12 steps to becoming a Super Agent.

The best way to get better is to learn from those that went first. I learned this early in my career and it has paid off in spades. Super Agents Live is meant to help aspiring real estate agents achieve rapid learning from listening to the Top Producing Agents in the world.

After speaking with many of the top producing agents in the nation; I have been able to see the traits that all Super Agents have in common. I have used these insights to create a high level guide to compare and contrast your world-view with that of the Super Agent.

As you go through this list; keep in mind this is meant to be a high level list of things that the typical realtor can do better. This is not meant to be an exhaustive body of work. In the future I intend on expanding in detail both the breadth of this list as well as the depth of information. I hope you find this instructive.

**All Super Agents Think Really Big!**

If you want to become a Super Agent and close 100 Million dollars annual volume you need to be able to **Think Big---wait—Bigger than that---learn to think Impossibly Big.** Most aspiring Super Agents want to create a life with no boundaries; no constraints on their time and complete economic freedom. I am constantly amazed at how the Super Agents I interview keep pushing the boundaries. I often ask them “Why do you keep pushing on the gas after you make 2 or 3 Million dollars a year?” Their answers are surprisingly similar.

Most of the Super Agents that I have been fortunate enough to interview have told me that the ability of learning to think “Impossibly Big” is the number one characteristic separating the moderately successful from the super successful. Here is an example:

The author Anne Klauser wrote the book “Write it Down, Make it happen” and in this book she illustrated the power of thinking big using the example of Lou Holtz. In 1966 Holtz wrote down his personal and professional goals and he was thinking “impossibly big”. At the time he was broke, unemployed and his wife was pregnant with their third child. Here is what Klauser said:

*His list included having dinner at the White House, appearing on the The Tonight Show, meeting the pope, becoming head coach at Notre Dame, winning a national championship, being coach of the year, landing on an aircraft carrier, making a hole in one, and jumping out of an airplane...*

*If you check Coach Lou Holtz’s website, along with the list you will get pictures----pictures of Holtz with the pope, with President Reagan at the White*
House, laughing it up with Johnny Carson. In addition, a description of was it was like to jump out of an airplane and not get one but, two holes in one.

To Date—he has achieved 102 of his original 107 goals. Can you do this?

Here are 4 steps to help you learn to think Impossibly Big.

1. Imagine the possibilities—not the constraints. Give yourself the freedom to dream like a child where anything and everything is possible.
   a. What did you dream of doing when you were a child? Do you remember when you were a child and our parents and teachers told us we could do and become anything we wanted. Pretty soon some of those voices began to tell us to be a little more practical and a little after that our dreams started to become smaller and more “attainable”. Can you remember some of the dreams you had when you were young? What were some of them? Travel the world? Sail the seven seas? Make a billion dollars? Travel to space? Try and recapture those dreams and make them a reality.

2. Write down your dream(s). Napolean Hill in his book “Think and grow rich” does a great job of explaining how to develop a white hot heat of desire around your dreams and how the universe will push it to you.

3. Find your personal “Why”---develop a rationale around “Why” you want to achieve these things. Let’s suppose that one of your dreams is that you want to be a millionaire. It is not enough to say “I want to be a millionaire” without imaging what that would mean to you and your family---how that would change your life or the life of others. Why do you want to be a millionaire? So you can buy a Ferrari or so that you can build an orphanage in Africa. Answering the “Why” is a crucial step connecting your dream in an intellectual and emotional way.

4. Give your dream a completion date---A deadline makes it concrete and provides a sense of urgency—after all that’s what dreaming big is all about.

Create a WOW Customer Experience

After interviewing some of the most successful agents in the world a few things about their product, procedures and philosophy have become clear. The first is that they ALL strive to create an exceptional experience for their clients. This what Michael Hyatt in his book Platform describes as the “Wow”; the secret sauce that redefines the experience of purchasing a home. When you can deliver a “Wow” experience----magic begins to happen. Your clients become evangelists for your business, referrals go up and you make more money.

When I talk with Super Agents about their customers and the customer experience they strive to create; I started to see a pattern. They all have a niche that they own
in their market and they all do their utmost to create a compelling customer experience.

Many of my guests on the show tell me of their early days. They have shared that when they began selling real estate they tried to be all things to all people. Using that model none of them experienced high levels of success. It was the incorporation of two things that radically changed their business.

1. Choosing a niche and owning it in their market
2. Creating a “Wow” customer experience

The first step in creating a “Wow” experience is making a mental shift in thinking about business. All aspiring agents must move away from the “transaction” mindset and move into the “relationship” mindset. If you want to be a Super Agent this is a must. If you are an aspiring agent its possible that you need this next deal to go through so you can pay your rent. If you operate out of this “transaction” based mindset; people can smell it a mile away. You will not only lose this deal but, you will never get a referral from these clients---Ever. All Super Agents operate from a “relationship” based mindset where the needs and wants of their clients come first. If you are an aspiring Super Agent; you must learn to become “Servant Hearted” where the needs and wants of your customers come before your needs and wants. When you can become “relationship” based or “Servant Hearted” you can retain your customers for life.

Making this shift is crucial because there is a metric that internet marketers know very well it is LTV or lifetime value of a customer. Let me give you a real life example. I will tell you a personal story of my own. When I bought my first house 15 years ago I had no idea what the process looked like. I called the listing agent and told him I wanted to buy the house he listed. I thought I had to use him for the deal. He was a shady character that at one showing he was eating $3 dollar chinese food from a container at our first showing with my wife. When we wrote the offer he told me that he would not present the deal I told him to write up. I offered $15,000 dollars less than the list price of $225,000 dollars. I really wanted to house so he told me to offer $220,000 dollars and he would present it to the owner. We closed and only after did I realize that he was getting paid on both sides and he was a crappy agent. I obviously never would use or refer him again.

Two years after purchasing our first home we had our first child and we wanted to move up. I had a thriving business and we were looking to purchase our second home. I paid $985,000 for our second home. I didn’t know how to find an agent and looked online. The agent I found was in San Diego but, was about 45 minutes away. I never met him; he gave me his MLS password (2005) and I did all the work. I found a house and told him to write an offer. We got the house and closed; after closing I never heard from him again. I never got flowers or even a card; I had an eight month pregnant wife and I found the house and got a showing from the owner
and after he got his $30,000 dollar commission check never bothered to nurture our relationship. Both of the agents I previously dealt with made a huge error by not following up and being “Servant Hearted”.

I say that because four years after I closed on my second home the economy tanked and my business changed into real estate. From 2009 to 2011 I purchased and sold 14 properties. I never used those agents again and instead went to the internet to find an agent that could serve my needs. Super Agents are “Servant Hearted”; this is one of those things that is easy but, many mediocre agents simply are unable to see the forest for the trees. Does this mean that every person you meet will buy/sell 16 properties? Of course not; the typical family buys and sells an average of six times but, a “relationship” based realtor is able to tap into the friends/family of their customers.

Creating the Wow!

If we want to develop a lifelong relationship with our customers and tap into their friends/family network we must create a “Wow” experience for them. How do we begin to create a “Wow” customer experience?

Here is a framework of questions you can begin answering to begin creating your unique customer experience:

1. At what point do I want to begin baking in the “Wow” in my sales cycle?
   a. Does that begin in my marketing materials?
   b. Does that begin when my prospect walks into my lobby?
   c. Does that begin as part of the customer development cycle?
   d. Or---do I just try to “Wow” them at the time of closing (not recommended)

2. How will my prospect feel as the result of this experience?
   a. What is the specific outcome that I want to create? How will I have to make them feel to become raving fans of our company, process or team?

3. What specific expectations does your typical customer bring to this experience?
   a. How do I exceed these typical expectations—asking this question around your typical customer is important because the person buying a 25Million dollar house has very different expectation than a person buying a $300,000 dollar house and it is not economical to treat the 25Million buyer the same as the $300,000 dollar buyer and vice-versa.
   b. This is where you need to have an avatar—you need to be very clear on what your typical customer expects wants and needs.

4. What does failing to meet my customers’ expectations for this experience look like?
a. This is an important question because it is so easy to do all the right things but, maybe not at the correct amplitude. If you miss the mark be even a little—-you still missed. Its kind of like trying to jump over a puddle; if you miss by an inch-----you still get wet.

b. What do your customers expect around holding an open house? Do they expect you to cater the event? (25Million dollar expectation)

c. Do your customers expect you to hold their hand through financing? ($300,000 dollar expectation)

5. What does exceeding the customers’ expectations for this experience look like?

  a. If you truly understand your customer you can begin to understand how to “Wow” them and begin baking that into your processes.

**Brand**

As we begin to create a compelling experience for your customers/prospects we should first take a good look at our brand. We need to marry our brand message with the experience we want to evoke. If we are selling multi-million dollar properties we may want our brand to exude luxury, high-touch, custom and exclusive.

If our typical customer is in the lower end of the range we probably still want to evoke the high-touch and exclusive feelings with a hand holding and high-value component. Whether your typical prospect falls into the high end or lower price points your company and personal brand is front and center.

Let me share with you something I see often. This mistake is so easy to avoid and absolutely horrendous when it comes to building a solid brand. It is having the wrong email domain. I see so many people having an `firstname@aol.com` or `firstname@yahoo.com` or `firstname@hotmail.com` if you use any of these types of emails it screams “I am stuck in the 90’s. It relays a lack of sophistication and when you are selling real estate sophistication is a very important thing. The best email domain you can have is `firstname@yourdomain.com` and this is a very inexpensive thing to purchase. You can have a custom domain and email for less than $50 dollars. If you don’t want to purchase your own domain at the very least use `firstname.lastname@gmail.com`.

I get pitched my many people who call themselves social media experts and when they give me an `@aol.com`, `@yahoo.com`, `@hotmail.com` they will never get a call back from me much less actually sign a contract and hire them. Creating a “Wow” experience starts with a professional email address.

The easiest and best way to round out your brand and the value you provide is by first getting testimonial’s from past clients and having them share your unique value proposition. The next questions arise are:
1. How do I get these testimonial’s?
2. How do I broadcast these testimonial’s so that my prospects can see/internalize them?

The easiest way to get testimonials is to simply ask for them. If you have done a fantastic job; your clients will be more than happy to provide them. It is not enough to simply know you have done a good job; you must ask your clients to go the extra mile for you-----just like you and your team went the extra mile for them.

Here are a few examples of you might do this:

1. In this new media age video is much better than just printed text. People believe video much more than just text on your site with a name attribution.
   a. Could you have a video camera at the time of closing or when your client gets the keys to their new house and ask them on camera how you did? Would their excitement, honesty be genuine and compelling? Yes!

There are unlimited ways to easily capture fascinating and genuine testimonials for your business. Covering all of them are beyond the scope of this document. I am only showing you a few things to get your creative juices flowing.

At this point we have a big vision; we are committed to creating a compelling experience; we started with branding our company and now have testimonials telling others that we will do an amazing job at helping our clients through the arduous process of purchasing their new home.

All of that is not worth very much unless the world can see the value you are delivering to your customers. Once we have a great product and are delivering massive value we need to spread our message far and wide.

Certainly you can use commercial mass media, including TV, radio, print advertising, billboards and so on. Overall, this is a waste of money. Today’s consumer wants to buy they don’t want to be sold. People distrust advertising so your message is at a disadvantage from the beginning. The other reason why this type of advertising is a waste of money is that only a narrow piece of the people seeing this advertising is interested in your product—buying and selling homes.

Instead of “broadcasting” your message it is better to “narrowcast” your message to a target audience. There is no cheaper way to do this than on the internet.
Luckily, we are living in a time where it never been easier to get a message out—not just to our local market but, to the world. Yes---we are talking about using the free social media tools that are available to each of us.

To many people--- social media sounds complicated. I often hear—“I don’t know how to do that”, I don’t see any value in “The Twitter” or “I don’t have the time”. Most of us can relate to these objections because we are either at that stage in time right now or at some point earlier we believed the same things. Right now it is our individual choice to embrace the current trends or be left behind. If we are going to leverage our energies----social media must be a component in our marketing strategy. Oh, by the way if you haven’t noticed; things like print media are almost dead.

Social media can be confusing—there is no doubt about it. There is Facebook, Twitter, Linkedin, Instagram, Pinterest and the newest addition (as of this writing) Google+. Each of these are different and if you tried to attack all of these platforms with a social media strategy you would no doubt be overwhelmed. Let’s talk about an easy way to get into social, promote your brand and values and begin to realize the dreams we outlined earlier in this document.

In order to conquer social media you just have to do it. Build your homebase; your website or Blog. Create profiles on each of the social media sites and begin posting content. You can either create unique content such as market statistics for a specific neighborhood or you can curate content. It really doesn’t matter whether you are a content creator or curator; the important thing is that you participate.

It’s important to try and be regular with your postings; whether that is once a day or once a week it is important that you have a schedule and stick to it. You can use tools like BufferApp to post once and your message is automatically sent to all of the social media sites with one click.

If you have trouble finding your “voice” a good rule of thumb is 80/20. 80% business and 20% personal or vice versa. This small guide is not meant to be a comprehensive how-to for social media and I will be creating a more in depth guide in the future.

Hopefully you have found this information useful and it has helped you do some big picture thinking on becoming a Super Agent.

At this final stage I am going to weave a narrative on what steps Super Agents take to achieving their level of success. If you are an aspiring Super Agent—these are the steps you should take.
1. Create a big vision/dream
2. Know your “Why”
3. Learn your market/inventory intimately—all the way down to trash truck schedules
4. Develop relationships with the agents and brokers in your market—this will help you know your inventory at a deeper level
5. Do two open houses every weekend
6. Find a mentor
7. Follow up with everyone you make contact with
8. 

This story is born from many hours of questions and answers with

One thing that I see Super Agents do that many aspiring Super Agents have not done is “Find and Understand their Why”. If you want to achieve Super Agent status it is critical that