

8 STAGES OF A REAL ESTATE BUSINESS

	SOLOPRENEUR	SEEKER	GROWER	HUSTLER	ENTREPRENEUR	LEADER	VISIONARY	ICON
TRANSACTIONS	0-14	15-25	26-48	49-80	81-160	161-300	300+	300+
TEAM SIZE	SOLO	SOLO	SOLO + 1 assistant	2-4	4-9	9-12	12+	12+
CURRENT SITUATION	Got into real estate and nobody showed you how to get clients. Not sure what to do to find clients and make sales. Frustrated with the lack of direction being provided. Living paycheck to Paycheck	Willing to do the work, have bought leads unsuccessfully, they don't have a plan, don't have much cash to work with, and sick & tired of feeling stuck.	You are good at getting clients to work with you but can't seem to get off the roller coaster of having a good month then a bad month. Need predictable seller lead generation that actually gets results.	Feels like you're doing all the work, burning the candle at both ends, need systems, time management, and help with delegating some of the work.	The business is rocking and you're making money but it still feels unstable, you're working harder and longer hours and the chaos is taking it's toll. Will you ever see your family again?	You're crushing it, but still working 60+ hours a week. Feeling the pressure of managing all sales, getting listings, and recruiting. Why won't your agents just make the calls?	The continuous grind of replacing low producing agents is maddening. You've accomplished your real estate goals and you're being pulled to a higher purpose. Opportunities are abundant due to the success of your business	Having the right business model allows me to focus my time on building wealth, Adding massive value to peoples lives
PAINS	No clarity on what to do, No leads, Lack of experience, No guidance or mentor	1. Lack of leads 2. Spending money on things that don't work 3. Inconsistent income 4. No clear plan, 5. Confidence is low	1. Consistency in revenue 2. not enough leads 3. investing in lead generation/systems that don't work, 4. Stuck in create the sale, service the sale cycle 5. Not clear on what to do next	1. Not enough leads 2. Busy doing all the work, 3. Lack of systems & processes in place 4. Follow-up 5. Knowing who to hire & how to get leverage	Chaos, lack of systems, managing people, hiring agents	Hiring talent, losing talent, systems, spending a ton of money, lead conversion, juggling multiple technologies, overwhelm	Recruiting more buyer agents, agents that don't see my value, talking about splits with agents, losing top talent, getting pulled into production	There is no pain at this level because you have set yourself up for success in the right business model that is in total alignment with your purpose and adding value to peoples lives.
WHAT IT FEELS LIKE	LOST	QUICKSAND	ROLLERCOASTER	QUICKSAND	WHITEWATER	WHIRLWIND	TAR PIT	FREEDOM
SKILLS	Mastering mindset, goal setting, being coachable, investing in yourself, work ethic	People skills, sales skills, knowledge of market	Sales skills, people skills	Time management, Delegation	Strategy, Implementation	Communication, Optimization, Finance	Financial modeling, Saying no to opportunities that aren't in alignment	No Ego, Coaching
SYSTEMS	Continuous self improvement, daily rituals	Value proposition for buyers and sellers	Marketing & Sales processes	Listing management & Contract to close	Hiring, onboarding, marketing	1 on 1's, tracking & reporting, documentation of systems & processes	Financial reporting	Content Creation, Agent Attraction
PEOPLE & SUPPORT	Self improvement books/ Audio/Training	Coach/Mentor/Sales Trainer	Admin Assistant	Listing Manager/ Transaction Manager	Inside Sales Hire & Buyers Agents	Key Operations Hire	Controller /Sales Manager / Recruiter	Whatever You Desire
MISTAKES TO AVOID	Following the herd, listening to the wrong people, not investing in yourself/business	Not willing to invest in self/ develop skills, Chasing shiny objects	Doing low dollar activities / shiny objects instead of making calls/ focusing on buyer instead of sellers	Hiring buyer agents to soon, trying to figure it all out yourself without a coach	Counting transactions vs. profit margin	Stepping out of production to early, Thinking your best people won't leave you	Continuing to build on a flawed business model	Thinking you don't have to continue to grow
X-FACTOR	The environment you are in daily	Strong People Skills	Focusing on getting listings	Low Leverage activities off your plate and focus on High leverage activities	Brand Presence	Developing Departmental Leaders	The Right Business Model	Creating and communicating opportunity for key people
THE GOAL	You've established yourself as a market expert among your sphere of influence and have clearly defined goals that you have a desire to achieve and plan you are confident you can execute.	You can articulate your differentiated value proposition to set appointments, and win buyer agreements and listing with ease & confidence.	You have made your first key admin hire and have one solid listing strategy in place that is producing 1-2 listings per month. You've mastered the ability to win face to face and now have more control of over your income. You are confident in your ability to grow your business.	You have two key admin hires that handle listing management and transaction to close allowing you to spend more time face to face with sellers and qualified buyers.	You have multiple revenue streams in place and have a process in place for making decisions so you are always doing the right things in the right order	You have a key person in operations and have hired a listing agent to give me the ability to spend more time leading and developing people.	You understand your financial model & have built a highly profitable debt-free business that generates profits for you without your involvement in day-to-day activities, and you are paid a salary for your role or from your business' profits.	Living your life's purpose, passive income, personal growth, and contribution