

# 4 Simple Steps To Success!

*Brent Gove*



## #1 Make a Big list!

100 names+

## #2 Call & ask them for their Opinion on This “New” Model for Real Estate!

Be super enthusiastic! ie: (You've never seen anything like it!)

## #3 Have them watch > [TheModelExplained.com](http://TheModelExplained.com)

## #4 Get them on a Zoom call with your Sponsor or your Sponsors Sponsor etc.

(Make sure you use the Word Partner or Mentor or Coach not Sponsor)

Make a conscious effort to never say upline or down line.

**\*Remember:** raw Enthusiasm will make up for a myriad of mistakes!

### **You can't say the wrong thing to the right person! : )**

It's all about timing! Either their Gate is open or it's not.

One week they're closed about moving....The next week or month their open!

It's all timing. You just have to run through the numbers to find the open minded....(Which was me) or the ones who have been recently let down (jilted) by their Broker, Sales Manager, or Company!

### **Stay in relationship if you get a “No”!**

Check in every 4 months! (You don't need to mention eXp)

### **Some will say.....Isn't that a Pyramid?**

(That's what their Sales Managers have told them....etc)

I just ask them if

Keller Williams is a Pyramid?

(Or some Network Marketing type Company?)

And then state

Before they can answer.....

Of course not! :)

Neither is exp ....



We just copied their Profit Share distribution method and made it 40 times more Powerful!  
Say this like it's the greatest thing in the world!

### **Be more powerful more Enthusiastic then their negativity or objection! : )**

People don't know how to respond to that : )

They bring you to their side..... doubt

Or you bring them to your side..... This is the greatest thing to ever happen to the Real Estate Industry!

### **Be a little crazy!**

Remember...

They thought Henry Ford was Crazy!

Thomas Edison!

Jeffrey Bezos

Steve Jobs

Martin Luther King

Winston Churchill

Need I go on?!

Then I'm right back to:

I'd really love your Opinion of the Model!

(Not eXp) Keep it Company neutral.

You just want them to see the numbers, the math, the Science behind the Model! etc

### **Reach out to folks with good energy.....**

Not negative type agents or Brokers!

(You will learn! Lol)

### **Always come from Contribution!**

(Help them when you can!)

### **Pray hard/Work Hard**

& I'll see you at the Top! ( As my dear friend Zig Ziglar loved to say!)

### **Side Note.....**

Some Agent/Broker Prospects will immediately push back and do a knee jerk reaction.....

"I'm not looking to move or switch Companies etc."

I'm always quick to say.....stay at Remax forever! I just want your Opinion! : )

Or If I know them well enough.....Your not allowed to leave KW! : ) Stay there!

I just want your opinion on the Model! Your 2 cents etc.

I want to know if you think it has merit in XYZ City..... Whatever City the Agent happens to live in!

le.....I Respect you .... like you & want your take on this new incredible Model for Real Estate!

### **Resist the questions they will instantly throw your way.....**

Like.... "what is it?" "Tell me about it." Etc.

### **Be in a hurry!**

Let the "Benefits Webinar" do the talking! Tell them a Picture's worth a thousand words anyway & go

right back to ..... "Can you watch it tonight or early tomorrow morning with a fresh hot cup of coffee?"

etc.

### **Be excited! Be Fast! Have a sense of Urgency!**



## **Talk to 2 a day / 10 a week /40 a month!**

Or focus on one day a week for expansion  
Like I did where you are very purposeful and intentional.

I chose Fridays from 2 to 5 PM every week. [OBJ][OBJ]

I simply called agents and brokers and shared my enthusiasm with them for the model asking for their opinion on the model at all times : )

You will sponsor many in no time!

## **Avoid new agents!**

(They have to learn Real Estate and will suck up your time)

Look for agents who sell a minimum of 10 homes a year! (They will typically Cap)

The more the Better! 20, 30, 40+ sales a year! The more Influential! etc

## **It only gets easier as you go!**

Getting started is half the battle! Go Prosper!

## **Side note number two**

People ask me what to say to Brokers? Top Producers? Independents with 10 agents or 200?  
Luxury agents? Commercial Agents?

The exact same scripting I just went through above!

Don't change a thing!!  
Just be as excited as possible!

Raw Enthusiasm is Contagious!  
People are attracted to it like Bee's to Honey! :)

Cheers! Brent :)

**Keep  
It  
Simple  
Superstars!**