



BILLION DOLLAR
A G E N T
MANIFESTO

Secrets to Grow Your Business
to Over \$1,000,000



Best Agent Business

**BILLION DOLLAR AGENT
MANIFESTO
EXECUTIVE SUMMARY**

STEVE KANTOR

Billion Dollar Agent Manifesto

Secrets to Grow Your Business to Over \$1,000,000

Executive Summary Edition

Best Agent Business

and

Steve Kantor

Billion Dollar Agent Manifesto
Secrets to Grow Your Business to Over \$1,000,000
Executive Summary Edition

Copyright 2013 by Best Agent Business and Steve Kantor

Edited by Jennifer Young and Raquel Martin
Published by Best Agent Business
www.BestAgentBusiness.com

All rights reserved.

No part of this publication may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopy, recording or information storage and retrieval methods now known or to be invented, without the written permission of the publisher, except by a reviewer who wishes to quote brief passages in connection with a review written for inclusion in an educational publication, radio, or TV broadcast.

Printed in the United States of America.

Executive Summary Edition – January 2014

ISBN 978-0-9788854-8-9

Please contact Best Agent Business with questions, comments, requests for help, or speaking engagements.

www.BestAgentBusiness.com
Sales@BestAgentBusiness.com

202-297-2393

[BILLION DOLLAR AGENT MANIFESTO](#)

[Best Agent Business - Client Testimonials I](#)

[Introduction](#)

[Dedication](#)

[History](#)

[Letter to Billion Dollar Agents](#)

[Best Agent Business - Client Testimonials II](#)

[FOCUS UNIQUE TALENTS](#)

[Focus on Unique talents](#)

[Personality Profile – Calm Cathy – Hyper Harry – Rockstar Rick](#)

[Meet, Call, or Other](#)

[Team Colors](#)

[Vacation](#)

[Best Agent Business - Client Testimonials III](#)

[APPENDIX](#)

[Letter from the Editor – Jennifer Young](#)

[Letter from the Editor – Raquel Martin](#)

Best Agent Business - Client Testimonials I

Best Agent Business provides part-time virtual assistant and calling services to top agents. We help you focus on your unique talent and delegate everything else to grow your business.

“Best Agent Business uses a very organized and systematic approach to help real estate agents become top listers. They have a great team approach with fantastic communication and follow-up.”

“Three years ago, I was searching for a more efficient and profitable way to run my business. I came across Billion Dollar Agent - a book written by Best Agent Business - read it at least three times and made notes as to what the industry-leading Realtors were doing successfully.

Best Agent preaches systems, processes and follow-up, and has proven year after year that they practice what they preach. After three years of following up with me through email and personal contact, I became their client for life. The lifeblood of my business is being consistent, giving all my customers and clients 100% excellent service so that referrals come effortlessly and consistently.

As a Broker and Owner of an EXIT Realty franchise, I am able to maintain sales volume with little effort and dominate in other important areas including: recruiting, training and servicing other clients and my agents. I plan to use Best Agent Business for my Brokerage to help all my agents succeed in their business. I would recommend Best Agent Business to anyone who is serious about their business.”

Introduction

A manifesto is a declaration of the thoughts and beliefs of an individual or a group. It can be a statement of what they intend to do in the future, what they did in the past, and the reasoning behind those actions.

Dedication

I dedicate this book to the real estate agents who see things differently. They imagine. They create. They inspire.

I dedicate this book to the people who encouraged me and my dreams over the past few years. I greatly appreciate your positive influence on my life.

I dedicate this book to the Ishidos at Lifebushido and Best Agent Business who have created something from nothing and are now sharing their knowledge with more people.

I dedicate this book to our clients at Best Agent Business who have worked with us to mutually focus our unique talents in business and in life.

I dedicate this book to everyone who is a current or future Billion Dollar Agent.

I dedicate this book to the rookies of real estate who read this book to be inspired to become a Billion Dollar Agent. Go for it!

I dedicate this book to you, the reader. Read carefully. Read between the lines. Listen deeply. There is something happening.

History

I will share the history of Billion Dollar Agent, Best Agent Business and Lifebushido.

How did we get here? Let me give you a short history leading up to *Billion Dollar Agent Manifesto*.

I grew up in San Diego, went to Harvard for college and graduated in three years. I came to Washington, DC, bought an Apple II plus computer and learned how to program. In my first job out of college, I did economic consulting for Clients such as the CIA, World Bank, IMF and the State Department. I only had one job out of college before starting my own business.

I got a masters from John Hopkins School of Advanced International Studies (SAIS) in Global Theory and History. After graduation, I backpacked around the world for a year and visited over 50 countries. When I returned, I started a software company named Gnosso Software.

Gnosso Software was a database CRM software product company. I like databases. I grew Gnosso Software to a few million in revenue and sold the company in 2004.

I took a year off in 2005 and came up with 100 business ideas. In 2006, I started a few of them under the name Lifebushido. Lifebushido is focused on building a global network of people, working part-time from home, with flexible hours, using their unique talents. We have business, creative and social entrepreneurial ventures. We are global and 100 percent virtual. We have more than 100 staff members who all work part-time and refer to themselves as Ishidos. Our fantastic team provides part-time, virtual assistant and calling services to small business entrepreneurs with \$100,000 to \$10M in revenue per year.

Best Agent Business is the primary revenue and funding source for Lifebushido ventures. Best Agent Business provides services to top real estate agents. Our target market is agents above \$100,000 in GCI.

In 2006, when I started Best Agent Business, I realized that out of 1,000,000 real estate agents, probably only a few hundred had sold over \$1B in real estate in their career. We started to track down those people. I reached out and interviewed over 70 top agents and coaches and we published *Billion Dollar Agent – Lessons Learned*.

Billion Dollar Agent was well-received by top agents and we continued to do research, and fund the research, with revenue from Best Agent Business. In short, Best Agent Business tests the business model theories from *Billion Dollar Agent*. It all works together smoothly.

In the five years since publishing *Billion Dollar Agent - Lessons Learned*, we have conducted interviews with over 1,000 agents, completed over \$1,000,000 worth of customer-driven research, built our Billion Dollar Agent Team to over 100 part-time assistants and callers from over 5,000 job applicants and worked with over 100 top agents as clients of Best Agent Business.

We have over 1,000 pages of solid systems that we use to run Database Management, Lead Management, Marketing, Listing Management, Closing Management, Accounting, Calling, Agent Management, Agent Recruiting and Life Management teams.

As Best Agent Business has grown, I have had over 1,000 30-minute phone call sessions with top agents doing over \$100,000 in GCI. Detailed notes have been made during every single call. These notes have been fed back into our knowledge base and systems. We map out the patterns we see across different segments of the industry.

Given the real estate crash in recent years, we delayed the next edition of *Billion Dollar Agent* because it would have been distorted by the crash, surge in REO and short sale business.

For *Billion Dollar Agent Manifesto*, we decided to focus on agents doing more than \$1,000,000 in GCI per year. We estimate this number to be less than 1,000 across the country or one in 1,000 agents. Since \$1M in GCI is roughly \$40 million in sales volume, someone doing those numbers for 20 to 30 years will get to one billion in closed sales volume for their career.

Billion Dollar Agent is like Switzerland. We are independent.

- We are not biased by a geographic area
- We are not biased by doing business at low or high price points
- We are not biased by a REO or short sale focus
- We are not biased by association with one franchise
- We are not biased by association with one coach
- We are not biased by association with one database or one buyer web lead system

Secret Code if you are Currently a Billion Dollar Agent

Lifebushido, Best Agent Business and Billion Dollar Agent are an evolving vision and secret plan, except for those who can read between the lines. Can you read between the lines? Are you currently a Billion Dollar Agent who earned over \$1,000,000 in GCI last year? Do you plan to grow to become a Billion Dollar Agent in the next 1,000 days? If so, you should contact us immediately!

There are over 1,000,000 real estate agents in the USA and Canada. We estimate that there are about 1,000 agents who are a Billion Dollar Agent. We are tracking down every single one of them. The following section is for the one in 1,000 agents who are Billion Dollar Agents.

Questions

- Are you happy with your work mix and the percent of your work week that you spend focusing on your unique talents?

- What would happen if you spent 80 percent of your time focusing on your unique talents?
- Are you fine with your current revenue/GCI or do you still want to grow? What is your current GCI and what is your long-term GCI goal?
- Is your net profit only 20 to 40 percent? Do you want to improve your net profit to over 50 percent?

Finances

- What is the current net profit of your business? Do you think that is low, average or high compared to other Billion Dollar Agents? How much do you want to improve your net profit to 50 percent?
- How big can your business grow? What is your Billion Dollar Agent Goal for revenue and GCI in the next 1,000 days? What are your goals for three years from now?
- What is your financial exit strategy and how many years away is it? Are you doing anything creative to shift your personal income to capital gains over the next five to ten years? This means a shift from a 40 percent or higher tax rate to 20 percent.

What if?

What if 100 of the smartest, sharpest and most ambitious real estate team leaders decided to become Billion Dollar Agents and work together to achieve their goals?

What if knowledge was shared freely?

What if each Billion Dollar Agent spent one hour per week sharing their unique talents with other Billion Dollar Agents?

What if there was a structured, organized sequence of steps based on the profile of a Billion Dollar Agent.

What if you were organized into a Billion Dollar Agent Triangle with three fellow BDAs for peer-to-peer mentoring and accountability? What if your group competed against other BDA Triangles to keep the juices flowing?

What if the goal was continuous, incremental improvement? What if everyone agreed to not impulsively try the next thing that comes along?

What if everyone realized that ideas and knowledge are free? Did you know that only the systematic implementation of ideas has value and generates profits?

What if you could focus on your best systems, improve them and share them with other Billion Dollar Agents?

What if you could acquire, plug-and-play the best practices and systems for farm marketing, FSBO and showing to improve your business?

What is the value of increasing the net profit of 100 businesses with revenue of \$1,000,000 and net profits of 30 percent to revenue levels of \$2,000,000 and net profits of 50 percent?

How fun would it be to work together with peers and collaborate closely with 100 Billion Dollar Agents who you admire and respect?

How pumped up would you be if you could spend one hour per day helping 100 other agents grow their revenue and profits? What if you knew those 100 other agents were spending the same time working to grow your revenue and profits?

Anything is possible...

Letter to Billion Dollar Agents

Dear Billion Dollar Agent,

Congratulations! Your business is off to a great start and you achieved over \$1,000,000 in GCI in your most recent year. Very few real estate businesses reach over \$1,000,000 revenue. In fact, out of over 1,000,000 real estate agents, less than 1,000 agents have created a team doing over \$1M in GCI. You are a one in 1,000 real estate agent! Where can you go from here? I would like you think about three things:

- How will you go from your current level to \$10M in GCI or 1,000 deals per year?
- What is your unique talent?
- Which three profit pillars of your business are weak or missing?

How can you grow to \$10M in GCI or 1,000 deals?

If you want to grow your business to \$10M in GCI or 1,000 deals, you need to get creative. You need to think out-of-the-box. You need to leverage more than you have ever imagined. You need to believe that anything is possible.

Many of you are between \$1M to \$2M in GCI. Only a few of you are over \$2M in GCI. How can you grow your business and team to either \$10M GCI or 1,000 deals? There are a few agents who are already doing over 1,000 deals per year. The question is how did they get there?

Choose a Billion Dollar Agent Goal (BDAG) to focus on. If you are in a low price market, such as \$100,000/year, then we will have you target 1,000 deals per year which may be \$3M in GCI. If your market is \$800,000 and your average commission check is \$20,000, then you only need 500 deals to achieve \$10,000,000 in GCI.

How big is your market area? What is an achievable market share of the total GCI in your area? It should be at least 10 percent and I think that 20 percent is possible. RE/MAX has used a term called Premier Market Presence. This can be defined as achieving a target market share, such as 20 percent, or having the largest market share in the area. There are many Billion Dollar Agents who have achieved a 10, 20, or even 30 percent market share of their area.

Now you have a sense of the total market area and a target goal for your business. Brainstorm all the ways you could grow to that level. I suggest you think through all of the market segments for seller and buyer business and analyze where you stand today. What is possible in future?

What is your unique talent among all the Billion Dollar Agents?

The good thing is everyone is good at many things. The bad thing is that most of you are still trying to do too many things. Do less. Subtract things from your schedule, do nothing and focus.

Imagine that you were being interviewed by a Billion Dollar Agent for a job running part of their business. What is your unique talent? What are you the best at doing? Here are a few possible areas:

- Client Marketing
- Expired Marketing
- FSBO Marketing
- Buyer Open House
- Buyer Web Leads
- Buyer Sign Calls
- Investors
- First-time Home Buyers
- Farm Marketing
- Luxury Marketing
- Calling of Leads
- Sales Management of Buyer's Agents
- Systems
- Marketing Lead Generation Systems
- Financials to maximize Net Profit

I am sure you can think of a few more. Ask your fellow BDA Agents. Ask your peer agents in your city. Ask your staff. See what other people say. Narrow your list to three choices. Write a paragraph about each of your talents. Zoom in on which you think is the most powerful.

Here is the important part. How many hours per week do you currently spend on that unique talent? During your work week, how many hours do you spend using or improving that unique talent? My guess is that it is only two to ten hours per week. What would happen if you spent 50 percent of your time using that unique talent?

Which three profit pillars of your business are weak or missing?

Every business has a mix of revenue and profit pillars. We want you to focus on the profit pillars with the highest profit margins. For example, a client/SOI seller lead is more profitable than a buyer web lead for a typical team.

What three profit pillars in your business are weak? What core parts of your business could be improved dramatically with the proper focus and unique talents? Estimate your current GCI per year and the possible GCI per year. What is the gap? Which revenue pillars are totally missing and which ones have the most potential?

For example, maybe you used to work expireds in your early years, you were successful, but now you are not working expireds. Maybe you know that farm marketing would be useful, but you have not

gotten that going. Perhaps you know that many BDAs are closing \$100,000 to \$200,000 in GCI per year from buyer web business. You never started that revenue pillar and you still get only 50 leads per month from buyer web leads. What is the potential GCI of these missing revenue pillars?

Review the list of weak or missing revenue pillars and narrow it down to the top three based on the potential revenue upside. Do not analyze the pillars by whether you have the time or skill to implement them. We will help you focus on your unique talent and delegate everything else.

Summary

You now have an idea of what is holding you back from \$10M or 1,000 deals. You analyzed the total market size to see what is possible in a few years. You identified your unique talent and calculated how many hours per week you could spend using that unique talent. Most importantly, you are focused on the three revenue pillars you need and to move towards your BDAG. Share that BDAG with me and your fellow BDAs. I will help you make it happen.

Best Agent Business - Client Testimonials II

Best Agent Business provides part-time virtual assistant and calling services to top agents. We help you focus on your unique talent and delegate everything else to grow your business.

“Best Agent Business has been great at taking all the lower-priced items off my plate and I know they are getting done! They have allowed me to focus on the higher dollar tasks and take much-needed time to spend with family. Hands down, this has been the best decision dollar-for-dollar that I have spent to make my business efficient! Thanks so much! I am looking for more activities to hand over so I can continue to leverage my business.”

“As a mega-producing agent, implementing and maintaining systems is a key priority. Best Agent Business took my business to the next level by helping me get organized and focused on the right things. Steve's staff is professional, dependable and experienced. They will help you make more money now!”

Focus Unique Talents

Focus on Unique talents

I will discover and focus on my unique talent during focus hours.

The key to becoming a Billion Dollar Agent is focus. You must focus more than other agents and teams. You must discover your unique talent and spend increasing amounts of time on your unique talent. You must use the Time Management System of a Billion Dollar Agent and schedule focus hours. You must slow down to focus more. In 100 days, the average real estate agent doing over \$100,000 in GCI can instantly become twice as productive with their time using our time management system.

Focus

The secret to becoming a Billion Dollar Agent is focus. Focus on your unique talent and delegate everything else. Steve Jobs focused. Concert violinists focus. Olympic athletes focus. Focus means success. Focus is a deep connection forged with a first-time buyer during a buyer consultation. Focus is helping a seller price their home properly to sell it within 30 days. Focus is spending a focus hour calling your buyer/seller leads without touching email. Focus is a weekly strategy hour to work ON your business. Focus is not easy.

The human brain is built to allow and adapt to distraction and interruption. Being in a state of flow and focus is hard. This is why so few small business entrepreneurs are able to achieve even \$1M in revenue. Focus is hard. Focus is difficult. Focus is not natural, not easy and not a typical skill of a top agent.

What is the main difference between a \$200,000 agent and a \$1,000,000 agent? The answer is focus. You increase your focus one day at a time. You can develop daily habits and rituals, in ten days, using our Perfect Day and Time Management systems.

Once you establish your daily habits and rituals, we can place you in a Billion Dollar Agent Triangle with two other top agents. The triangle will do a daily email for 100 days that will transform your sense of time management and your ability to focus. Habits are not formed in 21 days. Habits are formed over 100 days.

The amount of time you waste every single day is huge. Right now, more than 50 percent of your time is wasted by doing nothing. You drive around in cars doing nothing, you lose focus or you do \$20/hour tasks which should be delegated ASAP. How many hours a week are you truly engaged in focus hours? What would happen if you instantly doubled those focus hours daily?

Leverage

All successful businesspeople understand the power of leverage. Solid time management is simply achieving leverage over the 40 to 60 hours per week of work you are currently spending on your business. Time management is a missing ingredient for almost all top agents. Best Agent Business has created and tested our time management system with over 100 agents over the past few years.

With our time management system, you can leverage your time and be twice as productive within 100 days. At the end of the 100 days, you will be happier with your work and business, get along better with your family and staff, have less stress in your life and be working fewer hours.

Unique Talent

Everyone has a unique talent. Many people have a few unique talents.

- What do you love to do in real estate?
- What pumps you up and gives you positive emotional energy?
- What do you do best or better than almost anyone else you know in real estate?
- What do you do that makes time slow down and disappear and you are in a state of flow?
- What do you look forward to on your daily schedule?

Real Estate has Hundreds of Tasks

A real estate agent who works alone is responsible for doing a few hundred different types of tasks every single week. This is the worst possible arrangement for a business and a key reason why most real estate agents are constantly stressed, multi-tasking and failing to get anything done. In fact, the average full-time real estate agent who should be working 2,000 hours per year only works about 20 percent or 400 hours per year. What are they doing the other 80 percent of the time?

When you start a business, you do pretty much everything to start. The faster you delegate and the fewer things you do, the faster you will grow. The more you grow, the more money you will make and the happier you will be.

Time Spent on Unique Talent

In a typical work week, what percent of your time do you spend on your unique talent? Is it ten, 20, 40, 60 or 80 percent? For example, if you work 40 hours per week and spend eight hours on your unique talent, that would be 20 percent. Write down your number.

What would happen to your business if you could double the hours you spend on your unique talent? Do you have control over the hours you spend on your unique talent or do you not have control? The answer is easy. You have 100 percent control over the time you spend on your unique talent. If you disagree, call me and I can prove it.

If you doubled the hours spent on your unique talent over the next 100 days, you could increase your net profit by 50 to 100 percent over the next year. That is a powerful statistic.

Example of Unique Talent Activities for Real Estate

You may be having a difficult time deciding what your unique talents are. Here are just a few examples to get your mind working:

Meeting

- Listing appointment with a regular seller
- Listing appointment with a FSBO or expired
- Showing buyers potential homes
- Buyer consultation
- Visiting your buyer client at their new house
- Attending a client closing
- Meeting a Client-A or SOI-A who has given you referrals
- Meeting a Vendor-B who may give you referrals
- Meeting with a networking group

Calling

- Scheduled 15 minute seller consultation
- Scheduled 15 minute buyer consultation
- First phone call to a buyer or seller lead
- Calling clients
- Calling SOI
- Calling seller leads
- Calling buyer leads

When – Where – Who

When is the best time for you to focus on your unique talent? Is it in the early morning before anyone else is awake in the house? Is it regular mornings from 8 a.m. to 10 a.m. or 9 a.m. to 11 a.m.? Is it in the afternoons? Which day of the week or days of the week? Each unique talent will ultimately have an ideal time of day and days of the week which is the best fit for you. Where is the best place to do that unique talent? Think about the best possible location.

Who are you with when you do that unique talent? Some unique talents are done by you, solo, without anyone else. Some are done with one other person. Some are done with a few other people. Decide what your unique talent is and pick the best possible place, time and company for you to focus on that talent.

Priority of Unique Talent Activities

How do you organize and decide what type of unique talent activities to do? At first, you may think

that it would be best to spend 100 percent of your time on unique talents. That is close to impossible, but I think an ultimate goal of 80 percent is possible for a true Billion Dollar Agent who is growing from \$1M to \$5M in GCI or more.

You have 100 percent control over some unique talents and you can create something from nothing overnight. Others, such as listing appointments with sellers, are dependent on other aspects of business flow. Here is how you should organize your focus hours for unique talent slots:

- **A** - These are your best unique talent activities, such as listing appointments or meeting for a buyer consultation. You do not have 100 percent control over the quantity of these activities.
- **Backup** - These are second tier backup activities, in case you do not have enough A. For example, if you have a 2:00 p.m. to 4:00 p.m. time slot daily for a listing appointment, and you do not have a listing appointment scheduled for the coming day, you could email or call client/SOI/vendors. Schedule a get together, meet for coffee or use that time slot to do calling of your seller leads.
- **Lead Generation** - This is a bit complex to understand. You can use your focus hour timeslots to do lead generation activities which will generate more unique talent options. For example, you may spend an hour writing ten notes to client/SOI/vendors to touch base. Reach out and suggest you meet for coffee/lunch and ask them to call you. If you send ten notes, you have a positive touch with those ten people and the two to three who respond will fill a future focus hour.

Personality Profile – Calm Cathy – Hyper Harry – Rockstar Rick

I will aspire to increase my Rockstar Rick personality traits and control my Hyper Harry impulses.

The most likely personality to become a Billion Dollar Agent is a Rockstar Rick. A Rockstar Rick is an emerging businessperson, rather than a salesperson only, who has long-term goals to grow to over \$1,000,000 in GCI with solid profits. Rockstar Ricks are usually at \$100,000 to \$1,000,000 in GCI and the majority are at \$300,000 and above. There are many top agents who are a combination of Hyper Harry and Rockstar Rick profiles. The more you manage the Hyper Harry side and become more like a Rockstar Rick, the more successful you will be.

Personality Profiles

Just like a DISC or Myers-Briggs personality profile test, we have created a simple grouping of agents:

- Slow Sally
- Calm Cathy
- Hyper Harry
- Rockstar Rick
- Billion Dollar Agent Brandy

Often, agents can correctly self-identify their own profile. At Best Agent Business, we do not work with Slow Sallys – those are the 80 percent of agents who do less than \$50,000 per year.

Who is Rockstar Rick?

A Rockstar Rick is a top agent who already has had solid success and passionately aspires to grow their business and become a Billion Dollar Agent Brandy. If you are fine with staying at \$300,000 and not growing to \$1,000,000, then you are a Calm Cathy, not a Rockstar Rick.

We identify a Rockstar Rick by these traits:

- **Mental State** – Calm with focus and energy for growth
- **Focus** – Solid time management with constant delegation
- **Financial Management** – Monthly financials with net profit goals

Mental State

Rockstar Ricks always have positive attitudes. They are optimistic and exude optimism with their self-talk, their staff, and their clients. They have a strong personality, not weak or average. They are

more likely to be calm than hyper. At times they will get very passionate and energized about certain topics. This natural hypomania moves them forward towards their Billion Dollar Agent Goal.

In the face of adversity, Rockstar Ricks are emotionally resilient. They have 'grit'. They persevere. When a deal crashes and burns, they immediately focus on the solution rather than getting angry, mad, upset or sad. While other Slow Sallys and Hyper Harrys go off the deep end in sadness, anger, or regret, the Rockstar Rick solves the problem and moves on to close the same deal in the future.

Rather than being an extreme extrovert like Hyper Harry, or more of an introvert like a Calm Cathy, a Rockstar Rick is an ambivert, which is a mixture of both traits. Sales studies have shown that ambiverts outperform extroverts. The basic traits are an ability to listen and talk. Hyper Harrys are pure high I extroverts. This leads to tons of business from sheer charisma, high energy and enthusiasm. I can point you to many Rockstar Ricks with fewer leads and fewer clients/SOI/friends who are doing far more net profit than the Hyper Harrys next door.

Rockstar Ricks like to work at a solid pace, not too fast and not too slow. They like routine. The more routine things are, the better they do. Rockstar Ricks usually work less hours than Hyper Harrys or Calm Cathys because they have excellent time and life management skills.

Focus on Time Management

If you look at the schedules/calendars of Rockstar Ricks for the coming week, it is likely that they have 50 to 80 percent of their time already scheduled. This is because they have a perfect day and have solid time blocks for focus, buffer and free time. They practice our Billion Dollar Agent Time Management System and Kaizen weekly to tune their perfect day to a perfect fit.

Hyper Harrys run around like chickens with their heads cut off and they waste at least 20 to 30 percent of their working hours. Rockstar Ricks are always on time. They start on time, they end on time. They are punctual.

Financial Management

Most salespeople hate accounting. Most small businesspeople are bad at accounting. Most entrepreneurs do not like accounting. Rockstar Ricks are emergent businesspersons. They focus on the following:

- Profits not transactions
- Monthly accounting rather than a shoebox of receipts
- Separate business accounts instead of mixed finances
- Planned spending not impulsive purchases
- Spends 10 percent on marketing instead of wasting 20 percent
- Profit not ego
- Making a profit instead of crushing it

A Rockstar Rick above \$200,000 in GCI has a Billion Dollar Agent Goal, a BDAG, of over

\$1,000,000 in GCI with a net profit of 50 percent or \$500,000 within 1,000 days.

Billion Dollar Agent Brandy

Here is a sneak peek at the highest Billion Dollar Agent level:

- Over \$1,000,000 in GCI
- Open to sharing financials with other top agents
- Monthly progression toward profit goals
- No ego
- Focus on helping others

Warning for Hyper Harry

If you are a Hyper Harry or a combination of Hyper Harry and Rockstar Rick, here are some concerns and thoughts:

- Impulsive actions such as starting and stopping relationships with vendors can hurt you and your business.
- Buying shiny objects, such as more leads, almost always reduces your net profit.
- There is no magic button or secret.
- There are many people who will try to take advantage of you and leverage your Hyper Harry personality to put you in a situation where you impulsively buy their magic button.
- Having a set number of deals as your focus and goal will almost always lead you down the road to lower profits.
- If you continue to be a Hyper Harry, you may grow from \$200,000 to \$500,000 in GCI over the next 1,000 days, but sooner or later you will read this book or speak to a Billion Dollar Agent Brandy. You will realize you need to get help to complement your Hyper Harry talents.

Summary

Who are you? Are you a Calm Cathy, Hyper Harry, or Rockstar Rick?
How can we help you?

Meet, Call, or Other

I will meet more people, call more people and schedule more meetings.

You only do three things at work – meet, call or other. You are meeting with people, calling outbound leads or doing other stuff. Compare your current schedule with how you want to allocate your time in the future. You need to spend more time meeting people. You need to consistently spend one, two or three hours calling people. You need to spend less time doing other things and focus on delegating.

Let's define what we mean by meet, call and other:

- **Meet** – This includes meeting with people face-to-face whether it is clients, leads, people you know or new people you are meeting for the first-time.
- **Call** – This is outbound calling of seller leads, buyer leads and cold call leads such as expired, FSBO or clients/SOI/vendors. This does not include answering phone calls, talking to buyers at the showing stage, sellers who are listed with you or anyone under contract.
- **Other** – Other includes everything which is not meeting or calling. This may include strategic planning, marketing, planning, delegating, incoming phone calls, talking to agents, talking to clients about deals in process, assistant work, paperwork, surfing the web, driving around the city, zoning out on social media and other things.

Time Management Weekly Analysis

A typical agent who wants to become a future Billion Dollar Agent is currently working 50 hours a week. Let's see how they currently use their time versus the proper future plan.

	Now	Future
Meet	15 hours	25 hours
Call	5 hours	10 hours
Other	30 hours	15 hours
Total Weekly	50 hours	50 hours

In this example, you would simply go from one hour of calling per day to two hours of calling and spend two more hours per day meeting with people. This change alone will likely lead to a 50 percent increase in profits.

Key Focus Lessons

- **Review Shift Weekly** – Sit down every Sunday or Monday; review your calendar for the prior and coming week. How did the week FEEL? Did you have too much of one type of work or too little of another? Shift your schedule every single week. After ten weeks, you will feel like a new person. You will feel like you have enough clarity and dynamic focus to conquer the world. Look at your schedule for the coming week and see if there is anything you can do to positively impact the overall mix for the week.
- **Best Better Good** - For each type of work, there is always a best possible activity, a better and a good option. You have 100 percent control of your Perfect Day and your weekly schedule. If you do not believe this, you will never become a Billion Dollar Agent. You have 100 percent control of your schedule. Start acting like it. If you cannot find work for the best option, go to the better option. If you cannot find better, do good.
- **Calling Generates Meetings** - You can spend one hour of calling to generate four hours of meeting. This is a typical ratio. If you do not like calling your Clients/SOI to touch base, call them to schedule a meeting for coffee or lunch. The way you close deals is by meeting with people. The way you schedule meetings is by calling people. It is great if they respond to your email. If they do not, you need to call them.

Meetings are Not Appointments

We use the word meetings instead of appointments because meetings are more inclusive. Usually, the word appointment refers to a listing appointment or a buyer consultation. Meetings include dropping off a house-warming gift to a client, meeting people at an open house or going to a networking event.

Meeting – Leads Core and New People

There are three types of meetings:

- **Leads** - Meeting with leads is the best possible type of meeting. Imagine you met with one seller or buyer lead every single day. You would close a lot of business.
 - Seller Listing Appointments
 - Buyer Consultations - A buyer consultation is an in-office meeting to review buyer needs, explain the process and get a signed buyer's agreement. The showing agent shows them properties.
 - Buyer Showings - If you are still doing all the buyer business yourself, you are spending five to 20 hours per buyer showing homes. This ultimately is \$20/hour work which should be delegated to a showing agent. Most agents think this is one of the most valuable tasks they do when it is really worth only \$20/hour. The proof of this is the thousands of agents who would gladly show property on a part-time basis for \$20/hour.

- **Core** - Your core is your database of clients, SOI and vendors. Their core provides top agents with more than 50 percent of their net profit, yet 80 percent of agents undervalue it.
 - Clients – These are the people you have closed business with. Your goal is to revive them, extend rapport and help them generate repeat business and referral leads.
 - SOI – These are the people who have never done a deal with you. Some of them have referred business to you. You want to be sure to get their business when they do their next real estate deal.
 - Vendors - Vendors often provide a large percentage of referrals and are not treated with the proper attention and respect by agents.

- **New People** - You are constantly meeting new people. The best agents always add their information to the database as a new SOI so they can get your monthly email and mailed newsletter. You randomly meet new people while going about your life and networking events.

For each type of meeting, decide the best possible place and time. What days of the week are best for which type of meetings? What is the best location? What is the best time of day? Based on this information, schedule time slots for your perfect day.

Develop a Meeting System

A meeting system is a process used to identify and tag the people in your database you want to meet with, reach out to, invite to meet and follow-up with after a meeting. For example, you may decide to have two meetings per week or 100 meetings per year with your core database. If you have 1,000 clients/SOI/vendors in your core, who are you going to meet with? You should start with your Client-

A, SOI-A, and Vendor-A core contacts who have already given you referrals. Meet with the people you enjoy the most to energize your life. Meet with the people you think could lead to multiple referrals based on their business or social situation.

Calling

Calling brings out reality guilt and honesty issues among agents. Everyone knows that salespeople call leads to close sales. Everyone knows that 80 percent of real estate agents are not salespeople and should be fired. You got to where you are now by spending some fraction of your time calling leads. Here are a few ways to solve reality, guilt and honesty issues:

- **Reality** - Face reality. Are there leads to call? Did you include your core in your quarterly calls? Did you remember all the leads from Zillow, Trulia, Realtor.com and other sources you received in the last year that no one has spoken to? On average, how much time are you spending calling over the past 100 days or three months? Are you calling for 30 minutes, one hour or two hours a day? Are you calling consistently without any exceptions? This average amount is your reality. Face reality.
- **Guilt** - Stop feeling guilty about reality. It is what it is. There is no value in feeling guilty. It is better to face reality and act with honesty.
- **Honesty** - A Billion Dollar Agent will spend one, two or three hours calling per day for five days per week. Those are your only three choices. If you are going to call less than one hour per day, you are not cut out to be a Billion Dollar Agent.

You only have three choices...

How many hours per day are you going to do calling? Are you going to call one, two or three hours per day? Make a decision now. This decision is big because it drives the rest of your perfect day schedule. You need to make a commitment and make it happen. If your decision is one to two hours per day, stick with one hour to be conservative. There is no such thing as one to two hours, two to three hours or one and a half hours. The only choices you have are one, two or three hours. Keep life simple.

Here are the types of Calling:

- **Leads** - The best type of lead calling is a scheduled phone consultation with a lead.
 - Scheduled Phone Consultation - You may use an online scheduler to time block 15 to 30- minute seller or buyer phone consultations. In the last few years, I have had over 1,000 scheduled, 30-minute phone consultations with agents making over \$100,000 in GCI. I can document every single call, person, date, time and outcome.
 - Scheduled Meeting - This is when you speak to a new seller or buyer lead and

convert them to an appointment. You can also speak to a previous BC lead who is now an A lead ready for an appointment.

- Resolve and Qualify Leads - Often, when you get new leads from signs or the web, you need to reach them live in order to qualify them.

- **Core** - Do you call your core database of clients/SOI/vendors? Does anyone call them? Your core should be called quarterly and connected to monthly mailings, seasonal contests and client appreciation events. If you have 1,000 people in your core, you should personally call 100 of them. Have your caller reach out to the other 900. This amounts to four dials per year for 900 people. This is 200 to 300 hours of calling or \$4,000 to \$6,000 worth of work at a rate of \$20/hour. That means you will spend approximately \$5,000 a year to call 900 people once a quarter. Your caller can say hello, leave a voice message and send an email after the call.
- **New** - Calling new people is similar to cold calling. This would be calling FSBO, expireds or people you want to reach out to.

Other

Other may appear to be too broad of a term, so let's zoom down to specifics. Other is not meeting or calling. Other does not include the time you spend meeting or calling people during the work week.

Other can be Good, Required, or Bad

- Good other time is when Billion Dollar Agents run and grow their business. You cannot spend ALL of your time meeting and calling. You would get burned out and your business would not operate unless you had a COO to run the business for you
- Required other time is time spent doing things you must do because you have not delegated them. You are the only one that can get them done.
- Bad other time is how 80 percent of real estate agents spend 80 percent of their work hours. Bad other time is unproductive, it is hours wasted. It is not how you should spend your time.

Delegate, Do and Drive

Let's examine simple ways to chunk other work:

- **Delegate** - The best possible way to spend other time spent is to delegate tasks. You need to focus on your unique talents and delegate everything else. Your unique talents are probably a combination of meeting and calling. Delegating work includes the use of a strategy hour where you craft strategic plans for your business. You work on marketing, creating, reviewing, approving systems and delegating meeting/calling work to your staff. In a perfect world, a Billion Dollar Agent would spend ALL of their other time delegating tasks.
- **Do** - This is when you are doing work which should be delegated in the future. You may be answering the phone, doing assistant work, doing paperwork, doing accounting work, doing database work, doing listing work or closing work. Almost everything you are doing is \$20/hour work.
- **Drive** - The amount of time agents spend driving is far more than most people realize. Hyper Harry Agents pop themselves into a car to make it seem like they are going somewhere or doing something. When you are driving, you are making \$0 per hour. Let me repeat that. Driving makes \$0 per hour. You should get a courier service or a gopher ASAP. Delegate as much driving as possible. One Billion Dollar Agent actually hired a full-time driver for \$30,000/year so they can be in the back seat of the car calling, working or resting as they go about their ten listing appointments every week. They are a very smart Billion Dollar Agent.

Other Scary Stuff – Dwell, Dawdle and Diddle

Imagine all the hundreds of thousands of real estate agents in their offices Monday through Friday from 10 a.m. to 2 p.m. What are they doing? The scary thing is, they are probably not calling anyone. Eighty percent of agents are in this position. They should quit and go find a job paying \$25,000 to \$40,000 a year. If they are not calling, do you think they are meeting? They are not because they are in the office between 10 a.m. and 2 p.m. They may be meeting with other agents, but that is not what we mean by meeting. They do not have a Perfect Day Plan. They have never heard of a Perfect Day Plan. Here is what I think they are doing:

- **Dwell** - A mind at rest will dwell on stuff. The stuff they dwell on is usually negative, mindless and will not move their lives forward. We have all experienced it. A mind at rest will ramble and dwell on non-helpful things. Mindset is critical for business success. You must proactively manage your mindset or you will dwell in despair. Have you been there? I have been there and I am fairly successful in business. Almost every top coach will emphasize that what goes on between your ears is the most important part of your business. I agree.
- **Dawdle** - If you do not have a plan for your day or good time management, you will dawdle

away your day. You walk to the corner to get coffee. You go to the bathroom a few extra times per day. You read the newspaper very slowly in the morning. You watch the morning news and suck down 60 minutes of your day. All of these things amount to \$20,000 to \$50,000 per year in wasted time. Most agents are doing the daily dawdle from 10 a.m. to 2 p.m.

- **Diddle** - Diddling requires a smartphone and more energy than dawdling. Diddling is poking around on your smartphone checking email, checking social media, or surfing the web. Hyper Harrys have trouble focusing. If they are not meeting or calling people, they often start diddling. Diddlers have a problem with focus. They are addicted to their smartphone, email and social media. They diddle Facebook. They diddle Twitter. They diddle incoming email. The Internet is designed to encourage you to diddle and eventually to addict you.

Team Colors

I will create a strong team comprised of the right balance of team colors.

A strong Billion Dollar Agent Team is composed of a balance of team colors. You need a proper mix of red, blue, yellow and green. To simplify the widely used DISC personality profile, here is a simple color version:

- **Red** - Driver Entrepreneur - DI on DISC
- **Blue** - Assistant and Systems - CS on DISC
- **Yellow** - Outgoing Meeter and Talker - IS on DISC
- **Green** - Supportive Helper - SC on DISC

To create a Billion Dollar Agent Team, you need to add team colors to your business in the proper sequence and mix so you can focus on your unique talents. If you have too much of one color and not enough of another color, you may become stuck at a certain size of business.

Many team models look at the positions they need to fill in a team. I would like you to think outside the box. Think in terms of colors and how your staff fit into those roles. Here is a way to look at colors via our Billion Dollar Agent model:

- **Red** - Business Owner – You – Focus on your unique talent of spending 80 percent of your time Meeting or Calling people.
- **Blue** – Assistants – This includes both virtual Best Agent Business assistants as well as in-house Assistants (IHAs). It also includes systems which are designed to run your business. You want your business to be more systems-dependent than people-dependent as it grows to over \$1,000,000 in GCI.
- **Yellow** - Showing Agents - Showing agents show homes to buyers at an hourly rate. They conduct open houses and network with people around town. They are super-friendly, positive people who love to meet and speak to people. Yellow people are outgoing talkers similar to IS personalities on the DISC personality profile.
- **Green** – Greens are supportive helpers similar to SC personalities on the DISC profile.

Here is a short version of a perfect growth plan:

- You are red and you are so busy you can't keep up with everything.
- You hire blue to delegate assistant work to. Blue creates blue systems in order to prepare for more colors.

- As you get more buyers than you can handle, you hire yellow as showing agents.
- As business grows, you expand your marketing to generate more leads. You get so many new leads, you can't handle them. You hire green as callers so you can stop wasting leads.

Please note carefully that you will now have three important new roles:

- **Systems** - This is not a person; this is how your business operates. This is a Michael Gerber E-Myth basic. You either get it or you do not. This is how your business becomes a business and not self-employment.
- **Showing Agent** - There are plenty of friendly yellow agents who would gladly be a part-time, \$20/hour showing agent. The buyer agent model has failed for the majority of teams; they just do not understand it. This concept is critical for a team to transform into the Billion Dollar Agent model.

- **Caller** - You need more calling hours in your business. Your time is limited. If you are above \$500,000 in GCI, you should be spending one to two hours a day calling yourself. Your buyer's agents shouldn't be doing any calling. You need enough callers to stop wasting leads. At first, all callers can be virtual such as our Best Agent Business callers. Once you grow above a certain point, it makes sense to have a combination of in-house callers and Best Agent Business callers.

Growing to Become a Billion Dollar Agent

We will describe the path you need to take to transform yourself from a solo agent into a team by adding the proper colors in the proper sequence.

Red

Business owners and small business entrepreneurs are often red. They have the drive to dominate and the ambition to grow their business. The majority of top agents are red.

Strong Points of Red

- Drive
- Energy
- Sales skills
- Sales passion
- Marketing energy to generate more leads
- Passion to grow constantly
- Constantly pushing everything and everyone forward
- Fantastic at converting buyers or sellers on the phone
- Fantastic at in-person listing appointments
- Fantastic at getting buyers to sign agreements in-person

Weak Points of Red

- Lack of an ability to implement systems
- Overly strong personality can offend blue and green people who work for you
- Impatient
- Lacks a warm fuzzy side
- Gradually gets bored with buyers
- Ignores the buyer side of business
- Moves too fast without focus
- Generates more leads than they can work
- Impulsively spends money on new things
- Impulsively stops doing things that work well

The power and drive of a red will help get a new agent to \$100,000. They will start to get so busy that there will be more blue assistant work. They will have less time to complete the work and they will begin to avoid it at all costs. For example, a listing animal may start to dread listing appointments because a successful appointment will mean spending two to five hours on blue tasks to process and market the listings.

What color are you? Almost all Billion Dollar Agents are red. Most top agents are red.

You Need Blue

Every agent with over \$100,000 in GCI needs a blue, part-time assistant. Based on many models, you should be spending ten percent of your GCI on assistants. Thus, if you are earning \$100,000 per year, you should be spending \$10,000 per year.

At this level, your time is worth \$100/hour if you are doing sales activities but you are spending 50 percent of your time doing \$20/hour assistant work. If you hire an assistant for ten to 15 hours per week, you stop doing the \$20/hour work and spend more time doing the \$100/hour work.

Strong Points of Blue

- Ability to focus
- Attention to detail
- Gets work done
- Gets stuff organized

Weak Points of Blue

- Does not like to meet people
- Does not like to call people
- Does not like change or rapid growth

Systems are blue and they are key to success in business. Without systems, you are a self-employed person with a job. Best Agent Business' systems are the best value we provide to our clients. These systems have been developed with over \$1,000,000 in research and development and over 1,000 pages of documentation.

If you are red, and not very good with systems, you need to buy systems that already exist, or hire someone to run your operations and build out systems. If you can get systems work done at the rate of \$20/hour, then every moment you spend trying to build systems yourself is not the best use of your red time.

Yellow Showing Agents

I love showing agents. Our vision of the showing agent model has progressed during the last few years to be a key to our Billion Dollar Agent Profit Model. This is a very important concept.

If you are doing \$1,000,000 in GCI, our Showing Agent System will deliver an extra \$100,000 per year in net profit compared to a regular buyer's agent team model. We are proving the concept. At this point, we are not spending time trying to convince agents to use this model; we are just working with the smartest ten to 20 percent who get it.

Yellow is the friendly person who thought real estate was showing nice people pretty homes and helping them to buy a house. Yellow people are outgoing, talkative and friendly. They are high I. The DISC profile of a Yellow is IS. They are great showing agents but terrible buyer's agent because they will not pick up the phone, make calls, or deal with constant rejection and the boredom of lead follow-up. All they do is make friends quickly. Out of 100 buyer's agents, 80 of them are probably showing agents in the wrong job description.

Yellow does not want to know that real estate involves about 200 different types of tasks including salesperson red stuff, database blue stuff, lead management, systems/assistant work and green stuff like diligently spending two to three hours per day calling leads and making proper database notes for solid follow-ups. Yellow just wants to get out there and be yellow, shine and meet people. Let yellow be yellow!

Our Showing Agent System involves hiring multiple, part-time yellow showing agents on a \$20/hour basis. In some markets it may be \$15/hour and in others it may be higher. There are no bonuses or commissions. Yellow showing agents making \$20/hour will be far happier than buyer's agents who are paid a 50/50 split. You need to trust me on this.

Strong Points of Yellow

- Loves to connect and meet new people
- Bonds and develops rapport fast
- Likes to talk to and learn about people
- Awesome at open houses and showing homes to buyers

- Great at networking at group events

Weak Points of Yellow

- Without focus, yellow would spend most of their time talking with other friendly agents
- Does not like to make consistent follow-up calls
- Will not follow systems unless they are required to as part of job and they are held accountable

Yellow should be hired to help with following:

- Showing homes to buyers
- Licensed work such as inspections and related tasks
- Open houses
- Networking events
- Client appreciation events
- Adding to the SOI database

Green Callers Grow

You need to do more calling. You are likely over spending on marketing and wasting leads. You need more calling hours. It doesn't matter if you spend one, two or three hours calling per day, your business needs more calling. Hiring another three buyer's agents will not help. If you hire three more buyers' agents and they all spend zero hours calling, you would still have zero hours of calling. You need callers.

Strong Points of Green

- Follows systems and likes to help and support people
- Good listener for buyer and seller leads
- Good note taker
- Follow database management systems
- Understands that patience and consistent follow-up is key
- Has a helper/counselor mindset
- Wants to help your business
- Hates to see anyone wasting leads

Weak Points of Green

- Not usually a closer.

Green should be hired to help with following:

- Calling all types of people for your business
- Calling core clients/SOI/vendors to touch base

- Calling buyer leads
- Calling seller BC leads
- Calling expired and FSBO seller leads
- Calling sellers monthly/weekly for seller feedback
- Calling buyers to verify that the showing agent was a good fit and followed systems
- Calling clients during closing management to insure client comfort
- Calling clients after closings to debrief them and ask for referrals

Color Team Balance

A Billion Dollar Agent Team doing \$1,000,000 in GCI will have a balance of red, blue, yellow, and green. If you think about a business with 140 deals a year, balanced between buyers and sellers with a \$7,000 average commission check, your team should look similar to the following:

- **Red** - One person. This person is you, the business owner.
- **Blue** – You should spend ten percent of your GCI on assistants/systems. This is about \$100,000 a year.
- **Yellow** – Spend five percent of your GCI on showing agents. If you have 70 deals at an average of \$500 your showing agent fees will be about \$50,000 a year.
- **Green** – Spend ten percent of your GCI calling clients/SOI, buyer, and seller leads. This is a budget of \$100,000.

Color Sequence Problems

Sometimes people make a mistake and hire colors in the wrong sequence or without balance:

- **Blue and Yellow** - You try to hire one person to do both assistant and showing agent work. It is extremely rare to find someone who is an IC on DISC that is both blue and yellow. Usually, they will do okay with one part of the job and be a failure at the other part. This will hold you back X months until you solve your hiring mistake.
- **Yellow Before Blue** - Never hire a buyer's agent before you hire a blue assistant. Why would you keep doing \$20/hour assistant work yourself while you give a commission to a buyer's agent? You need to hire enough blue to get all the assistant work off your plate and develop systems. You need a showing agent in place before you hire your first yellow or leads will get wasted.
- **Marketing Instead of Green** - If you are currently wasting leads, you need more green and callers before you spend more time and money on marketing to generate leads. Marketing is easier, more fun, and generates leads. Lead generation is not the issue anymore. Anyone with money and basic industry knowledge can easily generate 100 leads per month within one to two months. The challenge is lead management, calling the leads and lead conversion. Too often, top agents spend money on marketing before they solve their green gap.

Vacation

I will delegate, and train my team, so I can trust them to run the business without me.

Can your company run without you? Could you go on a vacation for one month and have your company run without you? Do you aspire to build a business that can run and grow without your full-time involvement? What would happen if you travelled for a month with no phone calls and almost no email contact?

I took a one month travel vacation to Israel, India and Istanbul to test the strength of my own business, staff, and systems. I had a fantastic vacation, fully cleared my mind of work and business, spent time with my family, and came back refreshed and recharged.

Here are a few reasons why I decided to take a month off from work to travel:

- **Leave No Regrets** - One of the five secrets of life is having no regrets. I travelled around the world in my youth and had not been on a long trip for many years. I wanted to get out of my comfort zone and travel. I wanted to see India and Israel again. I wanted to go on a long vacation with my wife and have an adventure with my daughter.
- **Clear My Mind** - I work hard and I wanted a long mental break. I watch television and read one to two hours per day, but I hardly did either during the trip.
- **Change My Routine** - At home and work, I have a very structured routine. I wanted to do something different.
- **Delegate** - I worked hard before my trip to delegate more tasks. I noticed there were a number of items that didn't need to flow through me but I had never got them off my plate. It felt good to get them off my plate.
- **Systems** - We have solid systems, but I needed to create a few more so the business could operate smoothly without my involvement.
- **Trust** - I wanted to convey my deep level of trust and confidence in the team I have at Lifebushido and Best Agent Business. Some of my staff may have been worried about my trip, but things worked out fine during my absence.
- **Minimize Communication** - I was able to operate without any phone calls and only 20 emails in 30 days.
- **Grow to the Next Level** - To grow my business, I needed to gradually delegate all possible

tasks off my plate and focus on my unique talent. My travels helped me delegate and gain greater clarity on my future focus.

Musings

I sat down about a week after my return and wrote down some personal musings. Some of these related to business and some related to life outside of the business. As a fellow entrepreneur seeking to build a business that can run without your constant presence, I am sure you will relate to many of these:

- The lack of a schedule and structure leads to wandering. That is not healthy, productive or helpful.
- I enjoy sales calls and speaking to people. If there is too little, I miss it. If there is too much, I get burned out. There is an ideal mix of sales calls and meetings.
- Client service issues are depressing, demotivating, and time sucking. They impact salesperson confidence.
- Closing sales does not happen enough without my personal involvement. I need to have systems that will constantly increase the percentage of sales that close without my direct involvement. I also need to constantly reduce the time I spend on closing a sale.
- A client who has been with us for over 100 days and is not ready to provide a written testimonial is a problem. All clients need to be fully engaged and happy by day 100.
- You need to always Kaizen or things fall apart. If you are not improving, your business will fall apart. There needs to be constant Kaizen, constant incremental improvement.
- I dislike dealing with small, operational items which distract and cause stress. Stress is caused by nagging little items I know need to get done. I need to get things off my plate constantly.
- I hate negativity in the morning. I need to wake up at my target of 5:15 a.m. to have peaceful mornings and solid focus.
- Wasteful addictions such as reading a newspaper in the morning, watching TV in the evening, or eating food late at night need to stop.
- After being away for a long time, there are daily habits that may have fallen apart. I need to restart them.

More Random Musings

These musings are random and more personal.

- Meeting with people is the best. I enjoy meeting with new people.
- Never give up.
- The world trip will never end. I spent a year backpacking around the world with two college roommates when we were 25. We called it the world trip.
- Disconnecting from email, work, TV, and reading is a good thing.
- Fear and worry is a waste. Things usually work out. Go with the flow.
- Live life with no regrets.
- Set goals and achieve them.
- Eliminate yourself and delegate faster.
- Everything in the world is the same everywhere.
- I need someone to believe in me. I need pats on the back.
- There is massive global underemployment of college educated global youth. This will grow even more in coming decade.
- Art is for surplus time, cognitive surplus time.
- You can create art or consume art. Most people consume art. Watching TV, listening to music, watching videos on web, surfing web, and reading is consuming art.
- Everyone has addictions. Some are really bad, some are good, and some are neutral or just plain weird.

- I don't like things. I don't like physical objects. I don't like excess.
- I am insanely thankful for and proud of my family.
- Serendipity is something you create for yourself.
- With one success and 100 failures, do you focus on the success or the failures?
- Meditation probably makes sense.
- Focus is everything.
- Life is full of small moments.
- Never give up.

Here are some of the questions and issues I will think about when I return from my travels:

- What questions should I ask myself when I reflect on my month of travel?
- What questions should I ask Ishidos and team leaders?
- What unique talent is missing from the business? What skills or aspects of my talent were missed the most? Basically, what important roles do I have in the company?
- What business systems are the weakest and need improvement?
- Which Ishidos stepped up to the plate or decreased effort/productivity in a negative way?
- What authority was not fully delegated and needs to be delegated in the future?
- Was there any confusion over roles and authority that caused tension? Was there anything that was not resolved or handled fully?
- What else would you need to delegate or improve for you to safely take a one month vacation?

Best Agent Business - Client Testimonials III

Best Agent Business provides part-time virtual assistant and calling services to top agents. We help you focus on your unique talent and delegate everything else to grow your business.

“I was doing way too many things, and many of them were not done well. As I delegated items to Best Agent Business one at a time, I began to free up time that allowed me to do more of the things I was good at. I am good at calling, and building relationships. In doing more calling, I gained more referrals. I am leveraging my time and growing the business. Even though I've been in this business for 20 years, my life is more balanced now than it ever was.”

“I have been using Best Agent Business for six months. I previously handled all administrative tasks myself, and it was an adjustment to delegate tasks to others. Best Agent Business has saved me time each week and has allowed me to focus more on my clients. I have also become more attuned to my database and have increased contact with my leads.”

Appendix

Letter from the Editor – Jennifer Young

Six years ago I had a two year old daughter and a son on the way. I was worried about making ends meet, and was hoping that I could find a job that wouldn't interfere with family time. I scoured the newspaper, checked all of the online job sites, and purchased memberships to a number of work-at-home mom sites.

I found tons of minimum wage jobs. I found get-rich-quick scams at home craft jobs that paid a pittance. None of these were viable options. As a last resort I checked on Craigslist and ran across a very brief ad. The ad was for a position working with a new company. They wanted people willing to Kaizen. I have a degree in Japanese studies and I was interested to see who would want to Kaizen. I contacted the poster and quickly received a reply with an extensive list of questions about my likes, dislikes, and passions. I filled out the form and was quickly hired and offered a position.

During my time with Lifebushido and Best Agent Business I have worked in a variety of roles to include marketing, graphics, book editing, publishing, research, and writing. Through this whole time I have worked remotely from North Pole, AK. I have been very active, scaled back, took a hiatus, and returned based on my personal life. I have been able to change my tasks to suit my interests and available time.

Lifebushido and Best Agent Business have allowed me to put my personal life first, balance my time, and pursue my unique talents. These are three employment traits that very few companies have.

I am excited about what the future holds, I believe anything is possible and I look forward to seeing how Lifebushido and Best Agent Business expands to make even more people successful and happy.

Letter from the Editor – Raquel Martin

I am sitting in my office on a Friday afternoon, sipping a cup of coffee and completing a Letter to the editor for this book - *Billion Dollar Agent Manifesto*. This scenario has become a familiar one to me over the years.

It has been over 2,600 days since I coordinated my first project for Steve Kantor's Lifebushido. Yes, that was more than seven years ago. The project resulted in the world's first crowdsourced book – *YRUHRN? Why Are You Here Right Now?* It was an incredibly positive project. It cost a single penny to recruit me. I'm sure Steve would be happy to tell you that human resource story. Give him a call.

I have had many phone meetings with my boss Steve, for many hours, for many years, but I have never met Steve in person. We live on opposite coasts of the United States. Our meetings are lively and I feel a great connection and sense of camaraderie when I speak to Steve. Steve always has crazy ideas. There is nothing I enjoy more than turning crazy ideas into concrete realities. I am organized. I am focused. I pay attention to details. I get work done. I am blue. Systems are blue. I love developing systems!

Lifebushido and Best Agent Business have brought me into contact with some of the greatest clients and team members I have ever had the pleasure of working with. This is a place where I have the autonomy to dream, create and innovate. This is a place where I know that anything is possible.

Executive Summary Edition of Billion Dollar Agent

Thank you for reading. You have reached the end of the Executive Summary Edition of *Billion Dollar Agent Manifesto*. Please visit www.billiondollargent.com for links to additional versions of this book and more from Best Agent Business, Lifebushido and Steve Kantor.