

Learn from the **GIANTS** in the real estate industry today...



Jones	Turner	Tanner	Ribak	Shaw	Wenner	Pareja	Goldwasser	Cohen	White	Smith	Hiban
362 sold/yr	286 sold/yr	667 sold/yr	329 sold/yr	405 sold/yr	394 sold/yr	603 sold/yr	543 sold/yr	106 sold/yr	207 sold/yr	463 sold/yr	508 sold/yr

Spring 2013 March 11-14
ONLINE SUMMIT



Master Mind
AGENT

"The Online Event for serious real estate agents who want to grow their practices, increase profits, and learn from top real estate agents who are listing, selling, negotiating, winning, and earning commissions in today's market."

Opening Session - Spring 2013 Online Summit

- Welcome ▶
- Listen-In ▶
- Slides ▶
- Ask a Question ▶

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Submit Your Question For the Event Here:

Name:

City:

Email:

Submit



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Spring 2013 Master Mind AGENT

March 11-14

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Learn from PRACTICING AGENTS

In their best year, these 12 agents combined:

- sold 4,873 homes
- worth 980 million dollars and
- earned an estimated \$24.5 million

They averaged:

- sold 406 homes
- worth 81 million dollars and
- earned an estimated \$2 million ... each

Learn from the GIANTS in the real estate industry today...



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Learn the SECRETS to...

- Marketing and lead generation
- Referrals from your past clients and sphere
- Expired listing campaign that works
- Internet lead generation and conversion
- Postcard marketing for listings
- Multiple sales by representing investors
- Client appreciation parties
- Lead conversion improvement
- Inside sales agent or lead coordinator
- In-office listing appointments
- Mental game for winning
- Business planning for success
- Flipping homes for profit
- Valuing and selling your practice

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LIVE Online Event

- 4-day live event
- 12 high impact, practical, step-by-step training sessions
- Ask your questions, clarify points, get details in the Q&A at the end of each session

Learn from the GIANTS in the real estate industry today...



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LIFETIME ACCESS to the RECORDINGS

- Don't worry if you can't make a session
- Every session will be recorded
- Playback whenever you want
 - Video recordings
 - Audio recordings
 - Presentation slides



Home

Call List

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My Success Calls

My Resources

My Registration

Jan
21
2013

Les Walden Success Call



Les Walden

- 141 closings per year
- \$22 million sales volume
- 1 hour & 40 minutes

Click HERE to listen to Les Walden

In this call, Les talks about:

- Relationship lead generation that creates 2/3rds of his business
- How he makes friends and money at the same time
- The revelation that made his business more successful and more enjoyable
- His super profitable business model with a 72% net profit margin
- Database segmentation into 3 groups: Target 25, Hit List, and Connectors
- His marketing schedules for each database group
- Scripts and dialogs for sphere of influence calls
- Details about his two annual client appreciation events:

Member Login

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HERE**
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Quick Navigation

- Les Walden SUCCESS CALL
- Mitch Ribak SUCCESS CALL
- Howard Brinton will be remembered
- Shane White SUCCESS CALL
- John Jones SUCCESS CALL
- Rhyen Finch SUCCESS CALL
- Buddy Blake SUCCESS CALL
- ...

ONLINE SUMMIT Spring 2013 Ticket

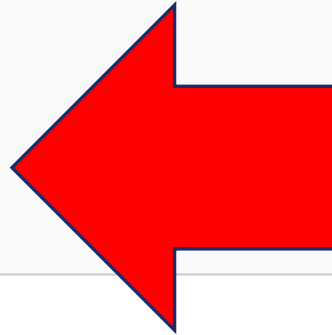
Access Start Date: 2012-12-28

Access End Date: 9999-12-31

Description: This ticket admits one person to the ONLINE SUMMIT Spring 2013. Click the links below to access the summit.

Links:

[ONLINE SUMMIT Spring 2013 Access](#)



Top Agent
June 7th 2012
403 Closings
\$55 M Sales
Phoenix, AZ

Ellen Mitchel



Top Agent
May 21st 2012
167 Closings
\$18 M Sales
Hollywood, FL

Don Wenner



Spring 2013 Master Mind Agent Summit

"The only way to become a serious real estate professional is to learn from the top real estate agents who are listing, selling, negotiating, winning, and earning commissions in today's market."

[SCHEDULE / EVENT ACCESS](#)

[RECORDINGS](#)

[BONUS VIDEO](#)

[REGISTRATION / PROFILE](#)

Welcome Back

You can click any of the quick navigation buttons above to move around the event. Here's where the buttons take you:

- [SCHEDULE / EVENT ACCESS](#) – see the event schedule and the access links to each session.
- [RECORDINGS](#) – view all the recordings AFTER the event has ended.
- [BONUS VIDEO](#) – watch the video "How to Sell 2 Homes per Week... Every Week".
- [REGISTRATION / PROFILE](#) – change your password or edit your profile information.

Try it. Click the [BONUS VIDEO](#) button above and watch the video "How to Sell 2 Homes per Week... Every Week".

Monday, **March 11th**

10 AM EST



Do you have the 7 common characteristics that top agents share?

Mike Cerrone – host of SUCCESS CALLS on the Master Mind Agent network. Mike has the honor of networking with the top agents in the nation and sharing their success stories, ideas, and advice with aspiring agents.

Click **HERE** to see the session



12 PM EST



How to connect with your past clients, build life-long relationships, and generate massive repeat & referral business with client appreciation parties.

John Jones – sold 362 homes worth \$72 million in his best year. John has been an agent for 19 years. Last year, 65% of his business was from referrals.

Click **HERE** to see the session



2 PM EST



How I listed 14 expireds in 30 days. The 6 MUST know secrets to getting expired listings.

Wayne Turner – sold 286 homes worth \$51 million in his best year. He has been an agent for



Do you have the 7 common characteristics that top agents share? - **Mike Cerrone**

Coming Soon



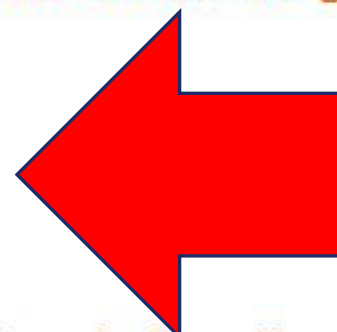
How to connect with your past clients, build life-long relationships, and generate massive repeat & referral business with client appreciation parties. - **John Jones**

Coming Soon



How I listed 14 expireds in 30 days. The 6 MUST know secrets to getting expired listings. - **Wayne Turner**

Coming Soon



Flipping for profit. How you can find money, buy, fix, rehab, sell, and manage a flipping business. - **Brett Tanner**

Coming Soon

How to Sell 2 Homes per Week...Every Week - Mike Cerrone



Q&A Session

at the end of the call

Write your questions down
or
Type them into the box on the left

The video player interface includes a black header bar with a back arrow and an information icon. The main content area has a white background with orange text for the title and subtitle. A large play button icon is centered over the subtitle. Below the subtitle, there is a text prompt in black font. The video player is framed by a thin black border.

Millionaire Real Estate Agent and the 6 Steps to 7 Figures - Pat Hiban



6 Steps to 7 Figures
as a real estate agent

The video player interface includes a black header bar with a back arrow and an information icon. The main content area has a white background with orange text for the title. The video player is framed by a thin black border.

Monday - March 11th - 10 am EST



**Do you have the 7
common characteristics
that top agents share?**

-Mike Cerrone

host of SUCCESS CALLS at Master Mind Agent

Monday - March 11th - 12 pm EST



How to connect with your past clients, build life-long relationships, and generate massive repeat & referral business with client appreciation parties.

-John Jones

sold 362 homes worth \$72 million in his best year

Monday - March 11th - 2 pm EST



**How I listed 14 expireds
in 30 days. The 6 MUST
know secrets to getting
expired listings.**

-Wayne Turner

sold 286 homes worth \$51 million in his best year

Monday - March 11th - 4 pm EST



**Flipping for profit.
How you can find money,
buy, fix, rehab, sell, and
manage a flipping
business.**

-Brett Tanner

sold 667 homes worth \$65 million in his best year

Tuesday - March 12th - 12 pm EST



**How to generate and
convert internet leads
into customers for life.**

-Mitch Ribak

sold 329 homes worth \$47 million in his best year

Tuesday - March 12th - 2 pm EST



The correct viewpoint to succeed. Your success is not determined by the market...it's determined by your mindset.

-Russell Shaw

sold 405 homes worth \$104 million in his best year

Tuesday - March 12th - 4 pm EST



How to increase your lead conversion by up to 400% and then leverage your productivity with an inside sales agent or lead coordinator.

-Don Wenner

sold 394 homes worth \$81 million in his best year

Wednesday - March 13th - 12 pm EST



**Multi-Transactional
Clients. How to generate
multiple sales by
representing investors.**

-Leo Pareja

sold 603 homes worth \$118 million in his best year

Wednesday - March 13th - 2 pm EST



Breakthrough Mindset!
Change your thinking ...
Change your life!

-Chad Goldwasser

sold 543 homes worth \$123 million in his best year

Wednesday - March 13th - 4 pm EST



How to set listing appointments in your office and get hired **BEFORE** you set a price or even look at the property.

-Steve Cohen

sold 106 homes worth \$26 million in his best year

Thursday - March 14th - 12 pm EST



Business planning and knowing your numbers. It's not what you make...it's what you keep. How to get and stay profitable.

-Shane White

sold 207 homes worth \$36 million in his best year

Thursday - March 14th - 2 pm EST



Would you pay \$147 in advertising to generate 1 new listing?
Learn how I list 3 homes for every 2,000 postcards I mail for 22 cents each.

-Joshua Smith

sold 463 homes worth \$49 million in his best year

Thursday - March 14th - 4 pm EST



How to value and sell
your real estate practice.
It might be worth more
than you think.

-Pat Hiban

sold 508 homes worth \$208 million in his best year

Do you have the
7 common
characteristics
that top agents share?

- **Mike Cerrone**

Mike Cerrone



- Real estate agent (19 years)
- Slow, slow, slow start
- Sold 5 homes first year, 7 homes 2nd year
- Veteran handed me a cassette tape with top agent interview...changed everything
- Ramped up: 20 homes per year, 41, 95, 105, then 113 homes sold in single year...
- Rank Top 300 by NAR Magazine
- Opened RE & Mortgage Brokerages
- Then I heard that the man who conducted the interviews retired...I waited & searched, but there was no replacement...so I picked up the microphone

Mike Cerrone



- Host of SUCCESS CALLS on the Master Mind Agent network
- Conducted over 50 in-depth interviews with some of the best and brightest agents in the nation today
- Practicing agents who are listing, selling, negotiating, winning, and earning commissions in today's market
- Noticed 7 common characteristics that all of the top agents share...

Do you have the
7 common
characteristics
that top agents share?

- **Mike Cerrone**



Desire

* Desire



Top agents have a burning desire to WIN, to be the BEST, to be #1

Other names: drive, reason, need, must, yearning

Where does it come from? Most don't know...

...but they feed it and they focus it on a BIG WHY

* Desire



Ask yourself:

Why do you need to succeed? What is your Big Why?

- **Pleasure** (gain reward): new dress, new car, new house, new boat, vacation, college fund,...
- **Pain** (avoid failure): pay credit cards, pay mortgage, feed & cloth kids, fund retirement,...

Remember pain is a bigger motivator

* Desire



Often it arises out of a failure...a disappointment

Now you want to prove yourself to:

- Your parents, your spouse, your kids, or even
- That person who sold you down the river

It's OK. Use that "pain of failure" to "drive" you to new heights.

* Desire



Bottom Line:

You **MUST** have a **BIG WHY** if you're going to **WIN BIG**

It does not have to be logical,

But it must **DRIVE** you.

So...what's your burning desire?



Goal Setter

Goal Setter

*Goals Setter



Desire alone is not enough to win

Burning desire must be focused on a goal

Top agents are excellent goal setters

When I asked what they wanted to achieve this year, they told me EXACT numbers and objectives, with no hesitation...they KNOW what they WANT

*Goals Setter



When setting a goal,

It's not important to know HOW ... yet

Focus on WHAT you want to achieve

After you have determined exactly WHAT you want (set the goal) and have a strong enough WHY (desire), you're conscious and subconscious minds will start searching for the HOW (model)



Modeler

*Modeler



Look for models ... and copy

Look for agents who've achieved this goal

Why re-invent the wheel? Speed up the learning curve

But not just ANY agent/model

Look for the BEST model ... look to the top

*Modeler



Questions to ask:

“Who is already doing this?”

“Can I duplicate their success?”

“Do they have a system?”

“Can I replicate it?”

*Modeler



“What exactly are they doing?”

“What is working? Not working?”

“Can I shadow this person?”

“Do I have all the skills necessary?”

“Can I document this system and teach it?”

*Modeler



“Can I adapt it to my current structure?”

“What changes will I have to make?”

“How fast can I implement this?”

“What do I need to invest in?”

*Modeler



This is the major objective of SUCCESS CALLS and Master Mind Agent

Find models of success ... and share

Ask the top agents (the best in the world) to:

- Tell us what's working in today's market
- Describe it step-by-step in great detail
- Allow us to copy ... Amazing!



Tester

*Tester



Once they find a model ... they ACT

They implement it IMMEDIATELY

They do not delay or procrastinate or 2nd guess

They may be fearful ... but they push past it

They “go for it” ... and then ... they TEST

*Tester



They test and test and test some more

Looking for the right combination

They are “ok” will FAILURE

Because they LEARN from the experiment

And adjust and improve

*Tester



Once they discover something that works...

They make it a HABIT and repeat it constantly

They work out all the bugs and look for improvements

Then they turn that habit into a SYSTEM

*Tester



A SYSTEM starts simply as a list of tasks

Write down step-by-step everything done during the process

Then put it into a checklist

Either do the work yourself or delegate it to others

Then look for ways to AMPLIFY it through leverage



Leverager

*Leverager



Leverage amplifies your input to create massive results.

Top agents **MULTIPLY** their success by leveraging:

- Marketing
- Technology
- People

*Leverager



Marketing Leverage (same time more results):

Goal: Contact homeowners in your farm and tell them about the listing you just sold

No Leverage: Personally knock on every door and talk to every homeowner. In 10 hours work, you could contact 100 homeowners.

Leverage: Mail a Just Sold POSTCARD. In 10 hours work, you could contact 10,000 homeowners.

*Leverager



Technology Leverage (same time more results):

Goal: Keep track of your 300 past clients and send them a monthly email reminder

No Leverage: Closed files are kept in a file cabinet. Open the file cabinet, look at each file, find the email address, enter it into the email, type in the message, press send, and do it again...300 times

Leverage: Open your database management software, pick a message template, select the 300 clients tab, and press send...once.

*Leverager



People Leverage (same time more results):

Goal: Take a file from contract to closing

No Leverage: Do it all your self. Unique each and every time. Review the file daily. Re-read the contract. Look for important dates. Call all involved. Repeat the next day. And stress out. Time involvement - 100's of hours per year.

Leverage: Hire, train, and pay and Closing Coordinator. Time involvement 20 hours to get up. Monitor and adjust a few hours per month.

*Leverager



“But Mike, it sounds like leverage means investing money”. Yes, most of the time it does.

Average agents trade “time for money”

=> which results in less time => less money

Top agents trade “money for time”

=> which results in more time => more money



Risk Taker

*Risk Taker

Top agents are willing to take a chance...RISK

Average agents freeze and over analyze

Top agents are fearful, but they act in spite of the fear

BUT... they are not reckless



*Risk Taker

They review the options

Pick the one they think has the best chance

Then they take ACTION

They put money, time and effort behind their idea

The outcome is NOT guaranteed

They take a CALCULATED risk



*Risk Taker

Here's how they take risk AND limit exposure

- Test an idea on a small scale (small risk)
- Tweak it until the numbers make sense
- Once they have a winner
- Invest heavily (big risk)

Bet small. Find a winner. Then bet big.



*Risk Taker

Bottom Line:

Top agents are willing to take a risk and are “ok” with failure as long as they learn from the mistake and keep moving forward





Fightter

*Fighter

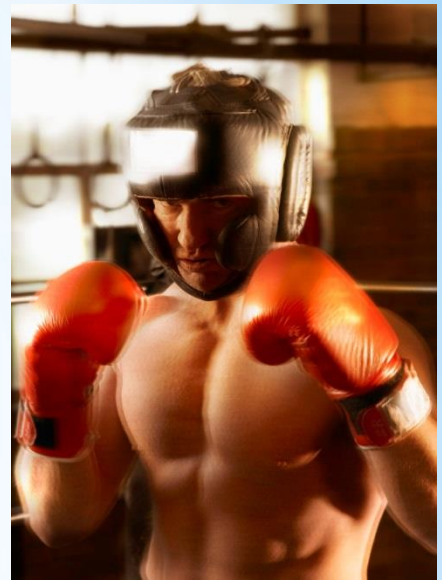
Top agents are fighters

They get knocked down

They get hit from multiple directions

They get sucker punched

They bleed (lost money, time, stress)



*Fighter

They get hit by:

- Competitors
- The OLD guard
- Business partners
- Employees
- Sometimes even friends, family, spouses, and kids

BUT...



*Fighter

They get BACK UP

They brush of the dust

They FIGHT and FIGHT and FIGHT

They are persistent, consistent, and determined

They bleed...but they heal and scar and fight some more

Why?



*Fighter

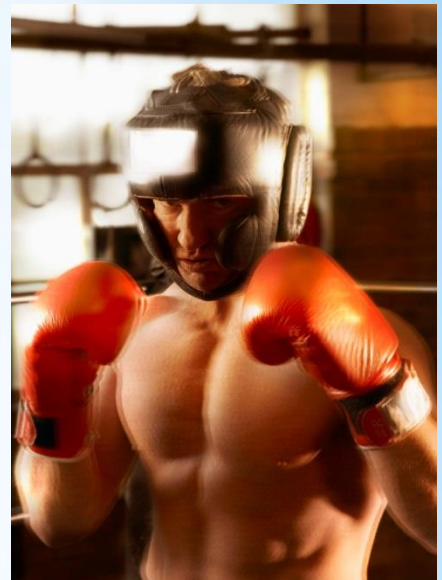
Because they have something to fight for

Their BIG WHY

Their family, kids, ego, reputation, respect...

...something important to them

So...



*Fighter

What is your BIG WHY?



*Fighter

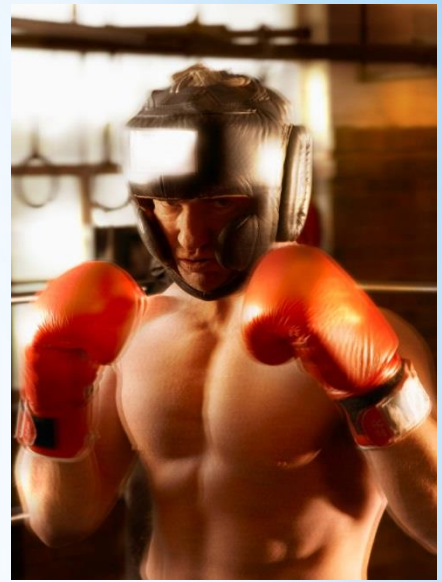
What is your BIG WHY?

If you don't know ...

Take the time today to figure it out

You owe it to yourself...

...and all those you care about





Q & A

Monday - March 11th - 12 pm EST



How to connect with your past clients, build life-long relationships, and generate massive repeat & referral business with client appreciation parties.

-John Jones

sold 362 homes worth \$72 million in his best year