

## **The Monitored Mentorship Handbook**

This program is broken down into three distinctive portions, all designed to help you build your business and establish your referral network of clients. The first section addresses the concept of being your own boss. Not having someone tell you what to do, how to do it and when to do it can be a daunting responsibility. It's very easy to fall into one of two traps; working too much and abandoning life for business, and working too little, enjoying life too much and not earning the means to continue that pleasure.

The second set of assignments focuses on developing and understanding the paperwork involved with a transaction, and the creation of your own personal sales/presentation style. You must know your material like you know your home address...Perfect!

The third section of this program centers on bringing your inner circle of influence into your training and marketing. **DO NOT SOLICIT YOUR INNER CIRCLE TO BE CLIENTS!** They are your trainers, your role play partners; they are part of your sales education. On their own, they'll solicit their own sphere to work with you.

Finally, there are 16 ideas you need to accept and keep in your career to be successful. Read them and do the activities suggested.

This program is self directed and dependant on your desire to work it and develop the skills it will help you establish. Your mentor is there as a guide and tutor, not a leader or boss. It is incumbent upon you to keep in contact with your mentor, not the other way around.....

I wish you the best in your new career.

Jay Rosen  
Broker/Education Director

1. Review the following material and present a schedule for completion to your mentor.
  - a. Note about scheduling: One must accept that following a schedule is not normal or easy in real estate. Following a schedule, however, will lead you to freedom and satisfaction by allowing you time to accomplish your goals and have time for life activities. Without a schedule, your life and career are executed in a state of “reaction”, being controlled by others and circumstances. Properly scheduled, your life and career will execute proactively and with control.
2. Begin Reading the book “How to Win Friends and Influence People” by Dale Carnegie. Take notes.
3. SCHEDULING ASSIGNMENT #1: Develop a morning schedule taking into account all your required activities from both home and career. Consult with the people in your life in creating the schedule. Write it down. Follow it for 90 days.
  - i. After 90 days, follow the same procedure for afternoon.
  - ii. Amend your schedule every 90 days.
4. SCHEDULING ASSIGNMENT #2: Decide which nights you will be available to work late and which nights you will go home early. Decide on exact times and tell the people in your life. **STICK TO IT!!! NO DISTRACTIONS!!**
5. FORMS ASSIGNMENT #1: Break down and write in your own words, each paragraph of the following Agency disclosure documents. In addition, describe in writing how you plan to present the issues and content of these forms to your potential client.
  - a. Duties Owed By A Nevada Licensee
  - b. Consent To Act
  - c. Listing Agreement
  - d. Buyer’s Agency Agreement
  - e. Review and discuss with your mentor
6. FORMS ASSIGNMENT #2: Break down and write in your own words, each paragraph of the following disclosures. In addition, describe in writing how you plan to present the issues and content of these forms to your potential client.
  - a. Mold Disclosure
  - b. Construction Defect Disclosure
  - c. SRPD
  - d. Home Inspection Disclosure
  - e. Noise & Nuisance Disclosure
  - f. Equal Housing Disclosure
  - g. Lead Based Paint Disclosure
  - h. Review and discuss with your mentor
7. FORMS ASSIGNMENT #3: Break down and write in your own words, each paragraph of the “GLVAR Offer and Acceptance – Purchase Agreement” form. In addition, describe in writing how you plan to present the issues and content of these forms to your potential client. Review and discuss with your mentor

8. FORMS ASSIGNMENT #4 Break down and write in your own words, each paragraph of the following forms. In addition, describe in writing how you plan to present the issues and content of these forms to your potential client.
  - a. CIC Addendum to the Listing Agreement
  - b. CIC Addendum to the Purchase Agreement
  - c. “Before you purchase” CIC disclosure
  - d. Receipt for the Certificate of Resale
  - e. Review and discuss with your mentor.
9. Assemble your presentation and set an appointment to role play with your mentor.
10. PERSONALITY ASSIGNMENT #1: List your top 10 strengths and top 10 weaknesses as a person. Have 2 people who are very close to you make a similar list (about you). Assure your people that truth and honesty will help and that there can be no repercussions. Ask them to be brutally honest.
  - a. Use the three lists to consider the difference between how you see yourself and how others see you.
  - b. Incorporate the information in these lists into a plan to capitalize on your strengths and utilize your weaknesses to improve your ability to meet people and gain their confidence.
  - c. Review and discuss with your mentor
11. MARKETING ASSIGNMENT #1: Identify 5 sources of people you know who will take the time to listen and work with you for 1 hour. Make a list of 20 people from these sources and set 5 appointments to role play your presentation with them.
  - a. Assign them a personality, a goal and other aspects of a hypothetical client
    - i. NOTE: It’s good to keep them in their element.
  - b. Urge them to stay in character throughout the presentation
  - c. Ask them to critique you (in writing if possible) with brutal honesty
  - d. Review and discuss with your mentor
12. MARKETING ASSIGNMENT #2: Report to your mentor with feedback from the 5 meetings with members of you sphere of influence. Refine your meeting approach and schedule 5 more meetings.
  - a. Repeat until death or retirement.

**IDEAS I MUST ACCEPT IN ORDER TO ACHIEVE SUCCESS**  
(Questions to answer and activities to complete)

1. I must accept that there is always something to learn.
  - a. The mark of a successful person is they are consistently and constantly looking for new ideas and strategies to enhance their performance, level of knowledge and ability to serve.
  - b. There is a lesson in every success and in every failure. Successful people are always asking the question “What is there to learn from this experience?”
  - c. QUESTION?: Do I have a structured learning program?
  
2. I must accept that there is always room for growth.
  - a. Once you say “I’m Okay” or “It’s Okay”, you’re done with that aspect of your life or career. It’s called complacency and it’s the reason for the downfall of every successful person, every successful business and every successful civilization.
  - b. Always ask yourself “Knowing what I know now, how can I make this better?”
  - c. ACTION: Ask this question about your prospecting technique, your client qualifying technique, your listing presentation and your client services.
  
3. I must accept that attitude controls the results I generate.
  - a. Bad attitude = bad results
  - b. Unstoppable attitude = unstoppable results
  - c. Your attitude is defined as “how you view the world”. This view is controlled by your exposure, your environment, your associations, your self esteem and your physiology.
  - d. Understand that attitude permeates into every aspect of your life. You control the factors that control your attitude. Choose your path wisely and carefully.
  
4. I must accept that there will be days, weeks and even months where I seem to make no progress at all, stay focused, these “dry” periods are part of the process of success and will mark your path.
  - a. Never judge a career on a day, week or month’s results.
  - b. Keep your focus on 90 day cycles
    - i. 90 days action, review and adjust, 90 days action (repeat)
  
5. I must accept that there are more people operating in this world other than me and that what everyone else is doing has nothing to do with what I should be doing.
  - a. Career & life decisions should be made by you and you alone.
  - b. The mark of a highly successful person is that they focus on what they can control, themselves. Don’t worry about them, focus on you. Put on “blinders” and work your plan.
  - c. Successful people also realize that as they do good work, it makes a difference in their environment. They improve their community.
  
6. I must accept that being happy and joyful is more important than having to be right all the time.
  - a. To make the coming months and year better, leave behind the answers and having to know all, embrace instead the questions and the environment in which to learn more.
  
7. I must accept that when I am “off” in one area of my life, it will affect all the others.
  - a. All aspects of your life are important and deserve equal attention. Ignoring either a personal, family or career need will negatively impact on the other two.

- b. Life and career are cumulative activities, the key to success is to continually set goals, develop plans, work with mentors and associates to keep yourself on track.
  - c. ACTION: The Equity Test. Rate yourself on the following areas (1-10, 1 being good and 10 being bad)
    - i. Physical-
    - ii. Mental –
    - iii. Spiritual –
    - iv. Financial –
    - v. Family –
    - vi. Career –
8. I must accept that changing my behaviors and habits always takes longer that we want to admit.
- a. The key to developing new successful habits and eliminating ones that are hurting you is to be patiently impatient. In other words, don't expect miraculous changes, but don't stop working and give up either.
  - b. ACTION: Write down 6 habits you want to either add or eliminate from your life. Beginning now, assign one change in habit to every other month on the calendar. Spend those two months focusing on changing just that one habit while maintaining all the others.
9. I must accept that I will need positive outside role models and influences daily to keep growing and moving forward.
- a. The challenge of real estate: You're either in your head or you are in action.
    - i. The inside of the head is a scary place to be!
  - b. Great salespeople use motivational tapes, books, seminars, mentors, accountability, affirmation and role-play partners to keep themselves in line.
    - i. What do you use?
    - ii. If nothing, what is the cost to your career?
10. I must accept that the energy I have is a result of:
- a. Who I associate with
  - b. What I think about
  - c. The exercise I get daily
  - d. The questions I ask myself
  - e. What I put into my mouth
  - f. What I put into my mind
  - g. What comes out of my mouth!
  - h. To have or achieve success, I must have sustainable energy.
  - i. ACTION: Rate your personal energy level from 1-10 (10 being low)
    - i. How can you increase your energy level?
    - ii. **START DOING THOSE THINGS!**
11. I must accept that I am the only one holding me back from greatness. No one else is involved
- a. Ask yourself the following....In order to achieve my goals...
    - i. What do I need more of?
    - ii. What do I need less of?
    - iii. What do I need to start doing?
    - iv. What do I need to stop doing?
  - b. Ask these questions of the important people in all areas of your life.
    - i. Best friend, spouse, broker/manager, assistant, partner, kids, etc

12. I must accept that as I become more successful, productive and powerful, not everyone will be as excited as I am about it.
  - a. The key is to attract and develop relationships with people who are like you, are open to learning, sharing and supporting one another.
  - b. QUESTION: Who do I have in my life the really wants me to succeed at the highest levels? Make a list of those people and embrace their support.
  
13. I must accept that there will be many days where I doubt myself, the goals I have set and the people I've surrounded myself with.
  - a. This is normal – deal with it!
  
14. I must accept that two – three hours of good prospecting work to high quality prospects will solve most of my problems.
  - a. High quality prospects are:
    - i. My sphere of influence
    - ii. My former clients
    - iii. Current clients and their referrals
    - iv. My farm area
    - v. Areas around my current and recent past listings
  
15. I must accept that reviewing, writing out, thinking about and discussing my goals on a daily basis is better than talking about market conditions.
  - a. One leads to your goals, the other leads to mediocrity.
  - b. ACTION: Get an accountability buddy or hire a mentor to review and discuss your goals and plans with frequently.
  
16. I must accept that learning/creating canned presentations, using scripts and dialogues is essential to my success. Being able to creatively adapt them to your own particular style and situation on the fly and under pressure with seamless fluency will make them yours and take you to an even higher level of success and satisfaction.
  - a. ACTION: Develop your own (with the help of your mentor):
    - i. Listing presentation
    - ii. Objections handlers
    - iii. Past client call
    - iv. Current client call
    - v. Role play your various presentations with your mentor and others, have them critique your performance
    - vi. I WILL BEAT YOU LIKE A DRUM, FOR I KNOW WHAT TO SAY!