both buyers and sellers delighted with your services.
9. **Create an Unrivaled Client Experience:** How to deliver exceptional customer service and learn how to turn satisfied clients into passionate brand ambassadors.



01 Set Clear Goals:

Decide what you want to achieve and set clear, specific, and achievable goals. Be precise about what you desire, whether it's related to your career, relationships, health, or personal growth. Goals give you focus, direction and create motivation.

02 Put it in writing!

Put your goals in writing and make a written commitment that is signed and witnessed that you will do whatever it takes to achieve these goals.

03 Find your "why":

Understand the reasons behind your goals and connect them to your core values. Knowing your purpose will fuel your motivation.

04 Establish a personal reward system:

Celebrate progress: Acknowledge your achievements, no matter how small they may seem. Celebrating progress boosts your confidence and motivation

05 Create a "Goal Board":

Create a "Goal Board" which displays images and writings and motivates you to work towards your goals and objectives.

06 Raise your level of self-expectation:

If you want to grow your business and life to the next level, you have to set a new standard and not accept less from yourself than that of which you are capable of you are capable.

07 Raise your level of self-esteem:

You are where you are right now because this is where you feel you deserve to be, you must see yourself somewhere else to get somewhere else.



08 Be a little tougher:

You can't be a wimp and get your feelings hurt whenever a potential client does business with someone else or something else happens that upsets you. BE TOUGH!

09 Have a sense of humor:

Stop seeing failures and setbacks as final. Failures are merely an opportunity for you to develop your sense of humor. Learn to laugh at life, you'll live longer.

10 Don't be a quitter:

Most people who miss the greatest opportunities in their life have given up right before the door opens. Don't quit until the right door opens for you!

11 Don't hang out with an easy crowd:

We are all influenced by our associations, and some are more positive than others. Choose to associate with people who are turbocharging their life.

12 Feel the fear but do it anyway:

Courage is not the absence of fear but the ability to feel the fear and still do what needs to be done to reach your goals and objectives.

13 Control your Response:

Control how you respond to perceived setbacks. You cannot control what happens to you, but you can control how you respond to what happens to you so choose to respond positively.

**14 Practice self-discipline:**

This is the most important habit for success. You must discipline yourself to avoid distractions and complete specified tasks to achieve your goals and objectives.

15 Stop making and accepting excuses:

Reasons are just excuses spelled differently. Make the commitment to follow a plan of action and not accept any excuse for not staying on track.

16 Establish a routine:

Consistency breeds motivation and leads to success. Develop a daily routine that includes time for work, rest, and recreation.

17 Repeat this affirmation every morning:

"if it's to be...It's going to be up to me!" Take responsibility to make things happen and accept responsibility when they don't.

18 Create a business plan and follow it:

A business plan is your roadmap to take you from where you are now to where you want to go. Fail to plan...Plan to fail!

19 Track your Goals:

Develop a system to track and measure your goals and objectives as well as your progress towards achieving them.



20 Schedule Mandatory Quarterly Reviews:

Schedule MANDATORY quarterly reviews with yourself to make minor adjustments or major changes to your plan that are necessary to keep yourself on track to achieve your goals and objectives.

21 Be honest about your strengths and weaknesses:

Applaud your personal successes but spend time working to reduce your weaknesses. What is one thing you need to work on today?

22 Don't suffer from perfection paralysis!

Everyday focus on making progress in the direction you want to go NOT trying to be perfect. Your future success really does begin with making simple steps in the right direction today.

23 Prime Your environment:

Priming refers to the process of setting up your surroundings to encourage a specific behavior or thought process.

24 Be a better problem solver:

The best problem solvers are those that solve the problems before they even come up. When problems occur fix the problem do not affix the blame.

25 Control Your Attitude



26 Control Your Information In-Take:

Work to improve the information you allow into your brain to get better performance out of it. Watch more webinars and training videos and less television.

27 Read one book:

Read one book (or listen to books on tape) each month. Everything you could possibly need to know to change your life and turbocharge your business has already been written in a book. (Atomic Habits And Will It Make The Boat Go Faster are 2 good ones for 2023)

28 Read industry publications & blogs:

These are the tricks of the trade that are published for real estate professionals. Why not take advantage of them? Look for one good idea.

29 Enroll in a coaching or mentoring program:

Every superstar who is working to turbocharge their profession has a coach they count on to help them achieve new heights of performance.

30 Master the fundamentals:

You can't build a turbocharged business on a weak foundation. Spend the time, money and energy necessary to master the fundamentals for success in today's real estate business.

31 Develop better habits:

Most people don't need bigger goals, they need better habits. Develop the habits that will support your goals and objectives.



32 Implement a system of time allocation:

Implement a system of time allocation and spend 1/3 of your day on servicing activities, 1/3 of your day on selling activities and 1/3 of your day on business building activities.

33 Eliminate wasted and unproductive time:

The average real estate agent puts in 6 hours per day but actually only works 3 because of wasted and unproductive time.

34 Don't spend major time on minor things:

Time is your most valuable resource you must spend it wisely. Ask yourself, "Am I doing the most productive thing I could be doing at this moment?"

35 Prioritize your day using a simple ABC system:

A are "action now" items. B are "before the day is over" action items. C are "can wait" action items and D is "delegate" action items to others.

36 Stop procrastinating:

Most real estate agents are too busy getting ready to get ready to actually get anything done. Just get busy on one task now.

37 Don't be too busy

Don't be too busy with the urgent to take care of what's important. You don't need to choose between urgent and important, instead you need to focus on how to accomplish both.

38 Get your office, home and car organized:

Get your office, home and car organized like a professional real estate salesperson. It's impossible to perform at an optimal level without organization.

**39 Change your thinking:**

Stop worrying about finding people to like you and instead focus your attention on finding people with a need to buy or sell. There is no rejection in real estate.

40 Be innovative and creative:

Search for what you're not doing-. Just because things have always been done a certain way does not mean that is the only way, or the best way.

41 Invest in your own success:

You must see yourself as someone running a real estate business and like all businesses that wish to grow yours requires investments of time and money.

42 Make good business decisions:

You can't run a successful business if you make poor business decisions. Make decisions like a business owner not like a real estate agent.

43 Develop good systems to manage your business:

You need a well-designed process and checklist for every activity necessary to run your business effectively and efficiently.

44 Build Team SMART!

Build your team based on your needs. Have job descriptions. Establish clear expectations. Daily communication.



45 Demonstrate its good business to do business with you:

Always do what you say you are going to do, when you say you are going to do it!

46 Under-promise and over deliver:

Always provide outstanding customer service to your clients. Be responsive, proactive, and go the extra mile to meet their needs. Maintaining strong relationships with clients leads to referrals and repeat business.

47 Start one hour early:

Get a BIG jump on your competition by starting your day one hour earlier each day. Most real estate agents waste the most productive part of their day.

48 Use a database management system to automate your entire business:

Implement a robust client relationship management (CRM) system to organize and track client information, interactions, and preferences. Regularly follow up with past clients and maintain regular communication to foster long-term relationships.

49 Be a more Effective Communicator:

Master the art of effective communication. Clearly and concisely convey complex real estate information to clients, both in writing and verbally. Listen actively to clients' concerns, questions, and preferences to provide tailored solutions.

50 Develop real negotiation skills:

Hone your negotiation skills to achieve the best outcomes for your clients. Understand market conditions, gather relevant data, and develop persuasive arguments to negotiate favorable terms in transactions.

51. Have great vendor support:

You can't run a high performance real estate business if you are doing all of the work. You must have excellent support vendors who help pick up the slack, and make you look good to your clients and customers.

52 Follow the 10% Rule!

10% of the real estate agents control 90% of the business. Make sure you are doing what the 10% are doing and NOT what the 90% are doing.

53 Stay in touch to stay on top:

Your objective should be to establish yourself as people's real estate professional for life! To do that you must stay in touch and stay in touch more often.

54 Understand what business you are in:

You are in the people finding business. Your job every day is to spend time searching for the people who have a NEED for real estate services.

55 Focus your attention on appointments:

Stop worrying about the number of listings and sales and instead focus on appointments with people who you can help.

56 Change your thinking:

Stop worrying about finding people to like you and instead focus your attention on finding people with a need.

57 Always keep your hook in the water:

Don't get so busy servicing that you stop doing the activities that generated the business. 1/3 of every day should be spent prospecting.

58 Do Market Research:

Continuously analyze and monitor local market trends, property values, inventory levels, and demographics. This knowledge will help you provide accurate information to your clients, spot opportunities, and make informed recommendations.



59 Focus more energy on finding sellers:

If you build an inventory of good salable listings and keep replenishing it the buyers will always find you.

60 Don't be a secret agent:

Tell everybody you meet who you are, and what you do for a living.

61 Work with prospects NOT suspects:

The number one time waster in real estate is spending time with unmotivated, unqualified suspects with no need to act. Always focus on need.

62 Work Hard:

Work HARD to convert or kill every lead-don't let them die a slow death. Leads are like money in the bank if you know what to do with them and you do it. (Don't ignore this one!)

63 Expand your demographic and geographic reach:

The demographics of our customer base is changing quickly & providing new opportunities for agents willing to expand their base.

64 Send 100 JUST LISTED AND JUST SOLD notices:

Send 100 JUST LISTED AND JUST SOLD notices with EVERY listing and each new sale. This is still a great source of lead generation and positioning. (Don't forget to include your S.O.I.)

65 Become a Specialist:

Consider specializing in a specific market segment or niche, such as luxury properties, commercial real estate, or a particular neighborhood. Becoming an expert in a specific area can set you apart from competitors and attract clients looking for specialized knowledge.

66 Build your own brand:

Develop a Unique Selling Proposition. Your USP is what sets you apart from the rest so use it to your advantage when communicating with clients. Make sure it's not just informative but also compelling to get your audience's attention.

67 Invest a minimum of 10%:

Invest a minimum of 10% of each commission check back into your business in the form of personal promotion and marketing. It's a better return on investment than the bank.

**68 Don't just "stay in touch" provide value:**

Your S.O.I. doesn't need a postcard reminder to turn back their clocks! Instead, they want to know what's going on in their neighborhoods, tell them!

69 Provide twice a year a personal real estate check-up to your S.O.I.

As a service check in with your S.O.I. twice a year to see if they have or anticipate a real estate need.

70 Invest in Promotional Items:

Proving freebies of value really does help to get you "top of mind" for you're a clients. (Personalized Yeti cups are very popular with customers.)

71 Client Appreciation:

Have client appreciation events to demonstrate your appreciation to all of your current and past clients and customers. Take video and lots of photos. (Should be a "love-fest" for you!)

72 Google Review testimonial:

Ask for a Google Review testimonial from every customer you work with. A testimonial from a satisfied customer is the best marketing tool you have to attract new clients and the Google review will help you online.

76 Automate a daily expired campaign:

One of the greatest rewards in real estate is helping people who other agents could not help. Expired listing owners are a great opportunity with a built-in reward. Can be captured and converted with a good letter campaign.

73 Focus on results:

Focus all of your on promotion and marketing on results you have been able to achieve for your clients and customers. Results NOT excuses gets people's attention.

77 Become a Divorce Specialist:

Family court records are available to the public and can be accessed in person at your local county clerk's office or online. Develop a system to capture and contact these individuals. Also regularly contact divorce attorneys.

74 Learn to "give to get":

Learn to "give to get" to help you obtain appointments with the prospects who have a need. What can you "give" them in exchange to "get" the appointment to meet with them?



75 Automate a daily for sale by owner campaign:

84% of the homeowners who try to sell their property themselves end up using the services of an agent. Will it be you?

78 Join a BNI or other networking group:

Join a networking group with other like-minded professionals with the purpose of providing referrals for each other. If you can't join one, start one of your own.

79 Develop a geographic farm:

Develop a geographic farm where you establish yourself as the real estate expert for that neighborhood. Pick an area with a minimum annual turnover factor of 5%.

80 Schedule Annual Yard Sales in Your Farm:

A great way to provide value and meet all of the homeowners is to organize and orchestrate an annual yard sale for the neighborhood. Provide tips on what to sell and how to price and display items. On Yard Sale Day go house to house and meet the owners.

81 Use a three-step referral generating system:

Explain your business is built on referrals and get commitment to provide a referral. Earn the referral. Ask for the referral.

82 Know how to say the right thing:

Know how to say the right thing, in the right way, at the right time. You are a salesperson and to be a good salesperson you need to master the tools of our trade, words!

83 Upgrade your listing presentation:

Is it as good as it could possibly be? There is no point generating more seller appointments if you can't convince the seller to choose you.

**84 Develop Strategies to Stage for Success:**

Buyers today want a "move in ready" property". Part of being a great listing agent is the ability to help your seller stage their property correctly. Always cover the 3 D's for Success in Staging: De-clutter. De-personalize. De-odorize.

85 Master good closing techniques:

Closing is the ability to help people make a decision that benefits them, but they might not make without your help.

86 Price your listings right or don't take them:

One of the biggest mistakes in the real estate business is taking overpriced listings. They require a lot of time, money and energy to service.

87 Use every listing to generate 7 potential lead sources:

Ad/internet inquiry. Sign call. Open house. Just listed notice. Just sold notice. Referral from seller. Convert seller to buyer.

88 Reduce listings every 30 days until they sell:

If you have inventory that is not moving in today's market, you need to institute a price adjustment methodology.

89 Use weekly seller report:

Use weekly seller report focused on seller's market segment not your marketing. This keeps the seller happy with regular communication and keeps their attention on pricing strategy.

90 VIP Buyer Guarantee Program:

Create a VIP Buyer Guarantee Program that offers specific benefits to a buyer including VIP vendor list, "white glove" move in service, VIP buyer hotline, etc.

91 Home repair vendor referral list:

Develop and promote a reliable home repair vendor referral list. This can be an extremely valuable list not just at closing but also as a reason for clients to contact and stay in touch with you throughout the home ownership cycle.

92 Open house events:

Have more open house events but do them right. Open houses are to capture leads not to sell the property. Create an event and drive traffic. (40% will actually be potential sellers!)



93 Appointments in the office:

Start all buyer appointments in the office with a new buyer complimentary consultation to determine how you can help them and to agree on a plan to accomplish that objective.

96 Review with the buyer:

ALWAYS review with the buyer any paperwork that would be necessary to purchase their new home BEFORE you begin to preview property with them.

94 Buyer Broker Agreement:

Get a Buyer Broker Agreement completed with all buyers. You would not go to work for the seller without a written agreement; don't the buyers deserve the same discipline?

**97 Encourage the use of home warranties:**

This can help your sellers and buyers feel more comfortable about moving forward and can also provide you relief from post-closing repair complaints.

98 Be a good detective:

You'll make more sales if you talk less and listen more. You should listen at least twice as much as you talk. Learn to listen with your eyes and your ears.

95 Focus energy on counseling:

Focus as much energy on counseling a buyer as you do on qualifying the buyer. Your job is to determine the needs and then satisfy the needs.

99 Learn how to effectively handle objections:

Objections are not bad, objections are good. Objections give you the direction you need to help your prospects move forward.

100 Focus on your conversion ratios:

A little change in your ratios can make a huge difference in your performance. What is your listing taken vs. sold ratio? Contacts vs. appointments?

101 Manage Your Expenses:

Don't try to save money but instead focus on investing your money and paying attention to the R.O.I on that money.

102 Use technology to improve your productivity:

Don't waste time trying to learn programs that can't help you get where you want to go. Learn the programs you need to learn to do your job.

103 Create a professional lead capturing website:

Establish a powerful brand image with a professional website that represents your business in the digital world. Make sure your website is mobile responsive and easily navigable to elevate your online reach.

104 Develop a series of free e-books to capture leads:

You need to offer free content to your potential buyers and sellers so they will request your help and allow you capture their contact information.



105 Make your email memorable:

Your email address can be one of the most effective free forms of advertising you have. Make sure yours is easy for people to remember.

106 Control your use of social media:

Control your use of social media and schedule it so your time is most effective for reaching customers and keeping to your daily plan.

107 This week's top 10 hottest buys:

Develop and post "This week's top 10 hottest buys" list to capture the newest buyers looking for the best opportunities in your market area. Build a database from these inquiries.

108 Stalk Your S.O.I. on Facebook:

Stop focusing on what you are posting and instead focus on commenting on 5 Facebook posts a day from your S.O.I.

109 Have a YouTube Strategy:

Build your channel. Release 2 videos per week. Topics should include: Client education. Relocation to our area. Property tours. Local interests. Most & least expensive properties for sale..

110 Stay Ethical and Compliant:

Uphold high ethical standards and maintain compliance with legal and industry regulations. Conduct business with integrity, honesty, and transparency. By earning a reputation for professionalism and trustworthiness, you'll attract more clients and build a strong referral network.

Conclusion

As you begin this transformative journey, be prepared to challenge the status quo, embrace innovation, and push your boundaries beyond what you thought possible. The path to becoming a top-producing agent may be demanding, but the rewards are unparalleled – a thriving business, unparalleled success, and the satisfaction of helping clients achieve their real estate dreams.

Remember, the knowledge within these pages is not a mere collection of tips; it is the distillation of real-world experiences and wisdom from the industry's best. So, fasten your seatbelt and get ready to unlock the untapped potential within you. Your journey to becoming a master of real estate sales starts now!